



September 8, 2025

VIA EMAIL

Attorney General Dan Rayfield
Oregon Dept. of Justice
1162 Court St. NE
Salem, OR 97301
danrayfield@oregon.gov
AttorneyGeneral@doj.oregon.gov

Claudia Groberg, Chief Counsel
Oregon Dept. of Justice
Civil Enforcement Division
1162 Court St. NE
Salem, OR 97301
Claudia.groberg@doj.oregon.gov

Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney General Rayfield and Chief Counsel Groberg:

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 Oregon state laws¹ and harms Oregon 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 Oregon consumers are being impacted by Homeaglow's deception but also because of Oregon'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., Or. Rev. Stat. § 646A.292 *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 Oregon consumer complaints submitted to the FTC and provided to TINA.org:

“Homeaglow advertises that they connect subscribers with reliable, vetted home cleaners. This is not the case and they take your money as a subscription, but then do not provide reliable cleaners. No refunds are provided when services are not provided, as described. Specifically, I had four cleaners cancel last minute in a row, which means I did not have the paid service provided for several weeks. No refund was given upon request. Nearly all of the cleaners show five star ratings, but that is because those are only the ones that actually showed up... There was no place to rate when someone cancels last minute. If Uber or other such services operated like this, they would have gone under long ago.” (Feb. 18, 2025 complaint from Oregon consumer)

“I was looking for an affordable way to get my old apartment cleaned without spending hundreds of dollars on a cleaning service, and I found a voucher for Dazzling Cleaning. What I did not know was that I was tricked into signing up for their ForeverClean membership and charged an additional \$49 a month! I tried to cancel, but they are saying I have to pay a \$212 early termination fee for canceling ‘early’. I have not contacted customer service because it seems like they never respond (and this is based off what I have read on here and elsewhere).” (May 20, 2022 complaint from Oregon 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 Oregon who have been the victim of Homeaglow's deceptive practices.

³ See, e.g., Oregon 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>; Assurance of Voluntary Compliance, *In the Matter of: Adore Me, Inc.*, No. 23CV24530 (Ore. Cir. Ct., June 15, 2023); 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>.