



October 15, 2026

VIA EMAIL

Attorney General Gentner Drummond
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Stephanie Powers, Deputy Attorney General
Consumer Protection Unit
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Drummond and Deputy Attorney General Powers:

I write on behalf of Truth in Advertising, Inc. (TINA.org), a nonprofit consumer advocacy organization, to alert your office to a multifaceted deceptive advertising scheme by Homeaglow, Inc., an online platform for home cleaning services, that violates Oklahoma state laws¹ and impacts Oklahoma consumers.²

Specifically, Homeaglow lures consumers to its website with heavily discounted home cleanings – previously advertised as \$19 cleanings and now promoted as “Free” first-time cleanings. Once there, consumers encounter a process designed to pressure them – including the use of a countdown timer and claims of limited availability – to speed through their transactions and avoid reading material terms, many of which are not clearly or conspicuously disclosed. The result is that consumers have been unknowingly entering into monthly autorenewal subscriptions.

While the company's homepage now references a six-month membership (costing \$19 for the first month and \$59/month after that), the membership requirement is omitted from many of the company's other marketing materials.³ Further, even where the membership is disclosed on the homepage, the company does not properly disclose that consumers must also pay (1) the individual house cleaners on top of the Homeaglow membership fees, (2) booking and processing fees that, combined, can amount to more than 20% of the cleaning fee, and (3) hefty cancellation fees if they cancel their membership within the first six months – fees that are calculated at a higher price than the company initially discloses.⁴ Such fees belie the company's claim of “no hidden fees” and “cancel anytime.”

And if that were not enough, the company also uses inappropriate earnings claims that do not match the reality for typical housecleaners to induce individuals to work with Homeaglow.

Based on these findings, TINA.org filed a complaint regarding Homeaglow's marketing and business practices in September 2025 with the Federal Trade Commission, as well as several states, urging the agencies to investigate the company and take enforcement action.⁵

To date, one state – the state of Washington – has taken action against Homeaglow,⁶ which resulted in a \$2.25 million consent decree earlier this year.⁷ Homeaglow has since stopped offering its membership to Washington consumers and dropped some of the claims TINA.org flagged, including its promotion of Trustpilot ratings bolstered by fabricated reviews, and false claims that its services were “100% refundable.” But outside of Washington, the deceptive and harmful marketing described above remains.

In fact, on September 28, 2026, TINA.org received a complaint on behalf of an Oklahoma resident – an elderly stroke survivor living in Edmond – reporting that she had been targeted and exploited by Homeaglow and that the company had trapped her in a recurring monthly subscription without her express, informed consent. The complaint went on to explain that,

“Homeaglow then deliberately made cancellation impossible. They do not provide a customer service phone number. Instead, they force consumers into a convoluted, online-only cancellation process. . . . Homeaglow siphoned monthly charges from my mother's account for over a year.”⁸

This account mirrors thousands of complaints consumers across the country have filed about Homeaglow with the FTC, the Better Business Bureau, and others.⁹

For these reasons, TINA.org urges your office to open an investigation into Homeaglow and take appropriate enforcement action.

Sincerely,



Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

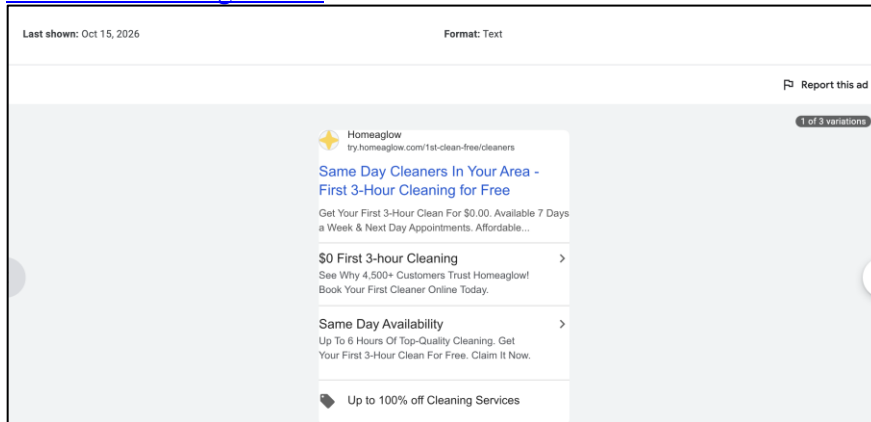


Bonnie Patten, Esq.
Executive Director
Truth in Advertising, Inc.

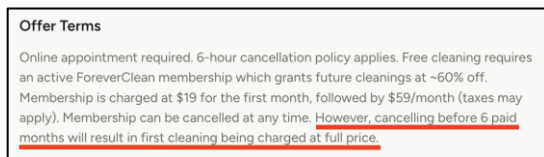
¹ Okla. Stat. tit. 15, §§ 751–765 (2025).

² Homeaglow, Oklahoma, <https://www.homeaglow.com/us/ok/>.

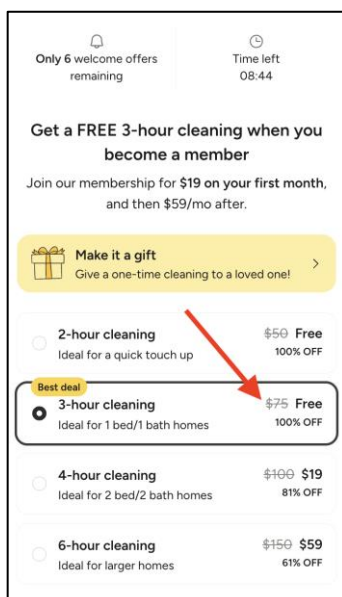
³ See e.g., Google ad for Homeaglow, <https://adstransparency.google.com/advertiser/AR13883696360886108161/creative/CR17401260463047573505?region=US>.



⁴ Near the bottom of the homepage, Homeaglow discloses that “cancelling before 6 paid months will result in a first cleaning being charged at full price.”



The “full price” of its highlighted “Best deal” three-hour cleaning is shown to be \$75 in various places of its website (including on the homepage).



However, its lengthy Terms & Conditions state that the “full price” used to calculate the early cancellation fee is \$35 per hour – or \$105 – for the same cleaning.

ForeverClean Membership Autorenewal and Cancellation Terms

AUTORENEWAL TERMS: ForeverClean memberships will automatically renew on a recurring basis and your credit or debit card will be charged your recurring membership fee (taxes may apply) unless you cancel prior to your next billing cycle. Membership fees are due immediately upon renewal and are non-refundable. Thus, if you cancel after your membership is renewed, you will be charged for the entire renewal period regardless of when you cancel your ForeverClean membership.

CANCELLATION TERMS: ForeverClean memberships can be canceled online under your 'Account Settings' or by submitting a help ticket at [our help center](#). Canceling your ForeverClean membership before your initial six month commitment term will result in your first cleaning being charged at full price. This will be calculated at a rate of \$35 per hour for the duration of your first cleaning (taxes may apply).

The cancellation terms discussed in this section shall apply at all times regardless of your decision to terminate your usage, the Company's decision to terminate your usage, disruption caused to our Software or Service either planned, accidental or intentional, or any reason whatsoever.

The gap grows with longer cleanings; a six-hour cleaning listed at \$150 would be charged at \$210. See Homeaglow homepage, <https://www.homeaglow.com/>; Homeaglow Terms & Conditions, <https://www.homeaglow.com/terms-of-service/>.

⁵ TINA.org September 8, 2025 Complaint to FTC, https://truthinadvertising.org/wp-content/uploads/2025/09/9_8_25-letter-to-CT-re-Homeaglow.pdf; TINA.org Homeaglow Investigation, <https://truthinadvertising.org/brands/homeaglow/>.

⁶ *Washington v. Homeaglow, Inc.*, Complaint for Injunctive and Other Relief, May 11, 2026, <https://truthinadvertising.org/wp-content/uploads/2025/09/Wash-v-Homeaglow-complaint.pdf>.

⁷ *Washington vs. Homeaglow, Inc.*, Consent Decree, May 11, 2026 <https://truthinadvertising.org/wp-content/uploads/2025/09/Wash-v-Homeaglow-consent-decree.pdf>.

⁸ The full text of the consumer complaint submitted to TINA.org is below:

I am contacting you regarding your ongoing investigations and FTC complaints against Homeaglow’s deceptive subscription practices. I am reaching out on behalf of my mother, Farrie Colligan, an 80-year-old resident of Edmond, Oklahoma, who was targeted and exploited by this company.

My mother is a stroke survivor. The combination of her stroke and her advanced age has caused significant memory and comprehension issues, alongside speech and physical limitations. After clicking on a deceptive advertisement on Facebook for a low-cost, one-time home cleaning, Homeaglow captured her payment information and trapped her in a recurring monthly subscription.

Because of her memory and comprehension issues, she did not provide express, informed consent for a recurring membership. Homeaglow then deliberately made cancellation impossible. They do not provide a customer service phone number. Instead, they force consumers into a convoluted, online-only cancellation process. Because her stroke affects her speech and technological fluency, she was entirely incapable of navigating their online cancellation barriers on her own.

As a result of these practices, Homeaglow siphoned monthly charges from my mother’s

account for over a year. I filed a formal complaint with the Better Business Bureau (Complaint ID: #25087844) to dispute the unauthorized billing and demand a refund based on her lack of capacity to consent to their terms and conditions. Throughout the conciliation process, Homeaglow deflected responsibility. They attempted to dodge the issue by only addressing the cancellation of the “ForeverClean” membership itself, rather than the fraudulent charges. They initially refused to issue a refund by claiming they could not process it during an active credit card dispute, but they continued to deny the refund even after the bank disputes concluded. The BBB ultimately closed the matter as unresolved because Homeaglow refused to correct their deceptive billing practices.

This exploitation by Homeaglow occurred during a period where she was continually targeted by other scams through Facebook. Due to these combined fraudulent charges and scams, her Bank of America debit and credit cards were frozen and reissued over a dozen times. Ultimately, Bank of America forcibly closed her account entirely, labeling her a “high risk.” Because of her speech and comprehension disabilities, she was forced to physically visit bank branches dozens of times to try to resolve these crises. Furthermore, her personal information was harvested and sold, resulting in her Gmail account being compromised and her receiving approximately 100 fraudulent spam calls a day.

I know your organization filed formal FTC complaints against Homeaglow in September 2025 for their difficult-to-cancel autorenewal subscriptions. We are submitting my mother’s experience, along with Homeaglow’s bad-faith responses to the BBB, to assist in your efforts to push regulators and State Attorneys General to hold Homeaglow accountable for exploiting cognitively vulnerable seniors.

We can provide documentation of the unauthorized charges, her bank disputes, the full transcript of the unresolved BBB complaint, and the financial impact this exploitation has caused.

This consumer has agreed to speak with government regulators, and TINA.org can share their contact information with you upon request.

⁹ As of 2025, nearly 3,000 complaints had been filed with the FTC concerning Homeaglow, according to information obtained by TINA.org by way of a Freedom of Information Act request.

Further, the Better Business Bureau has received more than 3,700 consumer complaints regarding Homeaglow in the last three years. *See* Homeaglow Business Profile, BBB, <https://www.bbb.org/us/tx/austin/profile/house-cleaning/homeaglow-0825-1000199497/complaints>.