

INDUSTRY INSIGHTS

The Truth About Angi: *What They Don't Tell* Small Cleaning Businesses

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After 14 years of running L&G Cleaning Services in the Aurora and Denver Metro area, we've tried just about every way to find new clients. Word of mouth, door hangers, social media — and yes, lead generation platforms like Angi (formerly Angie's List). We want to be honest with you about what we learned, because it affects both us as a small business *and* you as a homeowner who wants quality, trustworthy service.

This isn't a rant. It's the truth — from a real local cleaning company that has seen firsthand how platforms like Angi quietly work against the small businesses they claim to support, and ultimately against the customers those businesses serve.

"We paid for leads. We competed on price instead of

quality. And the homeowners we served had no idea what was happening behind the scenes."

What Is Angi, Really?

Angi markets itself as a platform connecting homeowners to trusted local service professionals. On the surface, it sounds like a win-win. Homeowners find vetted cleaners; cleaners find new clients. Simple, right?

The reality is more complicated. Angi is primarily an advertising company. Their revenue comes from charging service providers — like us — for leads and memberships, not from homeowners. That business model creates a set of incentives that end up hurting everyone involved.

How It Hurts Small Cleaning Businesses

1. You Pay Whether You Win the Job or Not

Every time a homeowner submits a request on Angi, that lead gets sold — often to **3 to 5 different cleaning companies at once**. Each company pays for that lead. You could spend \$15-\$50 on a lead, call within minutes, leave a voicemail, follow up twice, and never hear back. That money is gone. Multiply that across a month and you're looking at hundreds of dollars in lead costs with no guaranteed work.

For a small operation like ours — where every dollar matters — this is not sustainable. Large franchise cleaning companies can absorb those losses. Small local businesses cannot.

2. It Forces a Race to the Bottom on Price

When five companies are competing for the same customer, who wins? Usually the cheapest one. Angi's system quietly trains homeowners to compare providers by price alone, and it pressures small businesses to lower their rates just to stay competitive on the platform.

The problem is that **price-cutting has real consequences**. Lower prices mean less time per job, less attention to detail, rushed work, and higher turnover among cleaning staff. The homeowner thinks they got a deal. What they actually got was a service that had to cut corners to survive.

REAL TALK

Angi has faced multiple complaints and legal actions over unauthorized charges, automatic renewals, and billing practices that small business owners never agreed to. We experienced this directly — an unauthorized charge that took significant time and effort to dispute. We are not alone. Check the Better Business Bureau and the Colorado Attorney General's consumer complaint database.

3. Unauthorized Charges and Shady Billing

This one is personal. Like many small business owners, we discovered charges on our account that we never authorized — automatic renewals tucked into fine print, membership upgrades we didn't request, and a customer service process designed to wear you down rather than resolve your problem.

When we disputed the charge, we were bounced between departments, given conflicting information, and ultimately had to escalate to our bank and file formal complaints with consumer protection agencies. **This is not a unique experience.** Dozens of cleaning companies and contractors across the country have reported the same pattern.

4. Your Reviews Don't Fully Belong to You

Here's something most homeowners don't realize: the reviews a cleaning company earns on Angi stay on Angi. If that business leaves the platform — or Angi decides to remove them — all those years of five-star reviews can disappear. Small businesses build their reputation one job at a time. Platforms like Angi profit from that reputation while keeping ownership of it.

5. The Quality of Leads Declines Over Time

Angi's lead quality has dropped significantly in recent years. Many leads are price shoppers, non-responsive, or simply browsing. Businesses pay full price for leads that were never serious to begin with. Meanwhile, Angi continues to grow its revenue by selling those same low-quality contacts to multiple competing companies.

Hiring Direct vs. Through Angi: A Real Comparison

Factor	Through Angi	Hiring L&G Direct
Who you're talking to	A company competing on price against 4 others	Us — directly, personally
Hidden costs in your price	Yes — lead fees baked in	No — our pricing is straightforward
Consistency	No guarantee of same cleaner	You know who's coming to your home
Communication	Platform messaging, delays	Direct phone, text, or email
Accountability	Complaints go through Angi first	You talk to the owner directly
Trust	Background check checkbox	14 years in your community
Money stays local	Portion goes to Angi (out of state)	100% stays in Aurora/Denver

What This Means for You as a Homeowner

When you hire through Angi, a portion of what you pay is essentially a tax that goes to a middleman — not to the person actually cleaning your home. That middleman takes their cut, sells your information to multiple companies, and has no stake in whether your floors are actually clean at the end of the day.

When you hire a local cleaning company directly, **every dollar**

goes to the people doing the work. That means they can afford to take their time, use quality products, send experienced cleaners, and stand behind their results. It also means that when you call with a question or concern, you get a real person — not a ticket system.

How to Find a Good Local Cleaner Without Angi

Ask your neighbors and neighborhood Facebook/Nextdoor groups for recommendations

Search Google for "house cleaning [your city]" and look at the local map results

Read Google Reviews — they're tied to the business, not a third-party platform

Ask your real estate agent — they work with cleaning companies constantly and know who's reliable

Look for businesses with a real website, real photos, and a real local address

Call and see if a real person picks up — that's already a great sign


Why We're Still Here After 14 Years

L&G Cleaning Services has been serving Aurora, Denver, and the surrounding communities since 2010 — not because of Angi, but *in spite of it*. Our clients come back because we show up on time,

do the job right, and treat your home with respect. They refer us to their friends because they trust us. That's a relationship no platform can replicate.

We specialize in residential cleaning, move-out and move-in cleans, and post-construction cleanup for realtors and property managers throughout the Denver Metro area. We're fully insured, bilingual (English and Spanish), and our pricing is honest and upfront.

We left Angi. And we're better for it — and so are our clients.



"Quality You Can See!!! — that's our promise. No middleman required."

Book L&G Direct

Get a free quote from a real local cleaning company with 14 years of experience serving Aurora and the Denver Metro area.

Get a Free Quote →

