



September 8, 2025

VIA EMAIL

Attorney General Andrea Joy Campbell
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Yael Shavit, Chief
Office of the Attorney General
Consumer Protection Division
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Campbell and Chief Shavit:

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 Massachusetts state laws¹ and harms Massachusetts 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 Massachusetts consumers are being impacted by Homeaglow's deception but also because of Massachusetts'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., 940 Mass. Code Regs. 38.04-38.05, <https://www.mass.gov/doc/940-cmr-38-unfair-and-deceptive-fees/download>; Mass. Gen. Laws ch. 93A, § 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 Massachusetts consumer complaints submitted to the FTC and provided to TINA.org:

“I signed up for a one-time promotional cleaning with Homeaglow for \$39. After the service, I was unknowingly enrolled in a ForeverClean subscription membership with a 6-month minimum commitment and an early termination fee of \$192. This requirement was not clearly disclosed during the booking process, and the site gave the impression I was purchasing a one-time cleaning. Worse, Homeaglow charged a credit card that I did not manually input or store on their website. This card was issued after I flagged the prior card for suspicious activity related to Homeaglow. Despite never providing the new card details, Homeaglow processed a charge using it without consent, citing a payment processor feature. I’ve requested cancellation multiple times, asked for my personal and payment data to be deleted, and asked for the early termination fee to be waived. Homeaglow has refused. They continue to pressure me with unwanted discounted offers and threats of the \$192 fee if I cancel. This is deceptive, unauthorized, and predatory behavior. I’m requesting an investigation into their practices and protections for other consumers who may be similarly misled.” (May 10, 2025 complaint from Massachusetts consumer)

“homeaglow offered a free voucher for 19\$ for 3 hours cleaning and saved my bank details and enrolled into membership without my knowledge, i heard they are scammers and to cancel the memebrship [sic] before 6 months they would charge additional 200\$,

intotal [sic] they charge around 1500\$ for 6 months” (Apr. 26, 2025 complaint from Massachusetts consumer)

“Homeaglow TV ad and homepage both state \$19 for three hours of cleaning, so I scheduled my first cleaning. Homeaglow charged \$19 at the time of the booking. After the cleaning was completed, Homeaglow sent out messages that the cleaning was a total of 0.00 due to a voucher applied. Subsequently I noticed a charge of \$49 from Homeaglow on my credit card. Homeaglow never sent out notification of this charge nor provided information about such charge. I was alarmed and dug through my Homeaglow account to look for a clue. It turned out to be a Forever Clean Membership that Homeaglow forced on its customers. I never agreed to Forever Clean Membership. There was no information given to me about this membership. I found out about the membership after it was enrolled by Homeaglow after its first cleaning. This lack of informed consent is fraud. I believe there are numerous consumers unaware of this recurring payment for months and years. Homeaglow stated that if Forever Clean Membership was cancelled prior to 6 paying months, the first cleaning would be charged at its full price of \$154.25. This was a total scam. It was misleadingly advertised for a price and then the price changed without being properly informed. Please get me out of this contract.” (Apr. 17, 2025 complaint from Massachusetts consumer)

“I purchased a voucher for a free 3 hr cleaning (voucher cost \$19) from Homeaglow. immediately after the cleaning was complete, I was charged \$49 as a monthly fee for a membership i didn’t sign up for. I tried to cancel the membership but it would not let me without charging me another \$170 because the membership was apparently a 6 month contract and cancelling early meant I had to pay all of it out. I NEVER signed up for a membership. I have looked through all the information, terms and conditions that I received and could find on their website, it does not say ANYWHERE that the voucher is attached to a 6 month membership that is nonrefundable. They took the money out of my account without warning and without consent.” (Dec. 30, 2024 complaint from Massachusetts consumer)

“They attract people with low-cost cleaning services. But when you provide your bank payment information, you are forced to join the membership and need to pay a monthly fee, which cannot be canceled. These are all without prior notice.” (Aug. 3, 2023 complaint from Massachusetts consumer)

“I got a one time cleaning voucher and they charged my card every month for \$49. I told them I just wanted a one time clean and they said I agreed to these terms, which I clearly did not. Not only will they not take the charges off, but they said I will be charged an additional two months with a \$150 cancellation fee. According to reviews, they do this all the time. Someone needs to stop them asap.” (May 5, 2022 complaint from Massachusetts consumer)

“I need to report on deceptive services and fraudulent transactions which I didn’t authorize. In September of 2021 I saw an add [sic] on Instagram posted by www.DazzlingCleaning.com I purchased a voucher to clean my house for 3 hours for \$19 dollars. They signed me up automatically without my awareness on a forever clean plan and started charging me \$49 a month and I was not even aware of it. Due to the amount of transactions on my credit card I have not noticed those charges until now. Moreover, when I tried their cleaner I really felt that she was not professional. For instance, she sprayed the windows but didn’t wipe it and I had to finish after her when she left, she was

not equipped even with a simple vacuum and left the floors dusty. Besides that she simply didn't do a good job. She still spent 3 hours in the house and out of courtesy I left her 5 star review and tipped her. And that was the biggest mistake, because this company now uses it as an argument. I requested to change the cleaner right away and was going to give them another chance but that other cleaner canceled on me the day before without even apologizing. It was the last drop and I asked them to cancel all the services and that was the day when I found out that they charged me monthly \$49 dollars for the membership which I never purchased and moreover they charged me \$161 cancellation fee, and more they still continue to charge me \$49 on a monthly basis. I contacted them to issue me a refund and they don't even have a manager or a supervisor or they don't provide contacts of their legal department. Later I found out that they deceived hundreds of people and continued stealing money. I am reporting on them and would like to get all my money back. I can not even remove my credit card info from their website. Please help" (Dec. 29, 2021 complaint from Massachusetts consumer)

See also 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/>.

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 Massachusetts who have been the victim of Homeaglow's deceptive practices.

³ *See, e.g.*, Massachusetts 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 Mass. Att'y Gen., AG Campbell Announces \$2.35 Million Multistate Settlement With Lingerie Retailer Over Deceptive Advertising and Billing (June 16, 2023), <https://www.mass.gov/news/ag-campbell-announces-235-million-multistate-settlement-with-lingerie-retailer-over-deceptive-advertising-and-billing>; Press Release, Off. of the Mass. Att'y Gen., AG Campbell Announces \$6.5 Million Settlement With Home Security Company for Improperly Charging Consumers on Auto Renewal Contracts (Feb. 9, 2023), <https://www.mass.gov/news/ag-campbell-announces-65-million-settlement-with-home-security-company-for-improperly-charging-consumers-on-auto-renewal-contracts>; Press Release, Off. of the Mass. Att'y Gen., AG Healey Obtains Court Order Against Safe Home Security for Misleading Customers and Charging for Services Never Provided (Dec. 17, 2019), <https://www.mass.gov/news/ag-healey-obtains-court-order-against-safe-home-security-for-misleading-customers-and-charging-for-services-never-provided>.