



September 8, 2025

VIA EMAIL

Attorney General Matthew Platkin
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Elizabeth Harris, Acting Director
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Platkin and Acting Director Harris:

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

deception but also because of New Jersey'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.J. Stat. Ann. § 56:12-95.5.

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 New Jersey consumer complaints submitted to the FTC and provided to TINA.org:

“HomeAglow advertised a \$19 voucher for a 3-hour home cleaning when you sign up for a 6-month membership at \$49/month. I first became suspicious because they seemed to charge me for the \$19 voucher twice within a 10-day period. Then, when I tried to use my HomeAglow account to tip the woman who cleaned my home, she never received the tip. This prompted me to do some Googling, and there are entire Reddit threads about this company engaging in fraudulent activity -- mysterious charges, refusal to cancel memberships, etc. I attempted to cancel my membership multiple times, and the company refused to complete my request. I then called my credit card company and was told that they are already investigating this company for fraud, but that I would still have to keep an eye out for any additional charges. This company needs to be held accountable. I'm able to take care of this, but I'm sure they are preying on more vulnerable people such as the elderly, as well as the people who they hire to do the cleanings who apparently do not receive their tips.” (May 23, 2025 complaint from New Jersey consumer)

“I contacted Homeaglow in Dec thru their website to get a \$19 first time cleaning and \$69 a month for 6 months. I misunderstood that the \$69 was only a membership fee. I was rescheduled 4x before i got my cleaning on Jan 4th. I have paid them \$137.61. I have tried numerous times to reach the company thru emails texts and phone calls. They

tell me that they have sent many emails that i have not received and are not in my spam folder. I want to cancel my membership but they want to charge me \$272.40. I can not afford this since i am disabled and unemployed. PLEASE HELP me with this situation.” (Jan. 24, 2025 complaint from New Jersey consumer)

“Homeaglow advertises on tv that the first cleaning is \$19 for 3 hours. When they showed up I was told that’s only for 1.5 hours. They ended up charging me an additional \$50 on top of the \$19. I cancelled my contract as a result and they failed to tell me that by signing up with homeaglow I was now automatically signed up with forever clean. I am responsible for \$52.24 a month for membership fees with forever clean for a minimum of 6 months. If I try and cancel my membership before the required 6 months, they will charge me \$184.74 for the first cleaning that was supposed to be only \$19...” (Sept. 30, 2023 complaint from New Jersey consumer)

“The advertisement on the TV was \$19 to have your house cleaned. I signed up for it and then I was told that I was going to be charged for six months. I did not sign up for that. I only signed up for the one time service. But they seem to have scammed me and they plan on taking more money out of my account. This is a total scam and I hope that nobody else gets involved with this company. There is no phone number to call and talk to some human. You’re only get to email them and I have tried to deal with them and they have been very unprofessional. I have gone through my bank and have put a stop payment on any kind of charges they are going to give me but I just want to put in this complaint about this company. Thank you.” (Sept. 4, 2023 complaint from New Jersey consumer)

“Dazzling Cleaning, apparently a trade name of a company called Homeaglow, based in Austin, Texas, is an online service that purports to connect customers with house cleaners. The gist of my complaint is that Dazzling Cleaning has misleading policies and procedures, supported by a confusing website, which is designed to unfairly rope consumers such as myself unknowingly into contracts and to charge customers substantial sums of money for services that were not rendered. My problems with Dazzling started when it couldnt get my request for scheduled cleanings straight. The difficulties continued after I decided that I no longer wanted to deal with Dazzling and had difficulty canceling. After successfully cancelling, I found that Dazzling continued to charge me for four successive months at \$49.00 each. When I protested to the company, and demanded a refund, I was informed that I had entered into a contract for six months which entitled me to discounted cleaning rates. I had no desire to enter into such a contract, nor did I knowingly do so. I was informed I would have to pay \$141.65 to get out of the contract, which I agreed to just to be rid of them. Its also worth noting that when adding the \$49.00 per month to the fees they would have charged me I continued to use Dazzling to book cleaning, there is no savings involved. Even if its true that I checked a box that created a contract, Dazzling still acted in an unfair and unconscionable manner. At the very least, Dazzling had a duty to inform me that I was not taking advantage of the terms of my contract, and not bill me month after month without rendering any services. I am asking that Dazzling be ordered to refund the excessive amounts billed to me, for a total of \$337.65.” (Mar. 14, 2023 complaint from New Jersey consumer)

“I paid for a \$19 cleaning, which was done. The business then charged me an additional \$49, claiming I signed up for a year subscription. They do not pick up their phone or return voice mails. They do not answer emails, only automated responses. They say there

is a 24 hour chat feature on their website, but it does not work. In the automated email they send a link requesting \$157 to get out of the year long contract.” (Feb. 27, 2023 complaint from New Jersey consumer)

“Fraud from start I don’t remember signing up for their service and they are charging money for subscription and the cleaners don’t show up and there is no customer service that we can reach out to. No emails , no contact # nothing . They put horrible charges for cancelling subscription [...] 49\$ per month charges and they have already put membership till Oct 2022 without notifying me [...] How can we get rid of this fraudulent service ?” (May 31, 2022 complaint from New Jersey consumer)

“Dazzling Cleaning is a kind of scam because they’re only showing their great deals big savings and not the monthly fee. of \$49. They don’t mention that advertisement and only allow cancellation after November and if not with an early termination of \$78 or higher (they seemed they kept changing charges as mentioned in google reviews/comments). Their site doesn’t even have a phone number..just the cleaner’s , not the customer service. I called my bank to dispute. They refunded it. My concern here is how about those clients who want to cancel and their only option is to pay \$78 or else they will still be charged \$49 monthly until November even if they don’t want it anymore. It’s not fair to the consumers...” (May 19, 2022 complaint from New Jersey consumer)

“This company is a complete scam! Please, anyone, do not use this company, I am begging you for you [sic] own good. They took away unexpected amounts of my money, and there is no way to reach them. They have no phone numbers, no open social media, no email. The cleaner left my house in the middle of her paid time, and there is absolutely NO WAY that the company helps you. A huge money scam and they KEEP charging you more and more for no reason. There is absolutely no way to get money back for a service you didn’t receive, and they’re just stealing your money.” (Apr. 24, 2021 complaint from New Jersey consumer)

“They mention in their website saying that they have an offer of getting your house cleaned in just \$19 instead of \$75 . In their homepage they mention this by crossing off 75 and writing 19 in that, with a condition that you buy our membership and if you cancel the membership after cleaning before a period of 6 months then the full amount will be deducted. We did the cleaning and after that we cancelled it as the service was really really bad, when i went to cancel they said that if you cancel now, you will be charged \$154 as that it the original amount AND I WAS LIKE WHAT THE HELL ?!! They never mentioned throughout their website that the actual cleaning charges are this much, nowhere they mentioned it, from the very beginning to end, I was very careful throughout my payment process as I am aware of these scams. When I saw this I emailed them regarding this and they are not agreeing to their previous claims, i had 2 week mail chains going on with 12-13 emails, but they did not agree, and on 232021 i was again charged the membership amount. i told them that i am going to file a consumer complain if you guys charge extra, but they did, please look into this.” (Feb. 5, 2021 complaint from New Jersey 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 New Jersey who have been the victim of Homeaglow’s deceptive practices.

³ See, e.g., New Jersey 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 Att’y Gen. for D.C., AG Schwalb Secures Refunds for DC Consumers Improperly Charged Subscription Fees by Online Underwear Retailer “Adore Me” (June 16, 2023), <https://oag.dc.gov/release/ag-schwalb-secures-refunds-dc-consumers-improperly>; Assurance of Voluntary Compliance, *Pennsylvania v. AdoreMe, Inc.*, No. GD-23-007499 (Pa. Ct. Com. Pl., June 13, 2023), <https://www.attorneygeneral.gov/wp-content/uploads/2023/06/AVC-ADOREME-FILED.pdf>.