

# Be WISER

## about Financial Scams

88.5  
million

Americans 65+ by 2050

\$2.9  
billion

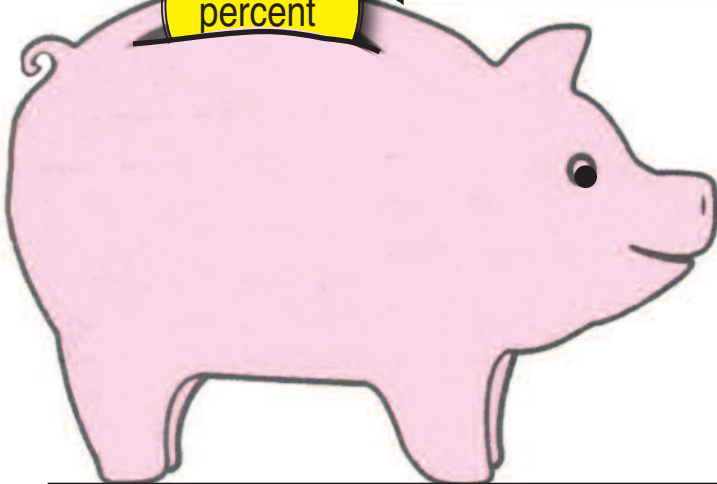
Funds lost by 65+ adults  
to financial scams in 2010

46  
percent

of women 75+ live alone

### 5 Rules to Help You Avoid Financial Scams

1. Don't give personal info to strangers
2. Create and practice a "refusal script"
3. Sign up for the "Do Not Call List"
4. Don't make hasty decisions
5. If it sounds too good to be true, it probably is!



## Educate Yourself!

- Know what types of scams are out there by visiting the Better Business Bureau ([bbb.org](http://bbb.org)) and clicking on the Scam Tracker tool. The FBI also has information at [fbi.gov/scams-safety/fraud/seniors](http://fbi.gov/scams-safety/fraud/seniors).
- Know the profile: Scammers are mostly men who target mostly women at least 80 years old who live alone.
- Know that anyone can fall victim to financial scams!