

operation. The early days of operation were a laboratory where Anago's approach to commercial cleaning franchises would be tested and refined, serving as a model that is replicated every time an Anago Master Franchise opens in a new territory.

It is a model well worth emulating, because the original South Florida Master Franchise operation is presently ranked as the second largest franchise in Florida, second only to Burger King, according to FLORIDA TREND's "1999 Annual Top Rank Florida."

Like many of the major commercial cleaning franchises, Anago trains its sub-franchisees to operate their own cleaning business, and then provides complete marketing, administrative and accounting services. But that's where the similarity to other franchises ends.

Anago pioneered the use of a networked computer system to manage company-wide operations. Every function from soliciting new clients, to preparing and presenting bids, client billing and more, is incorporated into the system. "We have a much more advanced system than any franchisor that I know of," says Povlitz. "A full-time IS supervisor works with our software developer to continually update and refine the way we work."

The computer programs developed

at Anago involve every aspect of the business: accounting, marketing, operations – you name it. This system generates reports on a wide variety of business activities, such as the

Povlitz is quick to point out that the current state of Anago is the result of teamwork and credits those around him for their contributions. "I've tried to surround myself with talented people."



According to Povlitz, "This business is what it is today, thanks to people like Terry Mollica, our Executive Vice President."

"Then there's Mary Barker, our Regional Director – she's one of the first women to hold a position of such responsibility at a Master Franchise location. And if we didn't have Tom Ashford in sales, and Richard Wilcox as our telemarketing expert, we couldn't have gone as fast and as far as we have."

Today, Anago Franchising, Inc. is on the brink of a major expansion and plans to

number and duration of outbound telemarketing calls made, sales call closure percentages, payments due to unit franchisees, cash flow projections and more.

"The high level of computerization that we use allows us to operate much more efficiently," says Povlitz. "But more importantly, the computer-generated reports are a management tool that we use to monitor how the business is doing on a day-to-day basis. Our reports show us any variation from goals and projections, making it easier to stay on track."

open new Master Franchises in major cities across the U.S. With its combination of advanced computer technology, proprietary new business development systems (NBDS) and the multiplying power of franchising, Anago is well-positioned to become a major force in the commercial cleaning industry. □

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*Dave Povlitz is looking for you.*

*He asks, "Are you the person who is qualified and motivated to rise to the next level? Come join us – it will be my pleasure to show you, teach you, and mentor you to a level in this janitorial field that you never dreamed possible. Call me today."*



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