Be WISER about Financial Scams

Educate Yourself!

- Know what types of scams are out there by visiting the Better Business Bureau (bbb.org) and clicking on the Scam Tracker tool. The FBI also has information at 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!

Wise Women.org

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!

- 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

Americans 65+ by 2050

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