



September 8, 2025

VIA EMAIL

Attorney General Drew Wrigley
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Director Parrell Grossman
Office of the Attorney General
Consumer Protection & Antitrust Div.
600 East Boulevard Ave.
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Wrigley and Director Grossman:

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 Dakota state laws¹ and is impacting North Dakota 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 North Dakota consumers are being impacted by Homeaglow's deception but also because of North Dakota'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.

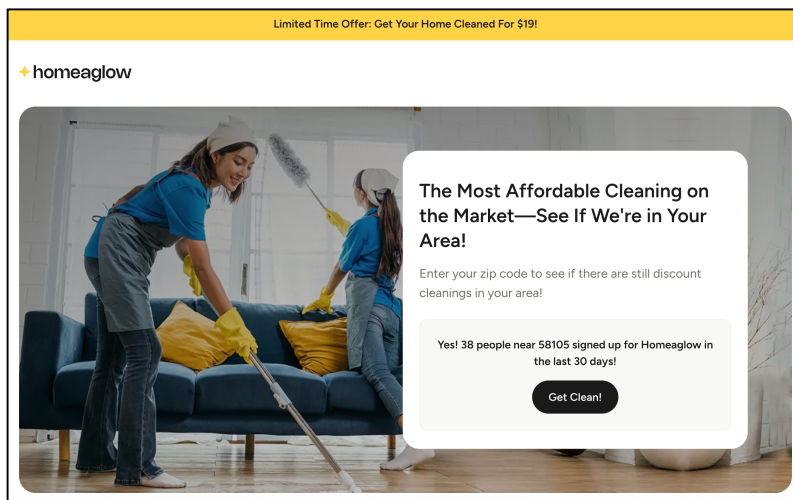


Bonnie Patten, Esq.
Executive Director
Truth in Advertising, Inc.

Cc via email: Eric Fisher, General Counsel, Homeaglow

¹ See, e.g., N.D. Cent. Code § 51-37-01 *et seq.*

² Homeaglow sells its services to consumers in North Dakota. The below screenshot, captured from the Homeaglow website on September 4, 2025, shows that 38 people in just one North Dakota zip code (58105 for Fargo, ND) signed up for Homeaglow in the last 30 days.



³ See, e.g., North Dakota 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.D. Att’y Gen., Wrigley Settles With Lingerie Retailer Regarding Deceptive Advertising and Billing Practices (June 16, 2023), <https://attorneygeneral.nd.gov/wrigley-settles-with-lingerie-retailer-regarding-deceptive-advertising-and-billing-practices/>; Assurance of Voluntary Compliance, *North Dakota v.*

AdoreMe, Inc., No. 08-2023-CV-01389 (N.D. Dist. Ct., June 16, 2023),
<https://attorneygeneral.nd.gov/wp-content/uploads/2023/06/AdoreMe-Inc.pdf>.