



September 8, 2025

VIA EMAIL

Attorney General Keith Ellison
Deputy Attorney General Jessica Whitney
Office of Minnesota Attorney General
445 Minnesota Street, Suite 600
St. Paul, MN 55101
keith.ellison@state.mn.us
attorney.general@ag.state.mn.us
jessica.whitney@state.mn.us

Commissioner Grace Arnold
Minnesota Dept. of Commerce
85 7th Place, East, Suite 280
St. Paul, MN 55101
grace.arnold@state.mn.us

Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Ellison, Deputy Attorney General Whitney, and Commissioner Arnold:

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 Minnesota state laws¹ and harms Minnesota 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 Minnesota consumers are being impacted by Homeaglow's

deception but also because of Minnesota'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., Minn. Stat. § 325G.56 *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 Minnesota consumer complaints submitted to the FTC and provided to TINA.org:

“Homeaglow cons you into becoming a member by offering ‘\$20 4-hour cleanings’. This locks you into paying \$50/month to be a member with a minimum of 6 months of membership. You have to pay for cleanings on top of the membership fee. Every single cleaning there was a problem. I had a pipe under my sink broken that flooded my kitchen, I had a cleaner charge for 4-hrs and only stayed 2-hrs and left much of the house dirty. I had a cleaner leave a cloudy residue on every surface in my home that didn’t come off until the 4-5 time re-cleaning it. Homeaglow issued apology vouchers when there was an issue but would not actually credit the money to my next cleaning as promised via email. There is no phone number for complaints and emails take several days to be responded to.” (May 19, 2025 complaint from Minnesota consumer)

“I found about this service through a Facebook Ad, they were promoting a 4hour cleaning service for \$39. Once you purchase it then send you a code to use to redeem the offer. I used the service in August 2020. A month later I found that the company is charging my credit card monthly and when I wrote to them to request clarification for the nature of these payments they didn’t respond. I logged in the account and found that they signed me up for a cleaning membership without my consent and these charges were related to it I found an option to cancel this, later I received an email stating that they

cancel the membership and charged me \$178 early termination fee. I tried to contact them again through email and phone but no answer. When I searched them more I found that it's a fraud scheme that they did to a lot of people..." (Nov. 12, 2020 complaint from Minnesota 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 Minnesota who have been the victim of Homeaglow's deceptive practices.

³ *See, e.g.*, Minnesota 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, Minn. Att'y Gen.'s Off., Clothing Retailer 'Adore Me' to Refund Consumers for Recurring Negative-Option Membership (June 16, 2023), https://www.ag.state.mn.us/Office/Communications/2023/06/16_AdoreMe.asp; Petition for Order Approving Assurance of Discontinuance, *In the Matter of Adore Me, Inc.*, No. 27-CV-23-8998 (Minn. Dist. Ct., June 9, 2023), https://www.ag.state.mn.us/Office/Communications/2023/docs/AdoreMe_AoD.pdf.