



September 8, 2025

**VIA EMAIL**

Attorney General Rob Bonta  
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Deputy Attorney General Daniel Osborn  
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Bonta and Deputy Attorney General Osborn:

A recent Truth in Advertising, Inc. ("TINA.org") investigation into Homeaglow, Inc., an online platform for home cleaning services, has revealed a multifaceted deceptive advertising scheme that violates California state laws<sup>1</sup> and harms California consumers.<sup>2</sup>

Specifically, Homeaglow falsely advertises \$19 house cleanings to lure consumers to its website. Once there, consumers encounter a process designed to pressure them to speed through their transactions and avoid reading material terms, which are not clearly and conspicuously disclosed. The result is that consumers are unknowingly entering into monthly autorenewal subscriptions. And to make matters worse, when consumers try to cancel their unwanted subscriptions, the company makes it difficult and imposes hefty cancellation fees if memberships are terminated within the first six months. What's more, the company has fabricated customer reviews on a third-party review site, and deceptively touts its review ratings in its marketing materials. Homeaglow also falsely claims its services are refundable leading consumers to believe there is no risk in trying the service when that simply is not the case.

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

TINA.org has filed a complaint regarding Homeaglow's marketing and business practices with the Federal Trade Commission (attached), but we bring this matter to your attention as well not only because California consumers are being impacted by Homeaglow's deception but also because of California's dedication to addressing deceptive autorenewal subscriptions.<sup>3</sup>

As such, TINA.org urges your office to open an investigation into Homeaglow and take appropriate enforcement action.

If you have any questions, please do not hesitate to contact us.

Sincerely,



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



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

Cc via email: Eric Fisher, General Counsel, Homeaglow

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<sup>1</sup> See, e.g., Cal. Bus. & Prof. Code §§ 17200 *et seq.*, 17500 *et seq.*, and 17600 *et seq.*

<sup>2</sup> TINA.org filed Freedom of Information Act requests with the Federal Trade Commission seeking consumer complaints the FTC has received regarding Homeaglow and/or the related entities Cozy Maid (alternatively spelled CozyMaid), Bubbly (also known as Bubbly Cleaning), and Dazzling (also known as Dazzling Cleaning). In response, the FTC noted that it has received more than 2,900 consumer complaints regarding these entities but provided TINA.org with only a sampling of 200. The following are examples of California consumer complaints submitted to the FTC and provided to TINA.org:

“I canceled a cleaning service called homeaglow. They reel you in with a promotional amount to clean your home without prior notice that you are entering a six month contract before you provide a card number. After providing a card number, they charged me the promotional amount for a cleaner. The cleaner came out did a horrible job and before they finished, they charged me \$49 for the next month for a different cleaner that I never scheduled. I canceled the next months cleaning and. I canceled the service. They tried to take \$117 off of my card but it kept declining. I have no idea how but two days later I find \$117 charge off on a card that I never gave them access to. I feel that this is credit card fraud and an unauthorized transaction. They called me this morning to see why I canceled trying to offer me a \$25 a month credit while still charging me \$49 a month. They refuse to refund the \$49 even though I canceled that cleaning and the service.. The service they give is horrible. The worker they sent to my house, broke my tub faucet that I have to get fixed and Im still out of \$175 from these people that theyve taken from me. I want to report them as I think that they are fraudulent company....”  
(May 14, 2025 complaint from California consumer)

“I saw an ad on Instagram promoting a new home cleaning service that offered your first 3-hour home clean at a \$19 discount. I bought the voucher, booked the clean, the cleaner came last Friday May 2nd and did a great job. Then on that same date, my credit card got charged another \$49. There is an option in account settings to have recurring cleanings

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which I disabled before my cleaner even arrived that week as I did not want recurring cleanings. But by purchasing the \$19 voucher, the business automatically enrolled me in their Forever Clean membership which I did not consent to, and which was not clearly or conspicuously disclosed in creating an account or booking my service. I contacted Homeaglow support confused and asked them to refund the charge since I had not set up my account for recurring services. They said that a monthly membership fee would be charged regardless of whether or not recurring cleanings were enabled/disabled, and that if I wanted to cancel my subscription (that I did not enroll in) there would be an early termination fee of \$170 and that I agreed to these terms at purchase. Which again, I did not as such terms were nowhere to be seen during any part of the process. ...” (May 5, 2025 complaint from California consumer)

“They advertise the \$19 first cleaning service trial which is very deceiving. Their Ad says they will fully clean your house for the mentioned amount and when you try to sign up they charge you extra for some of the services you suppose to get for the \$19. They also give you only 3 hours of limited cleaning which is not even close to a minor cleaning and did not even use the vacuum cleaner. When I tried to cancel, they charge the \$19 plus an additional \$59 for suppose full price and \$105 for cancelling the plan early. I hope other people read this and avoid to get scammed by this company.” (Mar. 26, 2025 complaint from California consumer)

“The company is not transparent about their practice. They advertise a \$20 three hour cleaning. Once you sign up they enroll you in an undisclosed or cleverly hidden ‘Forever Clean Membership.’ If you are unsatisfied or do not request additional cleanings they charge you \$180.62 for the initial cleaning that you paid \$20 for. It’s dishonest and non transparent. Who would pay for continued service of something they have never tried? Shame on this business.” (Mar. 9, 2025 complaint from California consumer)

“I received a flyer advertising a cheap (\$20-50) first clean through this service, onboarded on their site and had a cleaner come to my house. She did fine, not great, and though I had to pay her more than expected (\$120 in the end), that particular payment was fair as I had to add extra time for her to complete the job and I did tip her. The real issue is that they later charged me \$50 for this recurring ForeverClean feature, which I’d tried to cancel by reaching out to customer service but apparently it didn’t work. Then I learned that cancellation is apparently against their policy, I am bound to 6 months of paid cleaning or else I have to pay a \$218 early cancellation fee! I don’t remember being informed about this at all in the ad or in my onboarding. I only wanted to try the first clean as a cheap no-risk thing.” (Mar. 8, 2025 complaint from California consumer)

“This company offers a promo for a first trial of \$20 and a membership. I tried once but canceled my membership after a particularly bad experience but as soon as you cancel they take \$163 from your account as cancellation fee. A cleaner came a few days ago, and the cleaning was so poor that I had to redo everything myself. I’m not sure what he did during the appointment, but he certainly didn’t clean. He left trash and dirty dishes behind, and didn’t even run the vacuum. I’ve also been unable to reach customer service. This whole situation makes me wonder if these cleaners are actually casing homes for potential theft, or perhaps cataloging the contents of the houses. The lack of cleaning combined with the inability to contact customer service is very concerning.” (Feb. 19, 2025 complaint from California consumer)

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“There’s a company doing natioal [sic] advertising for a house cleaning service called Home Aglow. They are currently adverting [sic] one can clean their home for \$19.99. What they fail to mention that tis [sic] is only for a maximum of 3 hours of cleaning. and that you have to subscribe to their service which costs a lot more than 19.99.” (Jan. 27, 2025 complaint from California consumer)

“A cleaning service called HOMEAGLOW scammed me by charging me hidden fees. They got me signed up for a \$9 cleaning service. Then they charged me a \$49 monthly subscription fee without informing me. When I canceled my subscription they charged me \$106.50 as a termination fee. None of this was mentioned at the time of signing up. When I searched for online reviews, I found that these guys had scammed so many people. Can someone help me report this business and obtain a refund?” (Jan. 7, 2025 complaint from California consumer)

“Homeaglow.com is incessantly advertising on television that they will clean your house for \$19 for the first try the problem with us is no one out here believes it of course! There is no disclosure on the bottom that states you must sign up for a monthly subscription and that the \$19 is for a studio apartment one time only not say a typical two bedroom condominium etc. can you please get on your jobs and get these companies to be accountable and stop selling a subscription services with no disclosures please and thank you” (Aug. 31, 2023 complaint from California consumer)

“Saw TV commercial to buy a housecleaning voucher for \$19. Went to website to buy voucher and was mislead [sic] into purchasing a long-term subscription service (fine print). Was charged \$49 monthly and there is a charge for early cancellation. When I did cancel there was a button that read cancel and charge me \$154. Customers are required to click that button to cancel.” (July 10, 2023 complaint from California consumer)

“These companies use false advertisement to bring in clients. They promise cleanings for \$9 or \$19 and say no obligation. But then later people find out they are signed up for monthly subscriptions and if they cancel will be anywhere from . . . \$100 to \$299 cancellation fees. You cannot contact anybody in person everything is preset questions and preset answers through emails and Autobot chats. Clients have been signed up for appointments they never asked for and then overcharged or charged for a cleaning that never happened.” (Apr. 27, 2023 complaint from California consumer)

“This company is scamming customers by advertising cheap cleaning services online as a discounted rate for first cleaning (about \$9-\$19.99 for the first service). After the first clean is done and charged at the advertised rate the company charges your card that they now have on file \$50 for the same cleaning. When trying to cancel any future cleanings I learned the company, when given payment information regarding the first discounted cleaning, automatically enrolls customers in a 6 month monthly subscription. This monthly fee for the subscription does not include any cleaning services. Upon further investigation you will learn there is no contact information anywhere for this company, and nowhere to leave a personal review on their website. Furthermore, on their website there are multiple glowing reviews from satisfied customers. Yet another example of the fraud the company is participating in. They do offer a link to cancel your forever clean subscription that they sign you up for without your knowledge, however, you will be charged an early termination fee of at least \$150. If you want to speak to customer service you can try to follow the links on their help center tab, but that will not solve anything. If you manage to dig through all of the road blocks and ploys and get to the box

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to submit a message you will soon learn that it is impossible. Upon any attempt to submit the message for help the page will freeze and automatically redirect to a page that reads, dazzlingcleaning.com will be right back. This page is temporarily unavailable. Our engineering team has been notified of the outage. Please try again in a few minutes. We apologize for this inconvenience appreciate your patience. This company is stealing copious amounts of money by defrauding its customers and no one has done anything about it because it is impossible to contact the company. Please help!” (May 24, 2022 complaint from California consumer)

“scam. they advertise a low rate for cleaning, and i unknowingly subscribed to a 5 month plan, that if i try to cancel they charge me an early cancellation fee of like 300 dollars. they have NO SUPPORT. no phone numbers listed, all their emails are burner support emails. so then i tried to just use them until my early cancellatio [sic] is over. Their crappy cleaners dont show up TWICE in a row. I complain and get nothing, just 10 dollars off my next cleaning which i dont want. absolute trash. scam artists getting away with it. please report this company” (Feb. 10, 2022 complaint from California consumer)

“I signed up thinking this was like agroupon...a teaser deal for housecleaning \$28 for 4 hours of service to clean my entire house. And if I liked it, I would use their service again. I never knew this was a subscription service. This is a horrible service and a scam! First, the housecleaner never showed up until 3 pm when my appointment was at 11 am. Second, she spent 3 hours in my master bedroom and bathroom! And she didnt even clean the floors. They were filthy. I have pictures. What was she doing in my bedroom for 3 hours? Stealing???? My house is only 1700 sf. She never even cleaned my downstairs which was the kitchen, living room, office and powder room. She showed up with no vacuum or step stool. Totally incompetent and unprepared. I cant find where to cancel this subscription as I never knew it was a subscription. False advertising. You have no phone number and contact info on your site. There is no place or link on your website to cancel this subscription. Ive screenshot each page. When I signed up the page that I was on, did not stipulate that this was a subscription. I understand that Dazzlingcleaning.com is owned by Homeaglow.com per the housecleaner that came to my house. She even told me that her past clients still got recurring charges on their credit cards even after they canceled. When I looked on the BBB, Homeaglow received an F. The phone number listed on BBB no one answers. You can’t find phone numbers on either Homeaglow website or Dazzling Cleaning. There is no physical address associated with each company. . . .” (Oct. 25, 2021 complaint from California consumer)

“Took membership for a plan called forever clean. No one answers the chat. It is only automated chat via a robot. Such a scam. Always say no match found for a cleaner to help you clean in your area! they took the membership fee - but no phone number available to human to chat with. Such a scam. Please take this complain seriously so no one gets cheated again.” (July 21, 2021 complaint from California consumer)

“I was looking for a cleaning service and was served a sponsored ad on Facebook for Dazzling Cleaning. The ad offered me a \$25 initial cleaning, but wasn’t clear was that I’d also be signing up for a \$30 per month membership. I found out later that if I cancelled my ‘Forever Clean Membership’ before 6 months I’d be penalized. Their service professionals rarely showed for confirmed bookings and the last straw was when a service professional lied about showing up and I was charged. I attempted to cancel my membership with proof that their professionals were unreliable and it’s not fair to pay for a membership that I was tricked into and one that was incredibly unreliable. I attempted

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to work with . . . Dazzling Clean via service ticket and the customer service rep stopped replying. The company refuses phone calls and has yet to reply to any of my outreach follow up. I've filed a complaint with the BBB, but the company also uses Groupon and other sources to still advertise their 'service'. Please help protect consumers.” (July 4, 2021 complaint from California consumer)

“I need to report a company that keeps adding charges to my bank account, even though I have NOT used their services. I initially gave them my ATM card number to book a cleaning with them. Their company name is Dazzling Cleaning. I do not know where they originate from but they do have services all over,k [sic] including in my town, Fresno, California. I did book a cleaning with them and their cleaner did not show up. No call from them, no e-mail from them, NOTHING! I contacted them and told them as such. I also told them that I do not wish to use them anymore and asked them to remove the charges from my ATM card and instead they keep adding charges to my account. There is a total of \$236.00 Can you please help me resolve this? I'd so appreciate it if you can.” (Mar. 18, 2021 complaint from California consumer)

“Company offered a voucher for House cleaning for \$40. They did not share that it was an automatic monthly membership, and instead began charging \$40/month whether or not I used the cleaning service. When I attempted to cancel the 'membership', they are requiring a \$192 cancellation fee, and will charge the card they hold on file. Their advertisements were very misleading, and I'm sure they are doing this to customers across the board.” (Nov. 18, 2020 complaint from California consumer)

“saw an ad on facebook that they were letting you book your first cleaning for only \$19. i paid that and for a third hour of cleaning, which came out to \$23. the cleaner came, and when she went to leave, asked if wd would be booking again. i jumped on the website to book again, thinking it would be something like \$40 or so. it never gave prices. once i confirmed, it tried to charge me \$200-something, which declined. i canceled the scheduled cleaning and thought it was done. today, they tried to charge my card \$39, which declined. apparently, nestled in the deal in the fine print, it said this was a \$39/month membership for 6 months or a \$99 cancelation fee!” (Mar. 1, 2020 complaint from California consumer)

In addition, the Better Business Bureau has received more than 2,600 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>. However, the BBB does not disclose the consumer's location.

In short, there may be many more consumers from California who have been the victim of Homeaglow's deceptive practices.

<sup>3</sup> *See, e.g.*, California and Several Other State Attorneys General, Comment Letter on Negative Option Rule (June 23, 2023), <https://www.attorneygeneral.gov/wp-content/uploads/2023/06/2023.06.23-Comment-of-26-State-AGs-Negative-Options-Rule-Filed.pdf>.