KEEP YOUR LIST

Keep your list. We tell you which families on it will actually say yes.

Your waitlist isn't the problem. What it can't tell you is who has since found care, who needs a spot this fall, and whether you're a family's first choice or their fourth. TinyMatch adds that one column. It changes nothing else.

The spreadsheet problem

A waitlist is a snapshot of the day each family signed up. Six months later a third of them have found care somewhere else, half have a different start date, and none of them told you. So when a toddler room opens, you call down the list in sign-up order and the first two or three calls go nowhere.

Every family on your list is on other lists too. Families who rank centres on TinyMatch rank 3 on average, and three in four rank more than one.

The one column we add

Upload the list you already keep. Next to each family you see: still looking or found care, the date they actually need care now, and whether they ranked you first. Sorted so the families who will say yes are at the top.

Your list stays yours, in your order, in your spreadsheet if you like. Nothing is sent to anyone unless you ask.

> **"Your system knows who signed up. It can't know who's since found care, or who has you as a backup. We add that column and change nothing else."**

77%

of families searching on TinyMatch rank more than one centre. Your list isn't the only one they're on. (630+ families signed up; 298 centres listed across Durham and nearby.)

3

families per opening, the ones it fits best, not a blast list; families call you with a match code

$0

for the waitlist upload, openings, tour requests and your public page. Always.

Your list, with the column filled in

This is what a director sees after uploading a spreadsheet. Dates and ages come from the family's own TinyMatch profile when they have one, otherwise from your sheet.

FAMILY	CHILD	CARE NEEDED	ON TINYMATCH	READINESS
M. Patel mpatel@...	Toddler	Jan 5, 2027	Profile · ranked you #1	Ready now
J. Okafor jokafor@...	Infant	Nov 15, 2026	Profile · ranked you #3	Ready now
S. Nguyen snguyen@...	Toddler	Mar 1, 2027 (your sheet: Sep 2026)	Signed up, no profile	Needs care soon
A. Rossi arossi@...	Preschool	Sep 1, 2027	Profile · ranked you #2	Waiting
K. Brown kbrown@...	Toddler	—	Profile	Found care elsewhere

Illustrative rows. "Ready now" = has a profile and needs care within six months. "Found care elsewhere" = told TinyMatch they're placed. The more of your families with a profile, the more fills in; "needs care soon" works from your own dates straight away.

What happens when a room opens

1

You post it

Age group, start date, how many spots (and days, if part-time). Thirty seconds from your dashboard, or tell us and we post it for you. Dates change? Edit it; families already told get an update.

2

We score every family

Who ranked you highest, whose date fits, whose child is the right age on your start date, who's close by. Siblings you confirm get a big boost, usually enough to go first. Families more than six months out only hear if they ranked you and everything fits.

3

Three families per opening

The three best fits for each opening (up to nine) get your number and a match code. They call you; you ask for the code and see who they are. Spot still open after 24 hours? The next three hear.

Free does the job. Premium does the reaching out.

Most centres never need Premium. It's for directors who want the list kept current without touching it.

Free for every claimed centre

- Upload your waitlist (up to 500 families) and see the readiness column
- Re-check any time; re-upload merges by email
- Post, edit and partly fill openings; three best-fit families alerted per opening
- Confirm siblings who already attend; they move to the front for your openings
- Match codes and "families matched" emails with distance and fit
- Invite a matched family to talk; they choose whether to share contact
- Your public page with Rank this centre and Book a tour
- Tour requests to your inbox, reply-to the family
- Page views, tour and match counts on your dashboard
- One monthly email with your numbers

$49 / month per location · first 14 days free · cancel any time

- **We check in with every family on your list every 25 days** and take the ghosts off for you
- **Families on your list who aren't on TinyMatch get an invitation from your centre** to keep their age and date current
- **Your own list first:** every opening you post goes to the ready families on your list before the wider pool
- Monthly demand report: who's waiting within 5 km of you, by age and start date
- Export your cleaned list back to Excel any time
- No waitlist size limit

Opening soon. Claimed centres will be told first. Price per location; head offices pay per centre they enable.

Why this is worth a director's time

1 call
is the goal for each fill. Families who reach you through TinyMatch already know the age group, the start date and that the spot is real.

6 mo
is the window we match in. Families further out are kept, and only hear early if they ranked you and the room fits, so nobody calls you about a room that opens next week for care in 2028.

25 days
between check-ins on Premium. Families answer with one tap: still looking, found care, or pause. Your list reflects it the same day.

On fees: an empty licensed infant spot is roughly $1,500 a month or more in lost fees. If Premium fills one spot a week sooner, it has paid for itself for the year.

Two minutes to claim. Nothing changes until you want it to.

1

Claim your listing

Go to tinymatch.ca/daycare-account, sign in with your centre's email, search for your centre and claim it. We confirm the same day.

2

Upload your list

Excel or CSV, any column names. Tick the box confirming it's your list. Nothing is sent to anyone; you just see the column.

3

Post when a room opens

Or reply to our monthly email with the age group and date and we'll post it for you.

Also included, free

- **Your public page** at tinymatch.ca/daycare/your-centre: licence, programs, map, what share of searching families ranked you, a Rank this centre button and a Book a tour form. Link it from your website and Google listing.
- **Tour requests** land in your inbox with reply-to set to the family. One tap to answer.
- **One email a month** from us: page views, families who ranked you (and what share of everyone searching that is), tour requests, and whether anything needs confirming. That's it.

What we never do

- Contact anyone on your uploaded list unless you ask us to.
- Share your list with any other centre, ever.
- Market TinyMatch to the families on it.
- Show families their position on your list, or anyone else's.
- Give a family your name and details until they choose to share theirs with you.

The questions directors ask

"We already have a system." Good, keep it. We don't ask you to move anything. We add one column to the list you already have and leave the rest alone.

"I don't want my families getting emails from a third party." They won't. On the free plan nobody on your list is contacted. On Premium, check-ins go out in your centre's name, only to families you uploaded, only about care at your centre, and only after you turn it on.

"Won't this push families to other centres?" A family who ranked you first is told about your opening before anyone else. A family who ranked you fourth was always going to take the first three if they could; now you know that before you spend the call.

"What if we fill the spot ourselves?" Mark it filled with one tap (or fill one of three); we stop alerting that minute. If we don't hear from you we ask at day 14 and hide it at day 21, so no family is ever chasing a filled room.

tinymatch.ca/daycare-account

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