



September 8, 2025

VIA EMAIL

John Abel, Director
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Merna Hoffman, Sr Deputy Attorney General
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Re: Homeaglow's Multifaceted Deceptive Advertising Scheme

Dear Attorney Abel and Senior Deputy Attorney General Hoffman:

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 a 2024 Pennsylvania Assurance of Voluntary Compliance¹ and harms Pennsylvania consumers.²

Specifically, Homeaglow—which Pennsylvania investigated and filed an enforcement action against last year—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 in light of the company's Assurance of Voluntary Compliance violations.

TINA.org urges your office to re-open its 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 Assurance of Voluntary Compliance, *Pennsylvania v. Homeaglow*, G.D. No. GD.-24-010210 (C.P. Allegheny County, Penn., Sept. 12, 2024).

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

“I used a cleaning service one time. Since I have been charged \$52 every month. I have tried to contact them through email asking for a phone number or a business address and they say they only conduct their business through email and they gave me no satisfaction as to stomping [sic] this money withdrawal or returning refunding the money they have taken. I have no way to contact them about this.” (Apr. 28, 2025 complaint from Pennsylvania consumer)

“I went to the homeaglow website to see if they had service in my area. One of the first questions was to give my credit card number which I foolishly did. However, I couldn’t advance to their information unless I did. The website is very deceiving. The information that I received via email was that there was no match for my area yet. They established the date and time of my initial visit which I couldn’t change. Then the day of my suggested appointment, a cleaner showed up. I was notified that morning. The service was OK. However, what I consider the scam part is when all of a sudden I’m in a 5-6 month contract plus something called ‘Forever Clean’ which includes another monthly fee. To get out of this, they said that the only way was to pay \$180.20. Supposedly, I clicked on several screens to agree to all of this when actually I wasn’t aware of any contract, and had no idea what ‘Forever Clean’ is. What I thought was and innocent search turned out to be a nightmare! There was no phone number so I could contact

customer service. The email response that I received, in short, said in my paraphrase, ‘Too bad, pay us \$180.20.’ I would like people to be aware of this trap/scam. I hope no one else gets caught in their deceptive business tactic.” (Apr. 24, 2025 complaint from Pennsylvania consumer)

“... after my first booking, Homeaglow attempted to charge my account for unexpected service fees that were not clearly disclosed when I initially signed up. Their business model lacks transparency, as they do not provide clear information on how their pricing system works, misleading customers into believing they are only paying for individual cleanings when additional fees may be applied later. This deceptive approach deceives clients and results in unauthorized charges.” (Mar. 20, 2025 complaint from Pennsylvania consumer)

“They advertise a discounted cleaning voucher and you have no idea it also comes with a ‘6 month membership’ that they charge you to cancel once you find out” (Feb. 18, 2025 complaint from Pennsylvania consumer)

“I am filing this complaint against Homeaglow, Inc., for engaging in deceptive trade practices, fraudulent billing, and predatory membership terms. Homeaglow misrepresented the terms of their cancellation policy, threatened excessive and unjustifiable fees, and failed to deliver services as advertised. Despite multiple attempts to resolve this matter directly with Homeaglow, the company has ignored all communications. Their practices violate Pennsylvania consumer protection laws, and I am requesting that the Attorney General’s Office investigate their business practices to hold them accountable. . . . On February 3, 2025, I booked a 6-hour home cleaning through Homeaglow’s website using a discounted voucher as part of their ForeverClean Membership program. According to their advertising, the voucher entitled me to six hours of cleaning services, including dishwashing, vacuuming, and general cleaning. However, the cleaners left after less than 2 hours, leaving multiple areas uncleaned and attempting to charge extra for services that Homeaglow’s website explicitly listed as included. . . . Homeaglow failed to provide the level of service promised on their website and misled me about what was included in the cleaning package. . . . Shortly after the cleaning, I attempted to cancel my ForeverClean Membership due to the poor quality of service and dissatisfaction with their business practices. Homeaglow then threatened to charge me a \$322.92 termination fee. This fee is entirely unjustifiable and inconsistent with their published Terms of Service. According to Homeaglow’s own Terms, the early termination fee should be calculated as the difference between the full standard price of the cleaning and the discounted price paid, plus tax. . . . Despite this, Homeaglow falsely claimed that I would owe \$322.92—more than four times the correct amount. This is a predatory and deceptive practice designed to trap customers into keeping memberships through scare tactics and threats of excessive fees. . . . Homeaglow also charged me a \$52.95 membership fee as part of their ForeverClean Membership program. While they state that membership fees are ‘non-refundable,’ this policy should not apply in cases where the membership was obtained under deceptive pretenses. Their advertising misrepresented the terms of the membership, and their cancellation policies were deliberately unclear and misleading.” (Feb. 6, 2025 complaint from Pennsylvania consumer)

“This company advertised a cleaning service. I signed on to have a one time cleaning, but they seemed to have locked me into a contract. I tried to cancel and they are trying to

charge me with a \$260 charge to cancel” (Jan. 8, 2025 complaint from Pennsylvania 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 Pennsylvania who have been the victim of Homeaglow’s deceptive practices.