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“With new levels of income come added responsibility and added obligations,” says Barbara Goldberg-Goldman, president of Regal Domestic, a Rockville-based household staffing agency named the nation’s best this year by upscale W magazine.

Goldberg-Goldman has placed about 150 domestics this year- a hundred or so in the Washington area-and an unprecedented number were with clients who had never hired a maid or butler. “In the last two years, we have received more calls from first-time employers than ever before,” she says...