



Better Life Maids Announces Rebrand as Better Life Home Cleaning

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Better Life Maids has announced a company rebrand and will now operate as Better Life Home Cleaning. The change, introduced in September 2026, includes a new visual identity and a broader statement of purpose that reflects how the company's work has evolved beyond traditional maid service.

Company leadership said the updated name is intended to describe the full scope of its home care work, which includes routine cleaning, specialized maintenance, and practices focused on healthier indoor environments. The rebrand follows years of growth in St. Louis and St. Charles and is presented as a formal alignment of the brand with services already in place rather than a change in ownership or core operations.

Matt Ricketts, owner and CEO of Better Life Home Cleaning, said, "As we've grown, we've recognized that our mission extends beyond maid service. We help people reclaim time, reduce stress, and enjoy healthier homes. Better Life Home Cleaning better reflects who we are today and where we're headed."

The company was founded by Angela Ricketts and Matt Ricketts. According to company materials, the founders built the business around consistent, caring, and reliable house cleaning services, pairing trained

professionals with processes designed to produce repeatable results. The organization continues to serve households throughout St. Louis County and St. Charles County with recurring visits, deep cleaning, and move-in and move-out service.

Better Life Home Cleaning employs ISSA-certified home cleaning professionals and uses non-toxic, eco-friendly products intended to be suitable for families and pets. The company has described its operating model as one in which employee conditions and client results are linked. Team members receive structured training, including one-on-one instruction and ongoing professional development, along with benefits that include health coverage and paid time off. Hiring includes background checks, assessments, and additional screening before technicians begin work in client homes.

The company has previously been recognized as a Top Workplace by the St. Louis Post-Dispatch based on anonymous employee feedback administered through Energage. Other honors listed by the company include recognition in a Newsweek customer service ranking in the home care and maintenance category, an Inc. 5000 listing for growth among privately held companies, and local service awards. Company statements have connected those recognitions to investments in pay, training, scheduling systems, and workplace culture.

Ricketts continued, "This rebrand reflects the company we've become over the years. While our name is changing, our commitment to exceptional service, trusted relationships, and helping people live better lives remains exactly the same."

Leadership described the new look as a visual update that accompanies the name change. The stated vision remains centered on improving quality of life by removing household cleaning from client schedules and by maintaining a workplace that supports retention and skill development. Company materials continue to list core values under the LEAD framework: leadership, being entrusted, attention to detail, and delight.

Service delivery remains organized around documented preferences, room notes, and checklists intended to keep results consistent from visit to visit. Clients may request weekly, biweekly, or monthly schedules, as well as one-time work. The company has also described its processes as including fresh tools for each home and practices meant to limit cross-contamination between rooms.

Better Life Home Cleaning said the rebrand does not alter its existing guarantee of client satisfaction or its bonded and insured status. The organization continues to position itself as a locally operated house cleaning company whose purpose is to give households more time for other priorities while maintaining safer, cleaner living spaces.

The company was established as a professional green house cleaning service and has expanded its public identity as its training, technology, and service mix have grown. With the September 2026 announcement, Better Life Maids completes the transition to Better Life Home Cleaning while keeping its founders, service area, and operating standards in place.

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For more information about Better Life Home Cleaning, contact the company here: Better Life Home Cleaning Angela and Matt Ricketts 314-288-0659 hello@betterlifehome.com 7646 Watson Rd, St. Louis, MO 63119

Better Life Home Cleaning

At Better Life Home Cleaning, we do more than clean?we care for your home like it?s our own. Trusted by busy St. Louis families, our expertly trained professionals deliver healthier, safer, and consistently delightful results?every time.

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