



September 8, 2025

**VIA EMAIL**

Attorney General William Tong  
Office of the Attorney General  
165 Capitol Avenue  
Hartford, CT 06106  
Attorney.General@ct.gov

Commissioner Bryan Cafferelli  
Julianne Avallone, Director, Legal Division  
Dept. of Consumer Protection  
450 Columbus Blvd., Suite 901  
Hartford, CT 06103  
bryancafferelli@ct.gov  
julianne.avallone@ct.gov

Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Tong, Commissioner Cafferelli, and Attorney Avallone:

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 Connecticut state laws<sup>1</sup> and harms Connecticut 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 Connecticut consumers are being impacted by Homeaglow's

deception but also because of Connecticut'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., Conn. Gen. Stat. § 42-158ff.

<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 is an example of a complaint from a Connecticut consumer submitted to the FTC and provided to TINA.org:

“Advertisement for Homeaglow 1st cleaning \$19, doesn’t mention required 6 month subscription to Forever Clean at \$49 per month for a minimum of 6 months. That means the consumer pays \$294 to try a new cleaning service for \$19. Homeaglow hides this in the details of a voucher. Then Homeaglow states that they send an email confirming your Forever Clean subscription that you didn’t knowingly agree to. Then proceeds to charge you monthly without any email notification of the charge or receipt for the transaction. If you are like me and responsibly pay last month’s statement balance you would never notice a \$52.11 monthly charge. I researched online and there are numerous complaints of fraud against Homeaglow. They need to pay restitution to all their clients. Not even one client would expressly agree to \$294 for a \$19 cleaning to try a new service. Unlawful!” (May 2, 2025 complaint from Connecticut 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.

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

<sup>3</sup> See, e.g., Connecticut 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>; Press Release, Off. of the Att’y Gen. for D.C., AG Schwalb Secures Refunds for DC Consumers Improperly Charged Subscription Fees by Online Underwear Retailer “Adore Me” (June 16, 2023), <https://oag.dc.gov/release/ag-schwalb-secures-refunds-dc-consumers-improperly>; Assurance of Voluntary Compliance, *Pennsylvania v. AdoreMe, Inc.*, No. GD-23-007499 (Pa. Ct. Com. Pl., June 13, 2023), <https://www.attorneygeneral.gov/wp-content/uploads/2023/06/AVC-ADOREME-FILED.pdf>.