



September 8, 2025

VIA EMAIL

Attorney General Brian Schwalb
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Director Tiffany Crowe
D.C. Dept. of Licensing & Consumer Protection
1100 4th Street, SW
Washington, DC 20024
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Schwalb and Director Crowe:

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 the District of Columbia's laws¹ and harms D.C. consumers.²

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 D.C. consumers are being impacted by Homeaglow's deception but also because of the District of Columbia's dedication to addressing deceptive autorenewal subscriptions.³

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

¹ See, e.g., D.C. Code § 28A-201 *et seq.*

² 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 D.C. consumer complaints submitted to the FTC and provided to TINA.org:

“Unable to cancel after repeated attempts online, by email ... and using help ticket ‘Contact Us’ feature on website. I have at least five emails with ‘Emma’ at Dazzling Cleaning HQ. The issue is I encounter an ‘error’ when trying to cancel service online and ‘Emma’ has continued to insist that I need to update payment information on the website to cancel (and has evidently refused to cancel the membership herself). I have updated payment information several times and verified sufficient funds but still encounter an ‘error’ when trying to cancel... The issue is the cancellation should be processed immediately and upon customers request. Even if payment information was declined billing the customer is not the same as processing a consumers request to a cancel a service.” (May 17, 2022 complaint from D.C. consumer)

“Hired company via App to come in to clean my home back in May 2021. I wasn't satisfied with service so I canceled. It was very difficult to cancel because it was no one that I could reach and website kept taking me around a loop and repeating scripted messages. I finally got someone to respond and they canceled future services only to reappear on my account today after 7 months! I didn't rehire them and did not give them permission to charge my account \$39 today!” (Dec. 1, 2021 complaint from D.C. 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 D.C. who have been the victim of Homeaglow's deceptive practices.

³ See, e.g., District of Columbia 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 Gene. 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>; District of Columbia's Assurance of Voluntary Compliance with Adore Me (June 15, 2023), <https://oag.dc.gov/sites/default/files/2023-06/Adore-Me-DC-Final-Signed-AVC-6-15-23-.pdf>.