



September 8, 2025

VIA EMAIL

Chris Mufarrige, Director
Serena Viswanathan, Associate Director
Bureau of Consumer Protection
Federal Trade Commission
600 Pennsylvania Ave. N.W.
Washington, D.C. 20580
cmufarrige@ftc.gov
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Mr. Mufarrige and Ms. Viswanathan:

A Truth in Advertising, Inc. ("TINA.org") investigation into Homeaglow, Inc., an online platform offering home cleaning services, has revealed that the company is engaged in deceptive and illegal marketing and business practices, in violation of the Restore Online Shoppers' Confidence Act (ROSCA)¹ and FTC law, including the Commission's fake reviews rule.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.

We urge the FTC to act swiftly to protect consumers and take appropriate enforcement action.³

I. Background

Consumer demand for home cleaning services in the United States is on the rise, with reports projecting the industry to reach more than \$145 billion in revenue by 2030.⁴ Enter Homeaglow, an online platform that claims to connect homeowners with local house cleaners across the United States.⁵ Founded in 2015 by Aaron Cheung and Xiao Wei Chen after their previous home cleaning start-up venture failed,⁶ Homeaglow operates under various names, including Dazzling Cleaning, Cozy Maid, Bubbly Cleaning, Dapper Maids, and AT Maid.⁷ According to Cheung, Homeaglow connects “close to a hundred thousand households with local home service professionals” and operates in 85 percent of U.S. zip codes, serving “more than one customer per minute.”⁸

The company spends seven figures a month on advertising,⁹ and so far in 2025, it has spent more than \$20 million on television ads alone.¹⁰ While the overwhelming majority of Homeaglow’s marketing emphasizes \$19 home cleanings, not a single consumer in the entire country will pay just \$19 for a home cleaning through Homeaglow. This is because the advertised rate is dependent on, among other things, consumers enrolling in a difficult-to-cancel auto-renewing membership that costs between \$49 and \$59 per month – a material fact that the company relegates to vague and inconspicuous fine print.

Indeed, for years, thousands of consumers across the country have lodged complaints regarding their negative experiences with Homeaglow, including, among other things:

- being enrolled in expensive monthly subscriptions without their knowledge;
- experiencing great difficulty cancelling subscriptions and/or obtaining refunds; and
- being charged exorbitant cancellation fees.¹¹

Nearly 3,000 complaints have been filed with the FTC concerning Homeaglow. State consumer protection agencies, TINA.org, and numerous third-party reviews sites, including the Better Business Bureau, have also received complaints about the company. In fact, the number of BBB complaints regarding the company is so high (more than 2,600 complaints in the last three years¹²) that the BBB has issued three alerts concerning Homeaglow and gives the company an F rating.

Moreover, “numerous consumer complaints, some of which were filed by consumers older than 60 years of age, alleging claims related to [Homeaglow]’s subscription plan and cancellation fees, lack of proper disclosure to the subscription, and the cleaner’s cancellations and ‘no shows’”¹³ led the Commonwealth of Pennsylvania to file an enforcement action against Homeaglow last year.¹⁴ The complaint focused on Homeaglow marketing discounted home cleaning services without clearly and conspicuously disclosing that the purported discount required enrollment in the company’s monthly subscription plan.¹⁵ The Pennsylvania action resulted in an Assurance of Voluntary Compliance in which Homeaglow agreed to pay \$30,000, as well as to clearly and conspicuously disclose the material terms of its membership on its website and in its advertisements, and allow consumers to cancel their subscription by the

same method used to enroll.¹⁶ TINA.org's investigation reveals that Homeaglow is in violation of this court filing.¹⁷

The company has also been the subject of several private lawsuits, including a 2023 California class action alleging the company fails to disclose that consumers who book discounted cleanings will be charged monthly membership fees that automatically renew and illegally charging consumers who cancel these memberships early termination fees.¹⁸

Despite the numerous opportunities Homeaglow has had to correct its deceptive advertising and business practices, the company continues to deceive and harm not only consumers, but honest competitors as well as the following complaint submitted to the FTC makes clear:

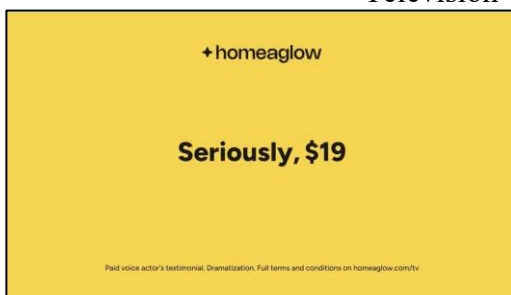
I am a local cleaning company. I have been getting a lot [sic] of clients calling me and complaining about not receiving a cleaning from Bubbly cleaning company after they subscribed to a monthly \$19 fee. ... They have been getting alot [sic] of traffic and scamming many people. (June 16, 2025 complaint to FTC)

In July 2024, TINA.org reached out to Homeaglow regarding its deceptive marketing tactics.¹⁹ At that time, the company stated, among other things, that it “disclose[s] all terms before customers purchase a voucher,” and that customers can cancel memberships through their user profile or by emailing customer support and that it regrets if “anyone who wanted to cancel found it difficult.” As explained below, TINA.org has not found this company statement to be true. Indeed, it appears that consumer frustration with Homeaglow has spiked in just the last few months, further highlighting that the company has not stopped its misleading ways.²⁰

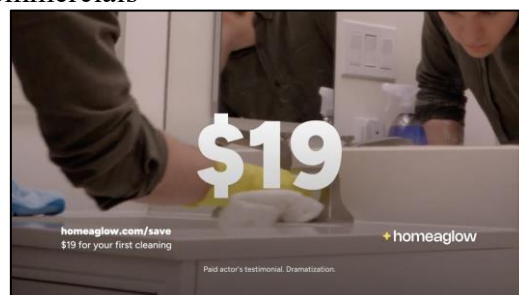
II. Homeaglow's Deceptive Price Advertising

Across its advertising—including television commercials, its website, Google ads, social media channels, and promotional mailers—Homeaglow advertises \$19 house cleanings.

Television Commercials²¹

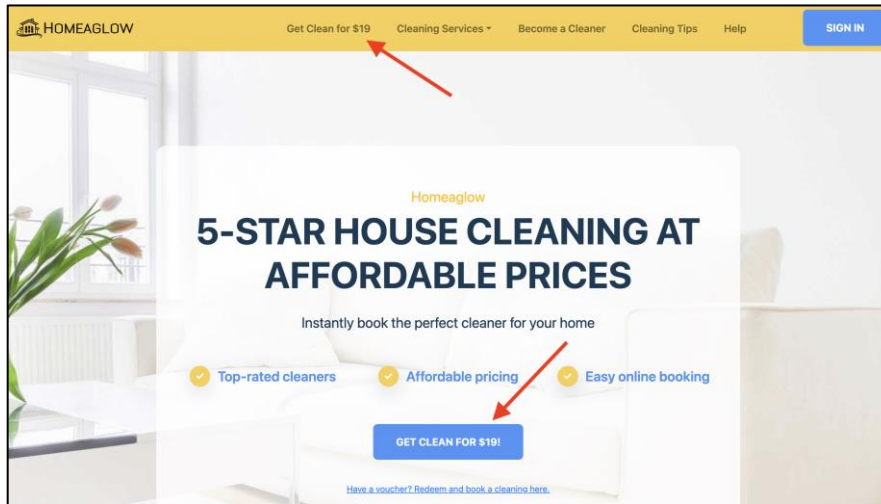


Voiceover: “Homeaglow just cleaned by entire house for \$19. Seriously, \$19. They showed up right on time, did my dishes, my laundry, they even cleaned my windows. You just pick a date, pick a cleaner, and enjoy a spotless house for \$19. ...”





Voiceover: “...My first cleaning was just \$19. Our place is immaculate now! ... Book your first cleaning today for just \$19.”



Website²²

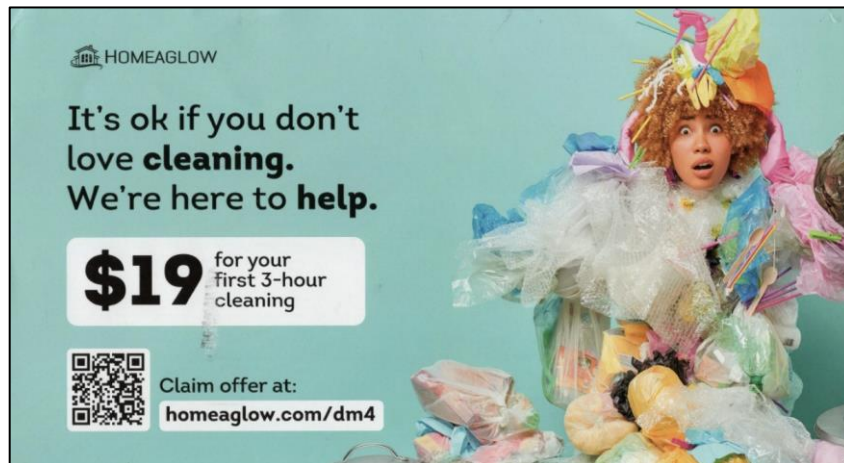


Google Ads²³

<p>Sponsored</p> <p> Homeaglow try.homeaglow.com/</p> <p>\$19 House Cleaning As Seen on TV Homeaglow</p> <p>Take advantage of our introductory offer for new customers. Have one of our expert house cleaners make your home sparkle from only \$19 First Cleaning Voucher · 5-Star House Cleaning</p>	<p>Sponsored</p> <p> Homeaglow try.homeaglow.com/\$19-special/maid-services</p> <p>Just \$19 for 3 Hours - Same Day Booking</p> <p>Up To 6 Hours Of Top-Quality Cleaning With An Exclusive Voucher, Then Book And Pay Online.</p>
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Social Media²⁴

<p>Homeaglow Sponsored Library ID: 1808955839995695</p> <p>Let's be real, no one enjoys cleaning! Sit back and relax while a pro turns your home into a sparkling sanctuary.</p>  <p><small>*Price for your first cleaning. Terms apply.</small></p> <p>TRY.HOMEAGLOW.COM Get your home cleaned for \$19! Homeaglow is the easiest way to find a great house</p> <p>Book now</p>	<p>Homeaglow Sponsored Library ID: 1326200605596184</p> <p>Let's be real, no one enjoys cleaning! Sit back and relax while a pro turns your home into a sparkling sanctuary.</p>  <p><small>*Price for your first cleaning. Terms apply.</small></p> <p>TRY.HOMEAGLOW.COM Get your home cleaned for \$19! Homeaglow is the easiest way to find a great house</p> <p>Book now</p>
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(Additional examples of Homeaglow's \$19 price advertising are available at www.truthinadvertising.org/evidence/homeaglow-19-ads-database/.)

Despite the representations in these ads, no consumer will pay Homeaglow just \$19 for a house cleaning. That is because according to the company's confusing and inconspicuous terms, \$19 cleanings are only available to consumers who (1) have never signed-up with Homeaglow before, (2) only want three hours of cleaning (which, according to the company, is how long it takes to clean a one-bedroom, one-bathroom home²⁶), and (3) contractually commit to the company's autorenewing "ForeverClean" membership plan, which costs \$49-\$59/month, for a period of at least six months.²⁷ This means that even a first-time, three-hour cleaning for a consumer who never gets another cleaning through Homeaglow ends up costing more than \$300 (i.e., \$19 plus \$49-\$59 a month for a minimum of six months), more than 15 times the advertised cost.²⁸

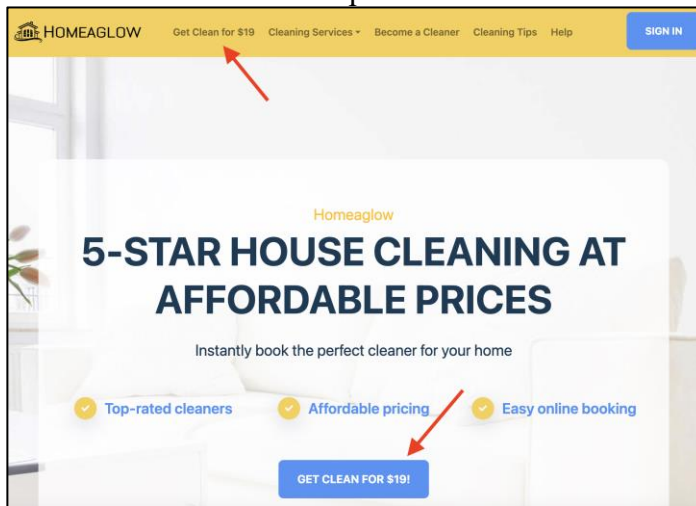
Further, Homeaglow does not make clear in any of its marketing that the ForeverClean monthly membership fee does not pay for any future house cleanings; it is simply a monthly fee charged in addition to the hourly rate charged by the local house cleaner who does the actual work (which starts at \$20/hour, but is variable and is purportedly set by the cleaner).²⁹ And on top of that, Homeaglow also charges a junk 15% "processing" fee for each future booking.³⁰

The following explains Homeaglow's checkout process, and where and how material terms are disclosed.

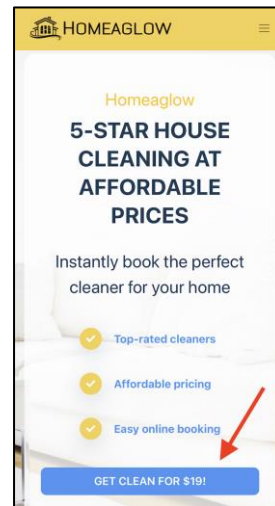
III. Homeaglow's Unclear and Inconspicuous Negative-Option Offer

Homeaglow's website reaffirms the message in its ads, which is that consumers can get their homes cleaned for \$19.

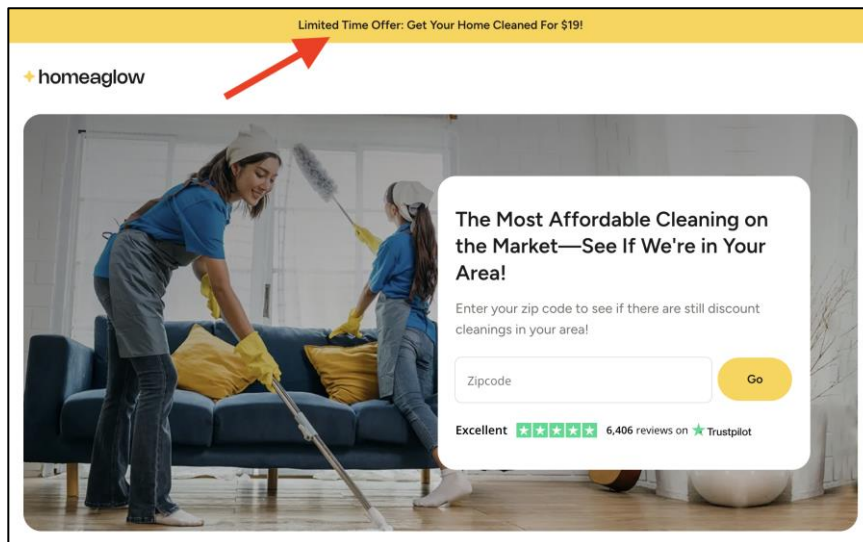
Desktop view³¹



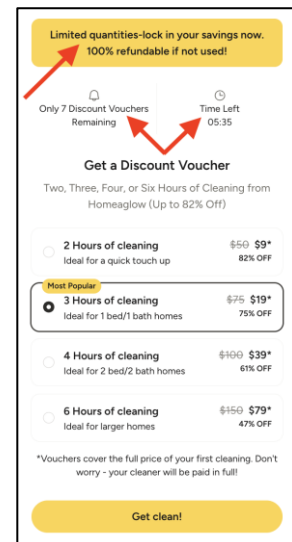
Mobile view



Consumers who click on “Get Clean for \$19!” are led to believe that time is of the essence in securing this deal. Specifically, a countdown timer indicates that consumers only have 10 minutes to take advantage of the offer before it expires and that there are only a limited number of discount vouchers remaining.³²



“Limited Time Offer: Get Your Home Cleaned For \$19!”



“Limited quantities-lock in your savings now.”
“Only 7 Discount Vouchers Remaining”
“Time left 05:35”

In reality, however, the offer does not expire when the countdown clock runs out – it simply restarts at 10 minutes each time it hits zero, and upon information and belief, there are not a limited number of vouchers.³³

These deceptive marketing tactics induce consumers to speed through the checkout process. As consumers hurriedly attempt to reserve their \$19 home cleaning, it is likely that they will be unaware that they are enrolling in a monthly subscription that continues indefinitely until terminated, and which cannot be canceled before six months without incurring significant cancellation fees. Consumers will not know these material terms because Homeaglow fails to clearly and conspicuously disclose this information in its checkout process.

In fact, the only places during the checkout process that Homeaglow discloses its monthly subscription plan before collecting consumers' credit card information are: (1) at the very bottom of webpages (below prompts to continue to the next page), (2) with a hyperlink to the company's 7,900+ word Terms and Conditions,³⁴ and (3) in the midst of dense, confusing, small print text midway through the checkout process. (An abbreviated summary of the terms of the autorenewal plan in fine print—with a hyperlink to the company's dense Terms and Conditions—is also disclosed after Homeaglow has collected consumers' credit card information on the final page of the checkout process.) A step-by-step walkthrough of how the Homeaglow checkout process works, as well as where and how subscription terms are disclosed, is available at www.truthinadvertising.org/evidence/homeaglow-checkout-process/.³⁵

Homeaglow's material terms are so unclear and inconspicuous that a multitude of consumers have complained about unwittingly being signed up for the company's autorenewal plan.³⁶

I used Homeaglow in March 2025 after seeing the promo on tv and in advertisements. Was pretty pleased with the clean. As I am elderly and on a fixed income, it was my understanding I could schedule whenever I needed to. I started noticing in April and May around the 17 th each month my credit card was being charged \$59 a month. It happened again in June and is really upsetting me and my budget. I tried to cancel the membership and they want to charge me \$210 to go away. They already took \$180 unauthorized from me. Please help me get my money back or at the very least get the membership cancelled!!! (July 3, 2025 complaint to BBB)

I booked a one-time \$19 home cleaning through Homeaglow (totaling \$40 after adding time). I was never clearly informed that I was enrolling in a \$49/month membership or that cancelling early would result in a \$204 fee. These fees were not presented clearly during the booking process. Ive been financially struggling and treated myself to this rare service. I now feel misled and taken advantage of. (June 26, 2025 complaint to BBB)

Unfortunately, I fell for this scam due to its misleading information and advertising. They took over \$120 from me after seducing me into what I thought was a one-time \$19 purchase of a home cleaner. When I told them I wanted to know [sic] further service is [sic] from them, they build [sic] me anyway for a full year of service. (Feb. 25, 2025 complaint to TINA.org)

Heard about them through a youtube ad about getting a \$19 for 3 hours home cleaning. No mention of “Forever clean membership” in the ad. When I confronted Homeaglow about it, they sent me the attached PDF³⁷ showing that they actively know that their advertising is sketchy and have a pre-made PDF to try to trick people into just accepting that they are stuck. (Mar. 11, 2025 complaint to TINA.org)

The TV ad on cable TV indicated that you can buy a \$19 voucher that will get you 3 hours of cleaning. After the cleaning service is completed they automatically sign you up for a membership to forever clean without your consent and withdrew 49.99 additional dollars. And then tried to take another \$150 when I wanted to cancel the membership that I didn’t sign up for. ... (May 8, 2023 complaint to FTC)

The advertisement on the TV was \$19 to have your house cleaned. I signed up for it and then I was told that I was going to be charged for six months. I did not sign up for that. I only signed up for the one time service. But they seem to have scammed me and they plan on taking more money out of my account. --- Age Range: 65+ (Sept. 4, 2023 complaint to FTC)

In short, it is clear that Homeaglow pushes consumers into subscription autorenewal plans without clearly and conspicuously disclosing all material terms and conditions and without obtaining consumers’ express informed consent, in violation of ROSCA, as well as the FTC’s general disclosure requirements for online marketing.

IV. Consumers’ Difficulty Cancelling Subscriptions

Once consumers are bound to the autorenewing monthly subscription, Homeaglow then makes it difficult for consumers to cancel their memberships, including by imposing significant cancellation fees, the amount of which is not clearly or conspicuously disclosed ahead of time. Even for consumers who do notice and read the company’s disclosures regarding cancellation fees, Homeaglow provides confusing and conflicting information.

For starters, in its Terms and Conditions, Homeaglow states:

CANCELLATION TERMS: ForeverClean memberships can be canceled anytime online under your ‘Account Settings’ or by submitting a help ticket at [our help center](#). However, canceling your ForeverClean membership before your initial commitment term will result in your first cleaning being charged at full price at standard rates (“early termination fee”). For avoidance of doubt, the early termination fee is calculated as the difference between the full price of your first cleaning at standard rates and the discounted price of your first cleaning (taxes may apply).³⁸

On the Homeaglow “Deal” page, the company represents that the advertised \$19 cleaning provides consumers with three hours of cleaning, the full price of which is shown as \$75.³⁹

Get a Discount Voucher

Two, Three, Four, or Six Hours of Cleaning from Homeaglow (Up to 82% Off)

☐ **2 Hours of cleaning** ~~\$50~~ **\$9***
Ideal for a quick touch up 82% OFF

Most Popular
☒ **3 Hours of cleaning** ~~\$75~~ **\$19***
Ideal for 1 bed/1 bath homes 75% OFF

☐ **4 Hours of cleaning** ~~\$100~~ **\$39***
Ideal for 2 bed/2 bath homes 61% OFF

☐ **6 Hours of cleaning** ~~\$150~~ **\$79***
Ideal for larger homes 47% OFF


*Vouchers cover the full price of your first cleaning. Don't worry - your cleaner will be paid in full!


Based on this information, it appears the “early termination fee” is \$56, the difference between the \$19 discounted price and the \$75 full price.

However, late in the Homeaglow checkout process, the company discloses different, and conflicting, information. Specifically, after consumers are prompted to enter their credit card information, the company—in the midst of another list of disclosures—refers to its early termination fee and hyperlinks the words “full price of your first cleaning” to a pop-up box.


⌚ We'll hold it for you for the next 02:15


Payment Method

☐ Google Pay 

☒ Use credit or debit card 

Credit Card Number

Exp. MM/YY CVC 


☐ Use PayPal account 

Email to deliver confirmation to:

From our Legal Team

- By continuing, you agree to our [Privacy Policy](#) and [Terms & Conditions](#), which includes an arbitration agreement.
- By redeeming your voucher, you agree to enroll in ForeverClean membership, and be charged \$49/mo (taxes may apply) until you cancel.
- Cancel anytime online in your "Account Settings" or by [submitting a help ticket](#).
- Canceling within the first 6-months will result in an [early termination fee](#) calculated based on the [full price of your first cleaning](#).
- More information about autorenewal and cancellation terms, click [here](#).

Purchase & schedule

You're Getting **3 hours of cleaning**  **\$19** 75% OFF (Excludes tax \$1.69)



×

Full price of your first cleaning

The full price of your first cleaning is calculated as: (the hourly rate of the cleaner that accepts your job + \$30/hour platform fee) x the duration of your completed job x (1 + 5% transaction fee). Sales taxes may apply.

The early termination fee is calculated as: the full price of your first cleaning - (what you paid for your voucher + payments for job hours not covered by your voucher).

• Canceling w

There, the company presents a complicated formula for determining the “full price of your first cleaning” for purposes of calculating the early termination fee:⁴⁰

(the hourly rate of the cleaner that accepts your job + \$30/hour platform fee) x the duration of your completed job x (1 + 5% transaction fee).

Given that \$19 equals three hours of Homeaglow cleaning (for a first-time cleaning), the early termination fee, according to this pop-up, is far higher than \$56, even without knowing the “hourly rate of the cleaner that accepts your job,” which is variable.⁴¹

It is perhaps not surprising that countless consumers have experienced hardship trying to cancel their Homeaglow memberships.⁴²

Upon realizing I was being charged a monthly fee, I attempted to cancel the membership. However, I encountered a confusing and opaque cancellation process. I was then informed of an early termination fee exceeding \$160 a term that was not adequately disclosed prior to or during signup. (August 1, 2025 complaint to BBB)

After cancellation, they attempted to charge my card an additional \$257 around 7 or 8 times in just two days. I ended up blocking all my cards just to stop them from taking more money. (July 31, 2025 complaint to Trustpilot)

Homeaglow charged me \$52.68 fee for a monthly cleaning fee. I did not have any cleaning in June. Then I cancelled homeaglow then they charged me another \$182.80 to cancel. I had no service and was charged \$235.48 for nothing. (July 2, 2025 complaint to BBB)

They are forcing me to pay \$147.50 to cancel the membership i did not know I signed up for. I am not willing to pay them for service I was not aware of due to their deceptive website. (May 12, 2025 complaint to BBB)

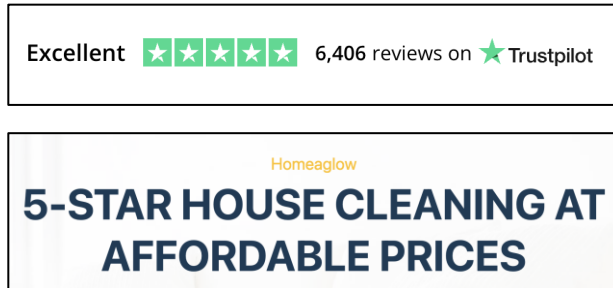
That “try us for 19.00” is a contract you can’t back out off [sic]... this⁴³ is how much I’ve been forced to pay even while not wanting or receiving services.. ohh and they renew your subscription automatically even though I requested to cancel on day 2. And stuck until August 2025 now.. is there a way to do a class action lawsuit against Homeaglow ? I’m 300.00 in for 2 hours . (April 9, 2025 complaint to TINA.org)

When I realized I was being charged \$49 for services I wasn’t receiving, I requested cancellation of this membership and then was charged an additional \$261.20. So bottom line, for 1 single cleaning (at most 3 hours), I was charged a total of \$551.20. ... (Sept. 16, 2023 complaint to FTC)

No doubt the tactics used by Homeaglow, as reported by consumers, are employed to dissuade and prevent subscribers from terminating their subscriptions so that Homeaglow may continue inappropriately charging consumers on a monthly basis. These practices violate ROSCA.

V. Fabricated Reviews

Homeaglow claims it has an “excellent” five-star rating from Trustpilot and repeatedly touts “5-star house cleaning[s].”⁴⁴



However, following a TINA.org inquiry, Trustpilot recently investigated Homeaglow’s profile page and found that “30% of all reviews posted on the profile in the last six months are fabricated,”⁴⁵ prompting Trustpilot to send Homeaglow a cease-and-desist letter on August 28, 2025.⁴⁶ Trustpilot is now “carrying out a further investigation into Homeaglow’s company profile,” which includes “an analysis of reviews outside of this six month period.”⁴⁷

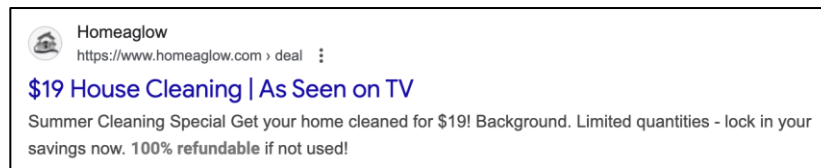
Meanwhile, other third-party review websites, including the BBB, Sitejabber, and Yelp, each rate the company poorly, giving the company 1.03 stars, 1.1 stars, and 2.7 stars, respectively.



Homeaglow’s fabrication of consumer reviews, which violates the FTC’s fake reviews rule,⁵¹ paints a false picture of customer satisfaction and shows the extent to which the company is willing to go to deceive consumers.⁵²

VI. False Refundable Claims

Homeaglow also falsely advertises that its services are “100% refundable if not used!”



Sept. 4, 2025 Google search result

Limited quantities-lock in your savings now.
100% refundable if not used!

www.homeaglow.com

However, according to the company's Terms and Conditions, membership fees—which are automatic upon signing up for a \$19 Homeaglow cleaning—are not refundable. Specifically, the Homeaglow Terms state,⁵³

ForeverClean Membership Autorenewal and Cancellation Terms

AUTORENEWAL TERMS: ForeverClean memberships will automatically renew on a monthly basis and your credit or debit card will be charged your monthly 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 month regardless of when you cancel your ForeverClean membership.

CANCELLATION TERMS: ForeverClean memberships can be canceled anytime online under your 'Account Settings' or by submitting a help ticket at [our help center](#). However, canceling your ForeverClean membership before your initial commitment term will result in your first cleaning being charged at full price at standard rates ("early termination fee"). For avoidance of doubt, the early termination fee is calculated as the difference between the full price of your first cleaning at standard rates and the discounted price of your first cleaning (taxes may apply).

The "no refund policy" 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.

"Membership fees are due immediately upon renewal and are non-refundable. ... The 'no refund policy' discussed in this section shall apply at all times regardless of your decision to terminate your usage..."

In other words, money paid to Homeaglow is not, in fact, "100% refundable," even if you do not use your \$19 house cleaning because, as explained above, in order to reserve the purported discounted cleaning in the first place, consumers must commit to the company's \$49-\$59/month membership (for a period of at least six months), and membership fees are nonrefundable.

This misleading claim has deceived and harmed Homeaglow consumers.⁵⁴

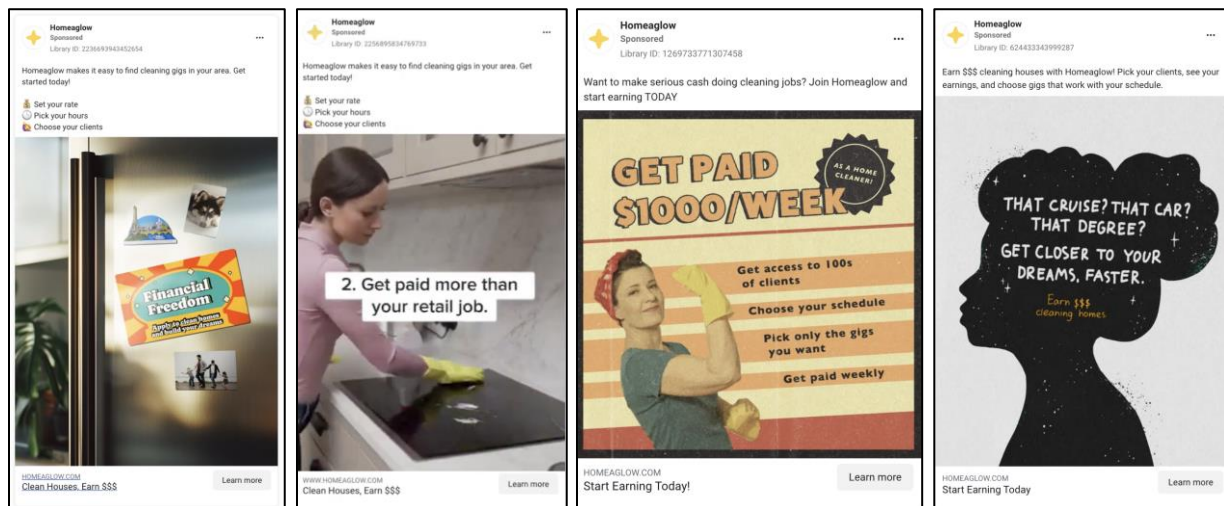
Seriously, how are these people in business?! Super misleading. You think youre buying a one time 3 hour cleaning voucher for \$19 that literally says fully refundable if not used and thats not the case. Shut this place down!! (July 30, 2025 review to BBB)

This company makes it look like you are receiving a one time 3 hr cleaning for \$19 to try outlet local cleaners. Cancel any time! 100% refundable! Then they'll secretly lock you in to a \$49 a month membership which you can not cancel for 6 months. ... So angry and frustrated with this con company (June 27, 2025 complaint to BBB)

Such false refundable claims highlight yet another deceptive practice that harms Homeaglow consumers, undermines transparency, and erodes confidence in the industry.

VII. Deceptive Earnings Claims

Finally, Homeaglow doesn't just deceive consumers looking to have their homes cleaned; the company also uses misleading and false marketing to target individuals looking for work. In social media ads, the company claims workers who sign up as cleaners with Homeaglow can, among other things, achieve "financial freedom," make more money than in a retail job, earn \$1,000 per week, and "get closer to [their] dreams," as the examples below show.



(TINA.org has collected other examples of Homeaglow's ads targeting prospective house cleaners. These examples are all available at www.truthinadvertising.org/evidence/homeaglow-income-claims-database/.)

According to the U.S. Bureau of Labor Statistics, the median salary for house cleaners in the United States is \$33,450 per year.⁵⁵ And third-party sources report that the median annual salary for a house cleaner working through Homeaglow is similar (i.e., \$34,000⁵⁶). Thus, the typical Homeaglow house cleaner is not earning anywhere near \$1,000 per week or obtaining "financial freedom."⁵⁷

Further, numerous cleaners report issues with getting paid through Homeaglow. For example:

I am a cleaning provider on the Homeaglow platform. For the past two weeks, I have been trying to resolve multiple payment issues with no success. ... I reached out to support immediately and was told by a representative ... that the payouts would be processed by the following week. However, that never happened ... Additionally, several new clients have requested me specifically for upcoming jobs. Ive provided screenshots and proof, but Homeaglow refuses to manually assign me the jobs despite their policy... My messages are dismissed, and my

income is being delayed unfairly. ... This is affecting my financial stability and trust in the platform. I am extremely disappointed in the lack of resolution and transparency. (July 29, 2025 complaint to BBB)

I've been with this company for almost a year, and i'm barely scraping by. Its only good as a side hustle. (June 28, 2025 complaint to Indeed).⁵⁸

I signed up to do this cleaning work in exchange for pay. I worked very hard and the company never paid me. It has been months and I still haven't been paid. I'm owed over \$200. The staff ghosted me. I threatened to sue them. They made it so I can't sign into my account until I sign something that promises I won't sue them. I have all the proof I need to sue them though. They hire cleaners to do their dirty work for them and then don't compensate them as promised. It's a total and complete scam. (Aug. 4, 2022 complaint to FTC)

I was looking for cleaning or janitorial jobs on Craigslist. Homeaglow had an ad stating would earn \$25hr and get paid the same day. I signed up and went through their background check. I then listed my rate as \$25hr. They recommended I change it to \$20hr so I did. Then I noticed after I did the jobs that they had reduced my pay to \$15 hr and deducted \$5 for each hour. This means I worked for only \$10hr. When I tried to collect my promised Instapay, their site my account is not eligible because Instapay is Offline today. Turns out it was offline everyday. They have no phone number either and won't respond to emails. (Mar. 24, 2022 complaint to FTC)

I registered to be a freelance housekeeper with them where they would provide the jobs and take 5\$ an hour out of my pay. I did one job through them. After the job is complete I'm supposed to be able to go on the website and click charge client and then the money is supposed to be in my bank account the following Monday. When I tried to do that it told me the client had canceled. The time and date of this message was AFTER the job had been completed. There is NO phone number, NO email address, NO way to contact anyone at homeaglow. So I got paid nothing. (Nov. 30, 2020 complaint to FTC)

In short, Homeaglow's misleading earnings claims exploit workers' aspirations and distort the realities of home cleaning work.

VIII. Conclusion

Homeaglow's deceptive marketing practices are not only harming consumers and honest competitors, but also undermining trust in an industry that is currently experiencing rapid growth.⁵⁹ As more households turn to professional cleaning services, it is essential that companies compete on the basis of quality, transparency, and fair dealing—not through manipulative tactics that lock consumers into unwanted and expensive commitments. Without enforcement, this conduct will continue to harm consumers, distort competition, and erode confidence in the market.

TINA.org urges the Commission to open an investigation into Homeaglow and take appropriate enforcement action to protect consumers, ensure a level playing field, and maintain the integrity of a growing and important service industry.

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

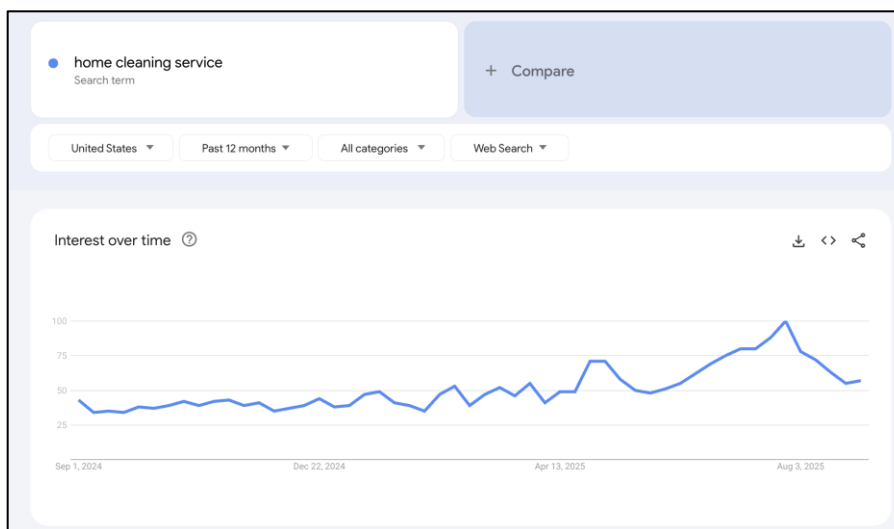
¹ 15 U.S.C. §§ 8401-8405.

² 16 C.F.R. § 465, https://www.ftc.gov/system/files/ftc_gov/pdf/r311003consumerreviews_testimonialsfinalrulefn.pdf.

³ TINA.org has also notified California, Connecticut, Illinois, Massachusetts, Minnesota, New Jersey, New York, North Carolina, North Dakota, Oregon, Pennsylvania, and Vermont, as well as the District of Columbia, regarding Homeaglow's deceptive advertising and pricing scheme.

It is also worth noting that Homeaglow may be using additional deceptive marketing tactics not discussed in this letter.

⁴ *U.S. Cleaning Services Market Size & Outlook, 2024-2030*, Grand View Research, <https://www.grandviewresearch.com/horizon/outlook/cleaning-services-market/united-states>; *Cleaning Services Market Size, Share & Trends Analysis Report By Type*, <https://www.grandviewresearch.com/industry-analysis/cleaning-services-market-report>. See also Google Trends Data showing an increase in the search terms "home cleaning service" in the past 12 months.



Query conducted and captured on Sept. 2, 2025

⁵ Homeaglow's United States and Canada Terms & Conditions, <https://www.homeaglow.com/terms-of-service/> ("The Service is a communications platform for enabling the connection between individuals seeking to obtain cleaning services and/or individuals seeking to provide cleaning services and for facilitating a contractual relationship between such parties.").

⁶ Aaron Cheung, LinkedIn, <https://www.linkedin.com/in/aarontcheung/>; Xiao Wei Chen, LinkedIn, <https://www.linkedin.com/in/xiaoweichen/>; Ryan Mac, *Homejoy Cofounder Forgets Failure, Starts New Cleaning Startup*, Forbes (Jan. 26, 2016), <https://www.forbes.com/sites/ryanmac/2016/01/26/homejoy-cofounder-forgets-failure-starts-new-cleaning-startup/>; Ellen Huet, *Homejoy Shuts Down, Citing Worker Misclassification Lawsuits*, Forbes (July 17, 2015), <https://www.forbes.com/sites/ellenhuet/2015/07/17/cleaning-startup-homejoy-shuts-down-citing-worker-misclassification-lawsuits/#7717c0677780>.

⁷ Dazzling Cleaning United States and Canada Terms & Conditions, <https://www.dazzlingcleaning.com/terms>; Cozy Maid United States and Canada Terms & Conditions, <https://www.cozymaid.com/terms>; Bubbly Cleaning United States and Canada Terms & Conditions, <https://bubblycleaning.com/terms>; Dapper Maids United States and Canada Terms & Conditions, <https://www.dappermaids.com/terms>; Assurance of Voluntary Compliance, *Pennsylvania v. Homeaglow*, G.D. No. GD.-24-010210 (C.P. Allegheny County, Penn., Sept. 12, 2024).

⁸ “4x Growth in Revenue,” for *Homeaglow, A Home-Service Marketplace*, Conversion Rate Experts. <https://conversion-rate-experts.com/homeaglow-testimonial/>.

⁹ *Id.*

¹⁰ According to data from Media Radar, provided on August 29, 2025.

¹¹ Consumers have also complained about receiving inadequate—and sometimes unsafe—home cleaning services.

¹² BBB’s Homeaglow Business Profile, <https://www.bbb.org/us/tx/austin/profile/house-cleaning/homeaglow-0825-1000199497>.

¹³ Assurance of Voluntary Compliance at 6, *Pennsylvania v. Homeaglow*, G.D. No. GD.-24-010210 (C.P. Allegheny County, Penn., Sept. 12, 2024).

¹⁴ *Id.*

¹⁵ *Id.*

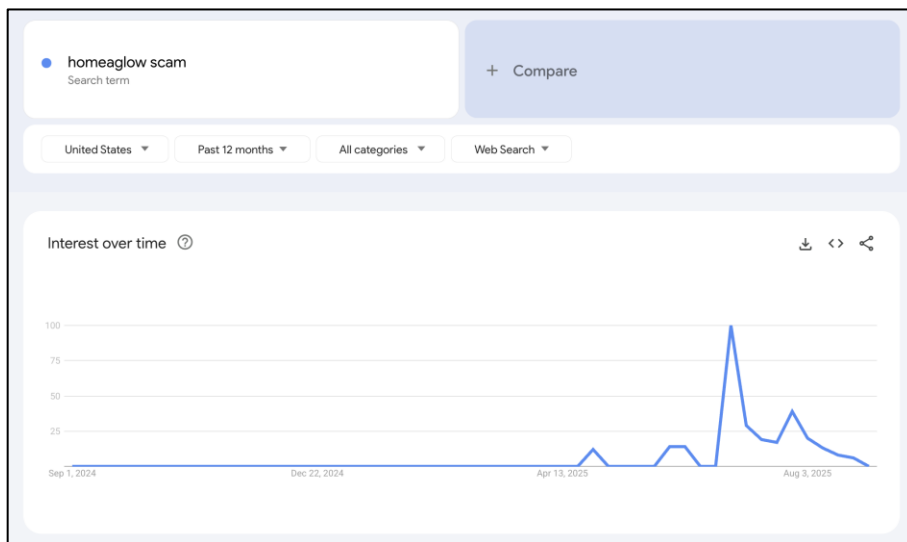
¹⁶ *Id.*

¹⁷ TINA.org has notified Pennsylvania officials of the company’s violations.

¹⁸ TINA.org’s Class-Action Tracker: Homeaglow ForeverClean Memberships, <https://truthinadvertising.org/class-action/homeaglow-foreverclean-memberships/>. *See also* Complaint, *Vandehey v. Dazzling Cleaning*, No. 23CV35482 (Ore. Cir. Ct., Sept. 1, 2023), <https://truthinadvertising.org/wp-content/uploads/2025/07/Vandehey-v-Dazzling-Cleaning-complaint.pdf> (Oregon lawsuit alleging the company fails to disclose additional charges before cleaning appointments and continues to charge consumers after they cancel)

¹⁹ *Taking the Shine Off Homeaglow’s ‘\$19 Cleaning Service*, TINA.org (July 30, 2024; updated May 23, 2025), <https://truthinadvertising.org/articles/taking-the-shine-off-homeaglows-19-cleaning-service/>.

²⁰ *See* Google Trends Data showing an increase in the search terms “homeaglow scam” in the past 12 months.



Query conducted and captured on Sept. 2, 2025

²¹ Homeaglow TV Spot, 'Tired of Overpriced Cleaning Services?', iSpot (Mar. 31, 2025), https://truthinadvertising.org/wp-content/uploads/2025/07/Homeaglow_iSpot_3_31_25.mp4; Homeaglow TV Spot, 'Book Your First Cleaning for Only \$19', iSpot (Aug. 14, 2025), https://truthinadvertising.org/wp-content/uploads/2025/09/Homeaglow_iSpot_8_14_25.mp4.

²² Homeaglow, <https://www.homeaglow.com/>.

²³ Details for Homeaglow's "\$19 House Cleaning | As Seen on TV" Ad in Google Ads Transparency Center, <https://adstransparency.google.com/advertiser/AR13883696360886108161/creative/CR10754156225768718337?region=US>; Ad Details for Homeaglow's "Just \$19 for 3 Hours - Same Day Booking" Ad in Google Ads Transparency Center, <https://adstransparency.google.com/advertiser/AR13883696360886108161/creative/CR08796800849998249985?region=US>.

²⁴ Homeaglow's "If You Love Me, You'll Book the \$19 Cleaning" Ad, https://truthinadvertising.org/wp-content/uploads/2025/08/Homeaglow_MetaAd_8_13_25_E.png; Homeaglow's "If You Can Read This It's Time to Get that \$19 Home Cleaning" Ad, https://truthinadvertising.org/wp-content/uploads/2025/08/Homeaglow_MetaAd_8_13_25_J.png.

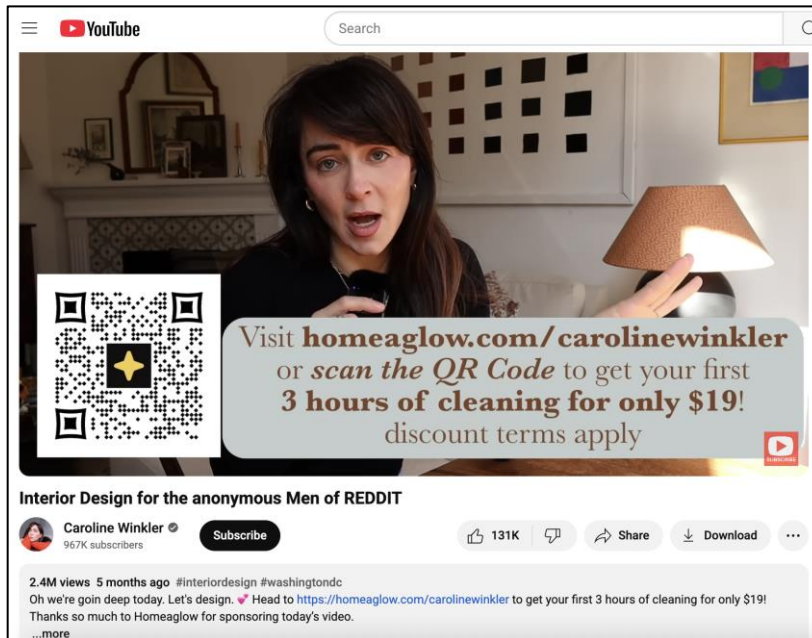
²⁵ Homeaglow Mailer from Nov. 2023, https://truthinadvertising.org/wp-content/uploads/2025/08/Homeaglow_Mailer_11_2023.png. See also Paul Bobnak, *E-Commerce Direct Mail Best Practices & Examples*, Who's Mailing What (May 6, 2024), <https://blog.whosmailingwhat.com/e-commerce-direct-mail/>.

²⁶ Try Homeaglow Deal, <https://try.homeaglow.com/deal>; Homeaglow, <https://www.homeaglow.com/>.

²⁷ Homeaglow Pricing, <https://www.homeaglow.com/pricing>.

Though some Homeaglow ads reference the company's membership program, none make it clear that enrollment in the membership is automatic upon signing up for a \$19 house cleaning or that consumers are locked-in for at least six months without incurring hefty cancellation fees. See,

e.g., Caroline Winkler, *Interior Design for the Anonymous Men of REDDIT*, YouTube (Feb. 12, 2025), https://truthinadvertising.org/wp-content/uploads/2025/07/Homeaglow_CarolineW_YT_2_12_25_clip.mp4.



“Head to Homeaglow.com/carolinewinkler or scan the QR code on screen and you can get your first three hours of cleaning for only \$19. They also have a membership, the ForeverClean membership, which is really nice because I think it saves you up to like \$30 per hour of cleaning. You can book unlimited cleanings starting at \$19 an hour backed by Homeaglow’s Happiness Guarantee ...”

²⁸ See Homeaglow Cost Explained: What Happens After the \$19 Clean, <https://www.homeaglow.com/hub/content/homeaglow-cost> (“In essence, your first cleaning ends up costing \$49 (the Homeaglow cost per month for membership) plus \$19, totaling \$68 for 3 hours. That breaks down to roughly \$23 per hour, which is still far lower than other cleaning services.”). However, this math does not account for the six months of membership that is required, the cleaner’s own hourly fee that is charged for future house cleanings, or Homeaglow’s processing fee.

It is also important to note that while Homeaglow represents that \$19 is a flat rate for a first-time, three-hour cleaning (with a membership attached), consumers have reported being charged the individual house cleaner’s hourly rate on top of the \$19 advertised Homeaglow discounted cleaning cost. For example,

Had a girl come in and instead of the \$19 for the time got charged \$89 yes she was here for 3 hours and did a great job, but they charge \$19 +\$5 for their fee. They are a scam company in my opinion. (Feb. 13, 2025 consumer complaint to TINA.org)

This is consistent with information Homeaglow provides on a “help” page but which does not make clear whether this applies to *all* home cleanings or just those after the initial first-time cleaning:

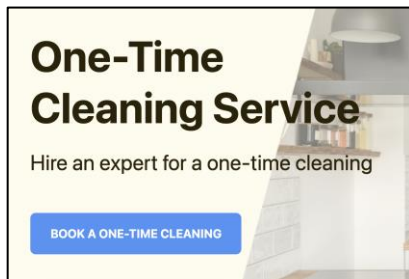
How does pricing for cleaning work?

Cleanings on Homeaglow are priced on a per-hour basis, with a minimum booking of 2 hours. Your total price is based on the rate that your cleaner sets and the number of hours you select, along with a booking fee that starts at 5%. If you have an active ForeverClean membership, your cleanings are discounted up to 50%.

Homeaglow Help: How Does Pricing for Cleaning Work?, <https://www.homeaglow.com/help/6>.

Note that some influencers have discussed the cost of a first-time Homeaglow clean as \$19 per hour, rather than a flat rate of \$19. *See, e.g.,* @perfectlykelsey, Instagram (Nov. 20, 2023), https://truthinadvertising.org/wp-content/uploads/2025/08/Homeaglow_KelseyP_IG_11_20_23.mp4; Keke Janajah (@keke.janajah), TikTok (Nov. 30, 2023), https://truthinadvertising.org/wp-content/uploads/2025/08/Homeaglow_KeKeJ_TT_11_30_23.mp4.

In addition, Homeaglow appears to offer one-time cleanings. Homeaglow's One-Time Cleaning Service, <https://www.homeaglow.com/services/one-time-cleaning>.



However, consumers who click on “Book A One-Time Cleaning” are brought to a reservation page that then leads consumers to the same page that ultimately enrolls them in the autorenewing subscription, as shown below.

A screenshot of the Homeaglow reservation form. The form is titled "1. Pick a Date" and "2. Book a Cleaning". It includes a "Pick a date & time" section with radio buttons for "Show all dates & times" (selected) and "Only show Tynasia's, Mabilia's & Mirna's preferred times". Below this are fields for "Date" (08/14/2025) and "Start time" (1:00 PM). There is a link "See recommended hours" and a "Duration" field set to "3 hrs" with minus and plus buttons. Below these are fields for "Zipcode", "Email address", and "Voucher Code (optional)". A red arrow points to a blue link that says "First-time customer? Get your first cleaning from just \$9!". At the bottom is a large blue button labeled "See Cleaner Availability" with a right arrow. A small green shield icon with an "i" is next to a note: "All cleaners have passed a comprehensive background check & maintain a verified profile with past reviews & transparent prices."

Homeaglow Pick a Date, <https://www.homeaglow.com/customer/choosedate>.

²⁹ Homeaglow, <https://www.homeaglow.com/>; Homeaglow Help: How Does Pricing For Cleaning Work?, <https://www.homeaglow.com/help/6>.

³⁰ Homeaglow Help: How Does Pricing For Cleaning Work?, <https://www.homeaglow.com/help/6>.

³¹ Homeaglow, <https://www.homeaglow.com/>.

³² Try Homeaglow Deal, <https://try.homeaglow.com/deal>.

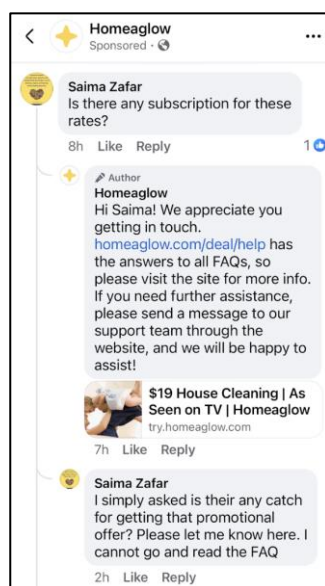
³³ Homeaglow's Checkout Timer, <https://truthinadvertising.org/wp-content/uploads/2025/09/Homeaglow-Checkout-Timer.mp4>.

³⁴ Homeaglow's United States and Canada Terms & Conditions, <https://www.homeaglow.com/terms>.

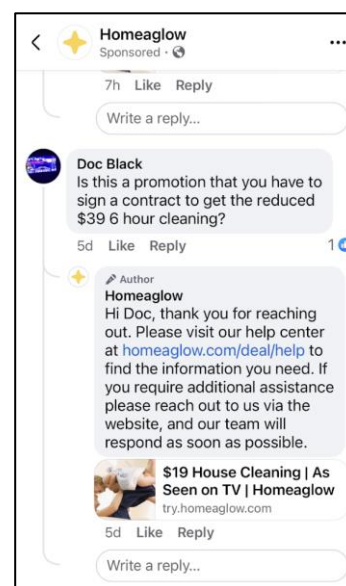
³⁵ To make matters worse, when consumers who see Homeaglow's ads offering low-cost home cleanings specifically ask the company if any subscription or contract terms are attached to the promotional price, the company avoids the question and instead refers consumers to a webpage that contains an inconspicuous explanation of the Homeaglow subscription terms. *See* Try Homeaglow Deal: Help, <https://try.homeaglow.com/deal/help>. The following consumer questions, posed in response to an August 2025 Homeaglow ad on Facebook, and the company's answers, offer two examples:



Aug. 22, 2025 ad



Consumer question #1



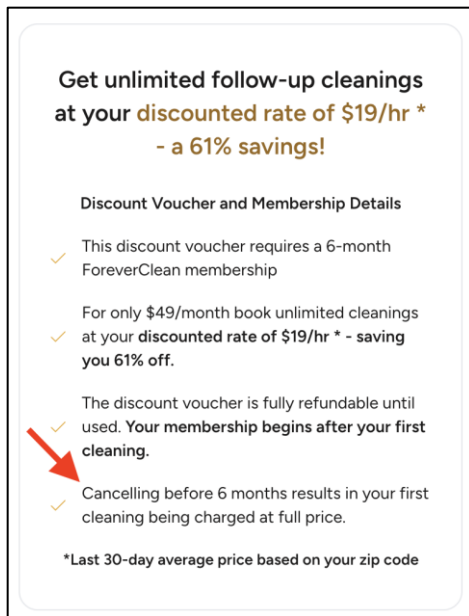
Consumer question #2

³⁶ *See, e.g.*, BBB's Homeaglow Complaints, <https://www.bbb.org/us/tx/austin/profile/house-cleaning/homeaglow-0825-1000199497/complaints>.

³⁷ Step-by-Step of Homeaglow's Fine Print provided by TINA.org reader (who says he received this PDF directly from Homeaglow), https://truthinadvertising.org/wp-content/uploads/2025/09/Homeaglow_stepbystep-fine-print-from-company.pdf.

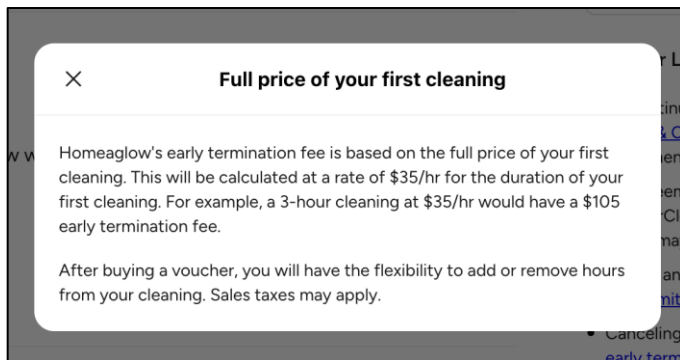
³⁸ Homeaglow's United States and Canada Terms & Conditions, <https://www.homeaglow.com/terms>.

This information is reiterated in the midst of the Homeaglow checkout process. For example,



³⁹ Try Homeaglow Deal, <https://try.homeaglow.com/deal>.

⁴⁰ Certain consumers may see a different pop-up at this stage of the checkout process, as shown below:

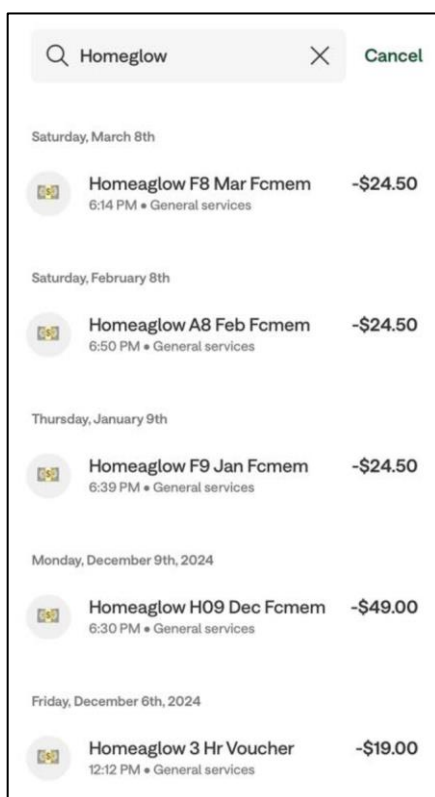


As of September 5, 2025, both pop-up boxes were visible to TINA.org.

⁴¹ *See supra* note 29.

⁴² *See, e.g.*, BBB's Homeaglow Complaints, <https://www.bbb.org/us/tx/austin/profile/house-cleaning/homeaglow-0825-1000199497/complaints>; Trustpilot's Homeaglow Star Reviews, <https://www.trustpilot.com/review/homeaglow.com?stars=1>.

⁴³ Screenshot that accompanied consumer complaint:

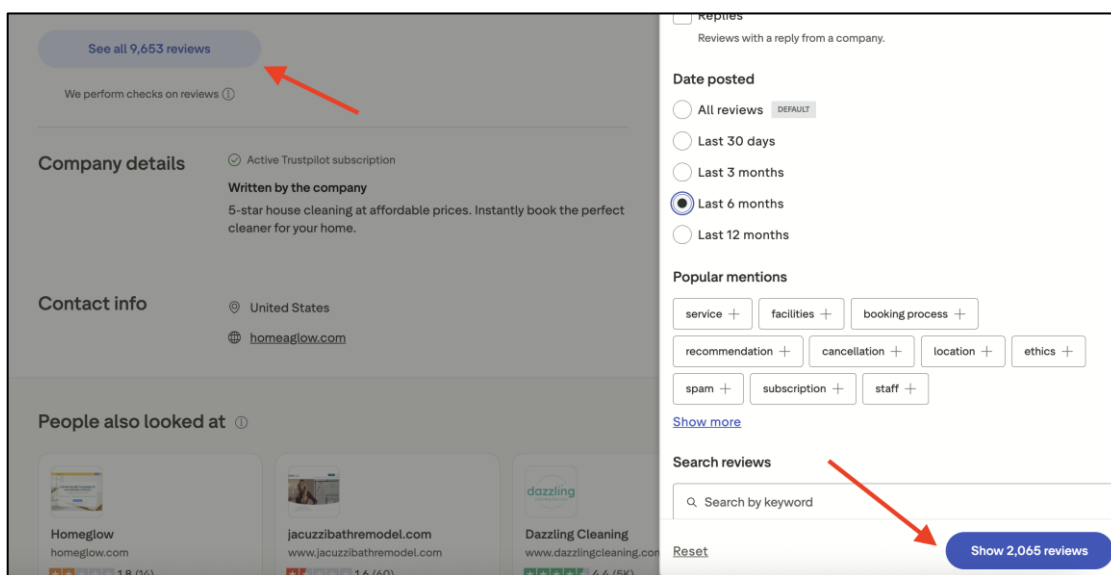


⁴⁴ Homeaglow, <https://www.homeaglow.com/>; Try Homeaglow Deal, <https://try.homeaglow.com/deal>.

⁴⁵ According to an August 27, 2025 email from Trustpilot to TINA.org.

⁴⁶ Prior to Trustpilot's August 2025 inquiry, its rating for Homeaglow was 4.5. Following its inquiry of Homeaglow reviews posted to Trustpilot during the last six months, the company's rating dropped to 4.3.

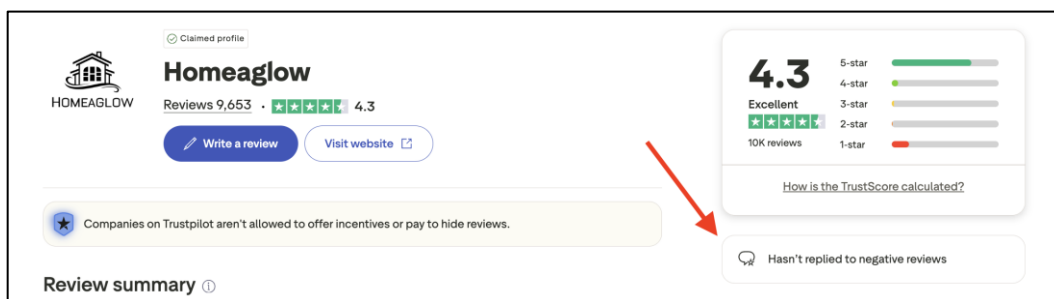
As of September 5, 2025, only 21 percent of the Homeaglow reviews on Trustpilot came from the last six months, meaning that approximately 79 percent of reviews for the company have not yet been investigated. See Trustpilot's Homeaglow Reviews, <https://www.trustpilot.com/review/homeaglow.com>.



Screenshot captured on Sept. 5, 2025

⁴⁷ According to a September 3, 2025 email from Trustpilot to TINA.org.

It is also worth noting that Homeaglow does not reply to negative reviews on Trustpilot. See <https://www.trustpilot.com/review/homeaglow.com>.



⁴⁸ BBB's Homeaglow Reviews, <https://www.bbb.org/us/tx/austin/profile/house-cleaning/homeaglow-0825-1000199497/customer-reviews>.

⁴⁹ Sitejabber's Homeaglow Reviews, <https://www.sitejabber.com/reviews/homeaglow.com>.

⁵⁰ Yelp's Homeaglow Profile, <https://www.yelp.com/biz/homeaglow-sanford?start=120>.

⁵¹ 16 C.F.R. § 465, https://www.ftc.gov/system/files/ftc_gov/pdf/r311003consumerreviews_testimonialsfinalrulefrn.pdf.

⁵² Homeaglow also touts that its house cleanings are done by “top-rated cleaners” who are “certified” and “background-checked,” resulting in “thousands of happy customers” who “trust cleaners on Homeaglow.” See, e.g., Homeaglow, <https://www.homeaglow.com/>; Homeaglow Pricing, <https://www.homeaglow.com/pricing>; Homeaglow's Podcast ad, https://truthinadvertising.org/wp-content/uploads/2025/08/Homeaglow_AliJ_Apple_Podcasts_8_11_25.mp4 (“all of their cleaners pass a rigorous certification process...”).

Yet these marketing messages are completely at odds with its Terms and Conditions, as well as the experiences of consumers and the low-star ratings from third-party review sites.

Contrary to the company's marketing messages, Homeaglow's Terms and Conditions specifically disclaim any and all responsibility for its cleaners, stating "the Company does not guarantee or warrant, and makes no representations regarding, the reliability, quality or suitability of such cleaning service providers." Homeaglow's United States and Canada Terms & Conditions, <https://www.homeaglow.com/terms>.

And with regard to the company's assertion that it has thousands of happy customers who trust Homeaglow's cleaners, consumer complaints tell a different story.

For example:

The housekeeper who came to my house was not the same person listed on the profile. I had to miss 3 hours of work to watch her because I was so confused. It shows background checks are complete, but they allow any to come to your home. ... She did a horrible job, she didnt come with her own supplies. ... What I experienced was a safety issue, what if a crime was committed? They told me a specific person was coming and I totally different person showed up. I hope no one gets hurt using your service. Thank god I have cameras. (July 1, 2025 complaint to BBB)

A creepy person who didn't actually clean showed up and then kept my house key. ... (June 7, 2023 complaint to FTC)

Homeaglow is deceptive. They are not clear that it is a subscription service or that there will be a monthly fee that does not go towards cleanings. Their commercials on TV do not indicate its a subscription service. They schedule someone to come and someone else shows up. I paid for a certain number of hours and the cleaner only cleaned for half the time with no refund. Its disturbing and scary as a single person for someone other than the scheduled person shows up. You cannot call or message the company-absolutely no way to talk or contact them. Its not truthful. Its not safe. Not honest and scary. (Aug. 11, 2025 complaint to BBB)

One Homeaglow consumer, who explained that he tried out the platform because of its claim that it conducts criminal background checks on its home cleaners, reported that he noticed property missing after his home was cleaned. *Gig Companies Say Workers Pass Background Checks, But Do They?*, Boston 25 News (Mar. 4, 2024), <https://www.boston25news.com/news/local/gig-companies-say-workers-pass-background-checks-do-they/QHVL5PZ7DNHPRORQNCMXWMPZAU/>. The consumer reported that he later learned that the Homeaglow housecleaner had a "wide history of violent criminal activity," including assault, weapon, and theft convictions. *Id.*

⁵³ Homeaglow's United States and Canada Terms & Conditions, <https://www.homeaglow.com/terms>.

⁵⁴ BBB's Homeaglow Reviews, <https://www.bbb.org/us/tx/austin/profile/house-cleaning/homeaglow-0825-1000199497/customer-reviews>; BBB's Homeaglow Complaints, <https://www.bbb.org/us/tx/austin/profile/house-cleaning/homeaglow-0825-1000199497/complaints>.

⁵⁵ U.S. Bureau of Lab. Stat., Occupational Employment and Wages, May 2023: 37-2012 Maids and Housekeeping Cleaners (Apr. 3, 2024), <https://www.bls.gov/oes/2023/may/oes372012.htm>.

⁵⁶ Homeaglow Salaries on Glassdoor (last updated Aug. 4, 2025), https://www.glassdoor.com/Salary/Homeaglow-House-Cleaner-Salaries-E2303492_D_KO10,23.htm.

⁵⁷ U.S. Bureau of Lab. Stat., 2024 Research Supplemental Poverty Measure Thresholds (Apr. 30, 2025), https://www.bls.gov/pir/spm/spm_thresholds_2024.htm; Soc. Sec. Admin., The Supplemental Poverty Measure (SPM) and Children: How and Why the SPM and Official Poverty Estimates Differ (Aug. 2015), <https://www.ssa.gov/policy/docs/ssb/v75n3/v75n3p55.html>.

⁵⁸ Indeed, Homeaglow profile, <https://ph.indeed.com/cmp/Homeaglow/reviews/needs-improvement?id=048773b6bcb26b13>.

⁵⁹ *See supra* note 4.