



September 8, 2025

**VIA EMAIL**

Attorney General Jeff Jackson  
North Carolina Dept. of Justice  
Consumer Protection Division  
9001 Main Service Center  
Raleigh, NC 27699  
consumer@ncdoj.gov

Kunal Choksi, Director  
North Carolina Dept. of Justice  
Consumer Protection Division  
114 West Edenton Street  
Raleigh, NC 27603  
kchoksi@ncdoj.gov

Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Jackson and Attorney Choksi:

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 North Carolina state laws<sup>1</sup> and harms North Carolina consumers.<sup>2</sup>

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 North Carolina consumers are being impacted by Homeaglow's deception but also because of North Carolina's dedication to addressing deceptive autorenewal subscriptions.<sup>3</sup>

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

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<sup>1</sup> See, e.g., N.C. Gen. Stat. § 75-41.

<sup>2</sup> 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 North Carolina consumer complaints submitted to the FTC and provided to TINA.org:

“Homeaglow offered a \$19 house cleaning for your first trial, nowhere did it state you were signing up for a membership with a minimum six month contract, that can only be cancelled with an exorbitant cancellation fee (\$138.45) It’s predatory and a scam.” (May 13, 2025 complaint from North Carolina consumer)

“You buy a voucher for a valued home cleaning and when/if you redee, [sic] it you are signing up for 6 months of subscription home cleaning at \$49 per month. If you try to cancel before your 6 months is up they bill you \$325. I was in a rush to schedule someone to clean my Father in laws home before company came for Christmas. If I hadn’t have been I would have read all their terrible reviews and web comments about how they scam you. ... They have no phone numbers, no address or anyway to contact them other than a support email address which all they reply back with is a canned response of how I did this and its gonna cost me to get out of it. Who does this and how do they sleep at night? I was trying to do something nice for my 92 yr old father in law. This is shameful!” (Jan. 30, 2025 complaint from North Carolina consumer)

“I responded to a \$19 introductory cleaning no strings attached with their company. They then started harassing me with messages and emails several times a day. I tried to cancel service but they kept telling me that I had to proceed with cleaning. They already had my

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address and info and they sent a cleaner to my house. The cleaner was very sick and sweaty and a self described drug addict. I felt very unsafe but she begged me to let her clean and said she really needed the business. After just a little while I couldn't take it anymore and asked her to please leave. I then was charged another fee on my credit card that I didn't agree to. I reached out to the company and was told that there was nothing they could do and that I was now stuck in a contract with them where I will be charged bi-monthly for services I don't want and refused. I asked again for them to cancel and refund my money and they refused. I believe they are misleading people and taking their money in a big scheme. I went on the better business bureau website to report them and noticed that there were multiple complaints filed against them already.” (June 21, 2023 complaint from North Carolina 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 North Carolina who have been the victim of Homeaglow's deceptive practices.

<sup>3</sup> *See, e.g.*, North Carolina 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, N.C. Dep't of Just., Attorney General Josh Stein Reaches \$2.35 Million Settlement with AdoreMe and Wins Refunds for North Carolinians, <https://ncdoj.gov/attorney-general-josh-stein-reaches-2-35-million-settlement-with-adoreme-and-wins-refunds-for-north-carolinians/>; North Carolina's Settlement Agreement with AdoreMe, Inc. (June 9, 2023), [https://truthinadvertising.org/wp-content/uploads/2021/12/NC\\_AdoreMe\\_Settlement-Agreement.pdf](https://truthinadvertising.org/wp-content/uploads/2021/12/NC_AdoreMe_Settlement-Agreement.pdf).