



September 8, 2025

VIA EMAIL

Attorney General Letitia James
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Jane Azia, Bureau Chief
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New York State Attorney General
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General James and Attorney Azia:

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 York state laws¹ and harms New York 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 York consumers are being impacted by Homeaglow's deception but also because of New York'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.Y. Gen. Bus. Law § 527 *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 New York consumer complaints submitted to the FTC and provided to TINA.org:

“On May 5, 2025, I purchased what was advertised as a one-time promotional cleaning from Homeaglow for \$19. I believed this was a standalone offer. After the cleaning was completed on May 9, I was unexpectedly charged \$49 for a ForeverClean monthly membership I did not knowingly enroll in. When I contacted the company to cancel, they charged me an additional \$176.30 as an early termination fee, claiming this was the full price of the cleaning because I canceled before a required 6-month membership period. At no point during the checkout process were these additional charges or contractual obligations clearly disclosed. Key terms including automatic enrollment, the 6-month requirement, and penalty charges for cancellation were buried in fine print and not presented in a prominent or transparent manner. I was not required to check a box, sign anything, or provide affirmative consent to be entered into a recurring payment agreement. I initially offered to pay the remaining \$90 to cover the standard \$110 cost for a 3-hour cleaning, which is consistent with Homeaglow’s listed rates. However, the company refused and instead insisted on the full \$176.30 charge, along with the \$49 membership fee. They offered only a store credit for future cleanings, which I do not want and will not use. This business practice is deceptive and predatory relying on obscure fine print, automatic billing, and hidden penalties to take advantage of consumers. I am seeking a full refund of the unauthorized charges totaling \$225.30 and request that the FTC investigate Homeaglow’s misleading marketing and billing practices.” (May 13, 2025 complaint from New York consumer)

“deceptive contact practice, tricked [sic] into contract, use unauthorized cc for recurring payments” (Feb. 27, 2025 complaint from New York consumer)

“On February 11, 2025, I signed up for a three-hour cleaning for my one-bedroom apartment using a voucher Homeaglow offers on its website. After the cleaning which was rendered an hour late and left incomplete, as the bedroom was not cleaned I was unexpectedly charged \$53.34, \$25.05, \$21.77, and \$3.75 across four separate automatic payments. The \$25.05 charge appears to be for an extra hour that the cleaner worked without my agreement or knowledge. The \$21.77 charge was an automatically applied Premium Cleaner Fee with no clear disclosure or opt-out option. The \$53.34 charge was the first payment of an automatic, six-month, non-refundable membership with a \$192.88 cancellation penalty, which I did not knowingly agree to. I contacted Homeaglow for an explanation and a refund. However, the company shields decision-makers from accountability by positioning cleaners as the first line of contact for customer complaints. To my surprise, the cleaner openly admitted that she was aware of the scam and advised me to let the charges default so the company would eventually leave me alone. She mentioned that the same thing had happened to her next-door neighbor. Since the cleaner had no ability to issue refunds, she provided me with an internal email address for someone at Homeaglow. I contacted the company immediately, demanding the cancellation of my membership and a full refund. Their response? I could only cancel if I paid a \$192.88 penalty a condition that was buried in fine print that was NOT presented conspicuously at the time of purchase. [...] numerous online reports indicate that Homeaglow continues charging customers even after the six-month membership period ends, raising further concerns about fraudulent billing...” (Feb. 17, 2025 complaint from New York consumer)

“I have been fraudulently charged by Homeaglow. Numerous charges have been made even after I cancelled my membership. Homeaglow is a scam.” (Feb. 4, 2025 complaint from New York consumer)

“I initially booked the cleaning to try out your platform. However, delivered a horrible service. When I stated my dissatisfaction, they wrote to me they are simply connecting cleaners to consumers and aren’t responsible for anything. Additionally, they stated there is a 6-month membership and a cancellation fee. Given this context, I find it both unfair and poor business practice to take away my first-time credit and charge me an additional \$180 for what was essentially a trial. They also already charged my card for fees that are not clear and simply state premium service fees. There is no customer service phone number. And their email correspondence is not helpful as they simply suggest new cleaners but don’t address my concerns. Upon researching further online, I noticed that Homeaglow is reviewed highly negatively by others users and even called a scam....” (Jan. 24, 2025 complaint from New York consumer)

“They advertise cleaning for \$19.95 for three hours for your first clean after you sign up they then charge you an additional fee to be in their program in addition to a discount fee to be in their cleaning program on top of the cleaning itself. I was charged a membership fee, a discount fee for the membership and cleaning, and then the cleaning itself told I was not able to cancel for six months or I would be charged a full \$120 plus membership fee and discount charges which is never described until after you sign up and they supply that after the fact there’s nowhere to contact anyone I got a number from the cleaner that’s how I contacted them to dispute the charges. The charges are now explained to me

again stating that the \$49 is a membership fee the 20 some odd dollars I pay a month is a discount on the cleaners fee who gets their per our rate no matter what is not discounted is what I was told by the cleaner itself they charged me multiple times each month whether the cleaner came or not.” (Jan. 20, 2025 complaint from New York consumer)

“I saw an ad for house cleaning on tv. Went to website to book service. I booked my first appointment and it wasn’t that rate that was advertised AND there was a processing fee for the appointment. The cleaner that came worked hard so I tolerated the extra charge. Booked again because that it what the tv ad claims ‘book as many hours of cleaning that you need’. After much aggravation of missing work THREE different days waiting for a cleaner, I tried to find a phone number to call...no business phone for customer service. I noticed my credit card was being charged what they refer to as a membership fee. This was NEVER on the advertisement. On their website it has FAQ. One of them was cancelling membership. It states, if I cancel, I would owe \$300 due to membership is 6 months at \$50 each month plus hourly cost for any cleaners. This has been more than frustrating, a loss of money and such a waste of my valuable time!” (Sept. 7, 2023 complaint from New York consumer)

“Homeaglow advertises cleaning services for \$19 (3 hours). There is no mention of it being a subscription service. Forever Clean is the main company. They apply \$19 to your cleaning service and then there is a charge of \$49 (which is the monthly subscription). I had no idea until money was charged to my card. I went to cancel and there is a minimum of 6 month membership. If you cancel before, they charge over \$174.00 for your first 3 hour cleaning. How can they advertise \$19 for cleaning? How can they NOT mention it is a service plan with additional charges?” (July 17, 2023 complaint from New York consumer)

“I purchased a home cleaning for an initial service rate of \$20.68. I was aware that unless I canceled after the first cleaning, I would be committing to 6 additional cleanings at the rate of approximately \$75 each. After the first cleaning, I was automatically booked for the next cleaning and then charged a \$53.34 per month subscription fee (in addition to \$75 per cleaning). I was never informed of this fee. In order to cancel the subscription, I had to pay an additional \$154.22 which was said to be the difference between the initial cleaning fee of \$19 and the actual cost of that cleaning.” (July 15, 2023 complaint from New York consumer)

“I saw a advertisement from Homeaglow on television about home cleaning services for \$19 and I ordered it and I paid the \$19 dollars for 3 hours cleaning service they didnt say anything about the extra charge I was charged \$52 dollars for foreverclean and was told if I cancel my service they will charge me \$153 dollars for the service I had. I was not told of the extra charge and was given the believe that the cost was \$19 dollars.” (July 7, 2023 complaint from New York consumer)

“This company is called Dazzling Cleaning under what I think is a parent company called Homeaglow Inc. They advertise on TikTok saying you can get your house cleaned for \$19. ...When you open the website, its full of what I assume are mostly fake reviews. Then they pretend theres a limited number of vouchers that discount the cleaning from \$75 to \$19. Once you sign up and pay the \$19, they hound you by emailing you to book your free clean. If you proceed to book your clean using the voucher code you bought, they hire a cleaning person who are not professionals to clean your house. They immediately charge your credit card a monthly subscription fee of \$50 for ForeverClean.

When you try to cancel this subscription that you never signed up for, it says you have to for the minimum of 6 months to allow them to cancel your fake subscription to this scam service. If you contact support, they speak broken English and are trained to repeat that there were terms and conditions that you saw. But they do a great job of obscuring them on their website - so much so that your average unsuspecting, and perhaps naive, young adult would most likely fall to this scam. Support actually has the audacity to send you screenshots in a pre-prepared pdf showing that in grey on the screen, theres a notice of the 6 month commitment..." (Jan. 9, 2023 complaint from New York consumer)

"Homeaglow Inc. (the company) offers on their website (<https://www.dazzlingcleaning.com> homeaglow.com) vouchers for cleaning services in discounted prices, without properly disclosing that the company keeps the credit card data which is used to purchase the vouchers uses it to charge a monthly fee for an unlimited period of time. I purchased online a voucher for 3 hours of cleaning for a discounted price of 19\$ instead of an original price of 75\$. The company's privacy policy provides that: Although users can submit credit card or other payment card information to pay for Services through the Platform, Dazzling Cleaning does not store this information itself. Payment card information is securely transmitted to a third-party payment card processor. The processor then communicates to Dazzling Cleaning whether your payment had cleared, and provides a secure payment token, but does not provide payment card information to Dazzling Cleaning. After I used the voucher, I found out that the company used my credit card data in order to charge me for my monthly membership fee, although I did not give an informed consent for this charge and did not use or want to use their services again. The company's website does not allow you to delete the information of the credit card which was used to purchase the voucher, only to replace it with details of another card. Even after I replaced my card's details, they kept the information about my old credit card and continued to use it without informing me and without my authorization." (Sept. 18, 2022 complaint from New York consumer)

"I tried to cancel this membership and requested a Full refund for the previous charge of \$49.00. I was never made aware of this contract The first cleaner was a NO SHOW and the 2nd cleaner was horrible. Now they state the refuse to cancel my contract with charging me a cancellation fee..." (July 16, 2022 complaint from New York consumer)

"I received an ad for a cleaning service at a discount and booked it after seeing their website and the good reviews. I had a terrible experience with this company and the cleaners on multiple occasions never showed up to do their job. I received a credit to my account so I intended today be the last cleaning. After the cleaner left halfway through I was charged more than I would have for the full time she was supposed to be here. I then went to cancel my cleaning plan and it is now asking me to pay a huge fee in order for them to stop billing me. They also want all the money back that they said they saved me. I have been trying to figure out how to contact them but they do not have a phone number, email, or any way of contacting them. I also did some research online and everyone on Yelp had commented on their experience with the company and how they were scammed out of their money." (July 11, 2022 complaint from New York consumer)

"Dazzling Cleaning would not let me cancel my 'subscription,' charging me \$49/mo indefinitely. I have contacted their customer service six times, and each time they wouldn't let me cancel. This is predatory and illegal. I want my money back and for this company to be forced to change this predation." (June 28, 2022 complaint from New York consumer)

“First of all, the company is awful. If cleaners arrive, they are sometimes hours late. Multiple cleaners did not show up. The company isn’t helpful. When I try to cancel, a help bot sends me in circles. Once when I spent hours and finally got an answer, I was told I could cancel without the 100 dollar cancel fee if I wait til June 2022. In the meantime I continue to be charged 35 per month for a service I don’t even try to use anymore. I went back to my account dashboard to prep for my June cancellation. Again it is bots. I click cancel my plan. It says you do not have a plan. If it’s not a plan, what is it? I get charged 35 per month automatically on my credit card” (May 25, 2022 complaint from New York consumer)

“There is something very crooked about this company’s dealings. I have no idea how they manage their website but as far as I know, I never ever signed up to a subscription with them. I only bought a discounted cleaning voucher so I can trial their cleaning service. Somehow they swiftly enroll you to subscription when you purchase a voucher. I want nothing to do with this company and I want a refund. If you look at the bbb’s site, you will see tens of customers who say the same as I have. In my opinion, a company that has that many complaints in this short a time, with all customers reporting similar fraudulent [sic] business must be closed down. They are running a fraud...” (Mar. 13, 2022 complaint from New York 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 York who have been the victim of Homeaglow’s deceptive practices.

³ *See, e.g.*, Press Release, N.Y. State Att’y Gen., Attorney General James Secures \$600,000 from Fitness Company Equinox for its Hard-to-Cancel Memberships (May 30, 2025), <https://ag.ny.gov/press-release/2025/attorney-general-james-secures-600000-fitness-company-equinox-its-hard-cancel>; New York’s Assurance of Discontinuance with Equinox (May 19, 2025), <https://ag.ny.gov/sites/default/files/settlements-agreements/equinox-group-llc-assurance-of-discontinuance-2025.pdf>; Press Release, N.Y. State Att’y Gen., Attorney General James Stops SiriusXM from Trapping New York Customers in Unwanted Subscriptions (Nov. 22, 2024), <https://ag.ny.gov/press-release/2024/attorney-general-james-stops-siriusxm-trapping-new-york-customers-unwanted>; Decision + Order on Motion, *New York v. Sirius XM Radio Inc.*, No. 453325/2023 (N.Y. Sup. Ct., Nov. 21, 2024), https://ag.ny.gov/sites/default/files/decisions/453325_2023_people_of_the_state_of_v_people_of_the_state_of_decision_order_on_188.pdf; Press Release, N.Y. State Att’y Gen., Attorney General James Sues SiriusXM Radio for Trapping Consumers in Unwanted Subscriptions (Dec. 20, 2023), <https://ag.ny.gov/press-release/2023/attorney-general-james-sues-siriusxm-radio-trapping-consumers-unwanted>; Verified Petition, *New York v. Sirius XM Radio Inc.*, No. 453325/2023 (N.Y. Sup. Ct., Dec. 20, 2023), <https://ag.ny.gov/sites/default/files/court filings/sirius-petition.pdf>; Press Release, N.Y. State Att’y Gen., Attorney General James Secures \$740,000 from Online Mental Health Provider for its Burdensome Cancellation Process (Dec. 28, 2023), <https://ag.ny.gov/press-release/2023/attorney-general-james-secures-740000-online-mental-health-provider-its>; New York 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.Y. State Att'y Gen., A.G. Schneiderman Announces Settlement With Adore Me Lingerie Company For Deceptive Advertising (Mar. 20, 2018), <https://ag.ny.gov/press-release/2018/ag-schneiderman-announces-settlement-adore-me-lingerie-company-deceptive>.