

# Will Foust Launches Anago Cleaning Systems in St. Louis, Bringing a People-First Approach to Local Entrepreneurship

*Long-time resident focused on offering trusted commercial cleaning services and long-term economic opportunity and growth for local entrepreneurs*

ST. LOUIS, MO, UNITED STATES, February 4, 2026 /EINPresswire.com/ -- [Will](#) and [Brooke](#) Foust, both seasoned marketing and business development professional with decades of experience, have officially launched [Anago Cleaning Systems in the greater St. Louis area](#), introducing a community-focused commercial cleaning operation designed to serve local businesses while creating accessible entrepreneurial opportunities for area residents.

Foust's decision to enter the commercial cleaning industry followed a long and successful career in marketing, where he worked with both advertising agencies and internal marketing teams, helping companies build brands, grow market share, and establish internal marketing teams. Over time, however, he began to recognize a shift in the industry that left him searching for work with more tangible impact.

"I spent decades building strategies and representing work that, at its best, helped businesses thrive," Foust said. "But I also watched quality and wisdom get diluted as automation and shortcut solutions became the norm. I wanted to return to a business where people, accountability, and results still matter."



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That search led Foust to Anago Cleaning Systems, one of the nation's most established commercial cleaning franchise organizations. Founded more than three decades ago, Anago has built its reputation on a partnership-driven model that supports independent business owners while delivering consistent, customized facility cleaning services to commercial clients nationwide.

"We're incredibly excited to welcome St. Louis into Anago's growing territory portfolio," said Adam Povlitz, CEO & President of Anago Cleaning Systems.

"Will brings a rare combination of strategic insight, sales acumen, and a genuine respect for the people behind the businesses he serves. His deep understanding of client needs, paired with his commitment to building opportunity within the local community, makes him an ideal leader for the St. Louis market. We're confident that under Will's leadership, Anago will deliver exceptional value to commercial clients while creating meaningful entrepreneurial opportunities across the region."

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*Will Foust, Master Franchise Owner, Anago St. Louis*

#### From Marketing Strategy to Operational Impact

Foust's professional background uniquely positions him to lead Anago's expansion in the St. Louis market. His career began in advertising agencies, where he helped service and grow client accounts across multiple industries. He later transitioned to in-house leadership roles, building internal marketing teams and aligning strategy with business outcomes.

While he excelled in those roles, Foust found himself increasingly drawn to work that delivered direct, measurable value.

"In commercial cleaning, the impact is immediate and visible," he said. "A clean, safe, well-maintained facility affects employee health, productivity, and how a business presents itself to customers. There's no abstraction. The work speaks for itself."



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## Why Anago Stands Apart in Commercial Cleaning

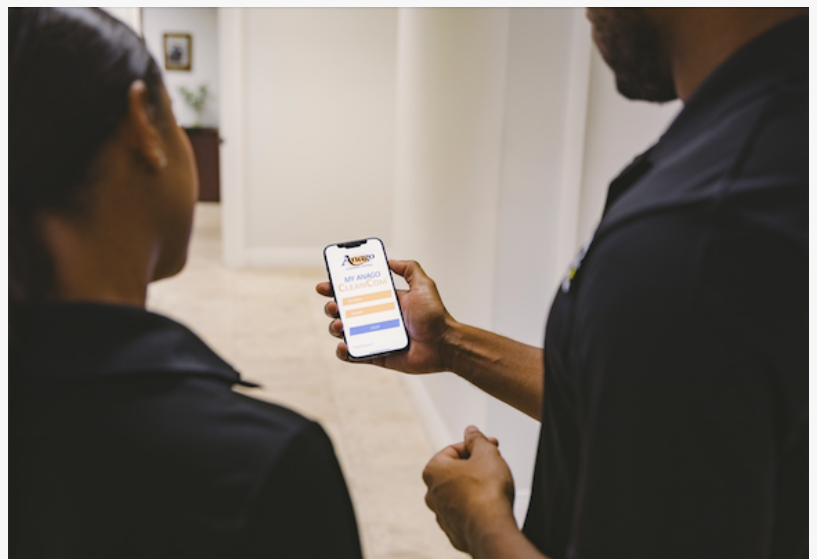
Anago's model differs from traditional janitorial companies in one critical way: it's built to empower local business owners rather than replace them. This model is evident in its success being continually recognized as a top-ranking home-based & mobile franchise in addition to a top franchise to launch under \$50K – both from Entrepreneur's ranking systems of outperforming franchise brands.

As a Master Franchise Owner, Foust is responsible for developing Anago's presence throughout the St. Louis region by supporting two equally important audiences:

1. Commercial clients seeking reliable, customized cleaning services
2. Independent franchise owners looking to build their own commercial cleaning businesses

Rather than employing large, centralized cleaning crews, Anago works with independent franchise owners who operate their own businesses under the Anago brand. These franchise owners focus on service delivery and client relationships, while Anago provides back-office support such as billing, compliance, technology systems, and ongoing operational guidance.

"This structure removes many of the barriers that stop people from starting a business," Foust explained. "You do not need to be a marketer, an accountant, or an administrator on day one. You need work ethic, pride in service, and a willingness to grow."



"This is not about selling hype or side hustles," Foust said. "It's about helping people build real businesses that support their families, operate above board, and deliver a valuable service to the community."



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## Creating Entrepreneurial Opportunities in St. Louis

A central part of Foust's vision for Anago of St. Louis is expanding access to legitimate business ownership. The Anago model offers a low threshold for entry, allowing franchise owners to invest sweat equity rather than significant upfront capital. Business owners can grow at their own pace, adding accounts as their capacity and goals evolve.



**Anago**<sup>®</sup>  
**CLEANING SYSTEMS**

Anago has set the worldwide standard in business support and structure for local and regional companies to provide unparalleled cleaning and facilities services to businesses of all types.

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Anago franchise owners serve a wide range of commercial environments, including:

- Office buildings and corporate campuses
- Health care and medical facilities
- Manufacturing and industrial sites
- Educational institutions
- Hospitality, restaurants, retail and mixed-use properties

Each cleaning plan is customized based on client needs, schedules, and regulatory requirements, ensuring consistent quality and accountability.

Serving Businesses with Accountability and Customization

For commercial clients in the St. Louis area, Anago offers tailored cleaning solutions backed by local ownership and national systems. Clients benefit from a single point of accountability, clear communication, and flexible service plans that can adapt as their businesses change.

“Businesses want consistency and responsiveness,” Foust said. “They want to know who is responsible and trust that issues will be addressed quickly. That local accountability is a major advantage of the Anago model.”

Anago’s technology platforms also allow for transparent reporting, quality assurance, and client feedback, supporting long-term relationships rather than transactional service.

A Community-Driven Growth Strategy

Foust's launch strategy emphasizes long-term community investment over rapid expansion. His goal is to build a strong network of franchise partners who reflect the values of professionalism, reliability, and service excellence.

"When our franchise owners succeed, the community benefits," he said. "That economic impact stays local. That's the kind of business I wanted to build."

The St. Louis launch coincides with the debut of [AnagoStLouis.com](http://AnagoStLouis.com), a regional website designed to serve as an information hub for commercial clients and prospective franchise owners. Foust is also investing in local business media, chamber outreach, and regional partnerships to establish Anago as a trusted commercial cleaning provider in the market.

For Foust, the move into commercial cleaning represents more than a career transition. It reflects a desire to build a business rooted in service, opportunity, and measurable impact.

"I get to work with real people, providing a real service, and creating tangible benefits," he said. "I get to help others grow their businesses, and in doing so, we create the kind of social and economic impact that a meaningful business should have."

As Anago Cleaning Systems expands across St. Louis, Foust remains focused on sustainable growth, strong partnerships, and maintaining the human element that drew him to the industry.

To learn more about Anago of St. Louis, visit [www.AnagoStLouis.com](http://www.AnagoStLouis.com) or contact Will directly at 314.308.0740 or email [will@anagostlouis.com](mailto:will@anagostlouis.com).

#### About Anago Cleaning Systems

Anago Cleaning Systems is an international commercial cleaning franchise brand. Utilizing the Master Franchise System, Anago supports over 45 Master Franchisees and over 1,800 Unit Franchisees. Founded in 1989, Anago has set the worldwide standard in business support and structure for local and regional companies to provide unparalleled cleaning and facilities services to businesses of all types. For further information, visit [AnagoMasters.com](http://AnagoMasters.com).

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