



September 8, 2025

VIA EMAIL

Attorney General Kwame Raoul
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Chief Susan Ellis
Office of the Illinois Attorney General
Consumer Protection Division
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Raoul and Chief Susan Ellis:

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 Illinois state laws¹ and harms Illinois 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 Illinois consumers are being impacted by Homeaglow's deception but also because of Illinois'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., 815 Ill. Comp. Stat. § 601/1 *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 Illinois consumer complaints submitted to the FTC and provided to TINA.org:

“I had paid \$19 as an offer for the cleaning services provided by Homeaglow. However, the company never mentioned that they would be charging me mandatory \$45 as monthly subscription fees. Now upon trying to cancel the membership they are asking me for \$170 fee. First of all it was no where mentioned on the payments or before that the monthly subscription is mandatory second I didn’t save my card on their website but they still charged my initial card through with I had paid \$19 cleaning fees. \$45 was a completely unauthorized transaction.” (Apr. 7, 2025 complaint from Illinois consumer)

“They have this promotional \$19 cleaning service. They charged me \$20 on booking that. As soon as they gave me service they automatically charged me \$50 dollars and enrolled me in 6 month membership. When I tried to reach out via their website they have option to create a complaint and submit it. To cancel service they are asking for \$300 upfront and no option to remove service. Then they charged twice to my credit card and took one more payment from my Apple Cash.” (Mar. 10, 2025 complaint from Illinois consumer)

“Homeaglow advertising full housecleaning for 19.95 and that is not what it is. It lures you. Their website misleads you into a commitment, plus a monthly fee. There is no way a full house is cleaned for 19.95. The website is misleading” (Mar. 2, 2025 complaint from Illinois consumer)

“I was told I was paying for a \$19 cleaning through a promo but they instead signed me up for a 6 month membership that charged me and then required a \$135 payment just to cancel. They refused to refund me through customer service.” (Feb. 16, 2025 complaint from Illinois consumer)

“a cleaning service that charges you 19\$ for your first clean. if you try and cancel the service after you are charged 170 for your service. you are forced to pay 7 months of subscription. They dont tell you any of this when signing up.” (Feb. 4, 2025 complaint from Illinois consumer)

“Homeaglow. It’s a company that uses misleading business practices to trap consumers into a paid monthly membership they did not sign up for. It’s not really bait and switch (because I did get the service performed that I expected) but then they signed me up for a recurring membership and charged my credit card without authorization. I contacted them about refunding the monthly fee and ending the membership, and they say they won’t refund the fee and will only end the membership if I pay them more money...” (Jan. 2, 2025 complain from Illinois consumer)

“HomeAglow has tv ads which offer 19hr [sic] cleaning. This is never honored. They have layers of charges that are added. There is a \$49 fee for the Forever Clean program which is supposed to give the customer discounts. The discounts never appear on the invoices. When we check out the app will say we saved some random amount but we are charged \$95hr, 42.75 and no discount appears. For cleaning they charge \$95 per hour, claim the cleaners set this rate and the cleaners receive the whole \$95 per hour amount. The cleaners vehemently deny being able to set the rate and deny receiving \$95 per hour. They charge a \$42.75 processing fee PER service which they cannot explain. I paid \$40 in tips through the app. \$10 was applied to my next \$42.75 fee. My cleaner confirmed she did not receive all of the remainder of the tip despite the assertion the cleaner receives it. They tell customers that we can cancel anytime but then tell us all the charges we will incur because we canceled within 6 months. The customer service numbers do not work for customers or the contracted cleaners. I complained to the BBB in Illinois. ... I have also made a complaint with the office of the Illinois Attorney General. They do not talk to people on the phone. I asked if I am communicating with AI and they have ignored that question. I began copying the BBB into my responses to the company. Today they offered a free month of membership (\$49.00) and 2 hours of free cleaning but then in the sam [sic] communication indicated the cleaning would cost \$38 per hour. They offered to reduce the amount of the per service processing fee but still have not explained what this fee covers. They offered to reduce my contract to 3 months instead of 6 so I can cancel after (2 more paid months) They initially offer customers 3 cleaners but customers are not sent 3 cleaners. The cleaner that came was excellent so they indicate if I want a lower rate I would have to pick a cleaner who charges less. Again, the cleaner indicated she does not set the rate. If customers want to cancel the service contract we are threatened with higher fees. In my case, they threatened to go back and charge 162 for the initial vouchered service. They also threatened to charge me \$152 per hour for at least 2 hours service per 2 weeks for the remainder of the 6 months of service. (They claim this is the non-member fee.) That would add to more than \$3000.00. Their commercials are still running, and still advertising service at \$19 per hour. I asked to be reimbursed for overcharges. They continue to double talk and persist in plain untruths. Even in their offers, that on the surface appear to be an attempt to resolve my concerns, when thoroughly read still offer contradictions, threats and untruths.” (June 9, 2023 complaint from Illinois 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 Illinois who have been the victim of Homeaglow's deceptive practices.

³ *See, e.g.*, Illinois 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 Ill. Att'y Gen., Attorney General Raoul Secures Settlement with Lingerie Retailer for Deceptive Advertising and Billing Practices (June 21, 2023), <https://illinoisattorneygeneral.gov/news/story/attorney-general-raoul-secures-settlement-with-lingerie-retailer-for-deceptive-advertising-and-billing-practices>; Illinois Assurance of Voluntary Compliance with AdoreMe, Inc. (June 8, 2023), https://illinoisattorneygeneral.gov/Page-Attachments/IL-AdoreMe_Agreement_Final_signed_JT_5.31.pdf; Press Release, Off. of the Ill. Att'y Gen., Attorney General Raoul, FTC Announce \$25 Million Settlement with Grubhub Over Alleged Deceptive Business Practices (Dec. 17, 2024), <https://illinoisattorneygeneral.gov/news/story/attorney-general-raoul-ftc-announce-25-million-settlement-with-grubhub-over-alleged-deceptive-business-practices>; Stipulated Order for Permanent Injunction, Monetary Judgment, and Other Relief, *Fed. Trade Comm'n v. Grubhub Inc.*, No. 1:24-cv-12923 (N.D. Ill., Dec. 15, 2024), https://illinoisattorneygeneral.gov/News-Room/Current-News/Grubhub-Order.pdf?language_id=1; Complaint for Permanent Injunction, Monetary Judgment, Civil Penalty Judgment, and Other Relief, *Fed. Trade Comm'n v. Grubhub Inc.*, No. 1:24-cv-12923 (N.D. Ill., Dec. 17, 2024).