

# Be WISER

## about Financial Scams

**88.5**  
million

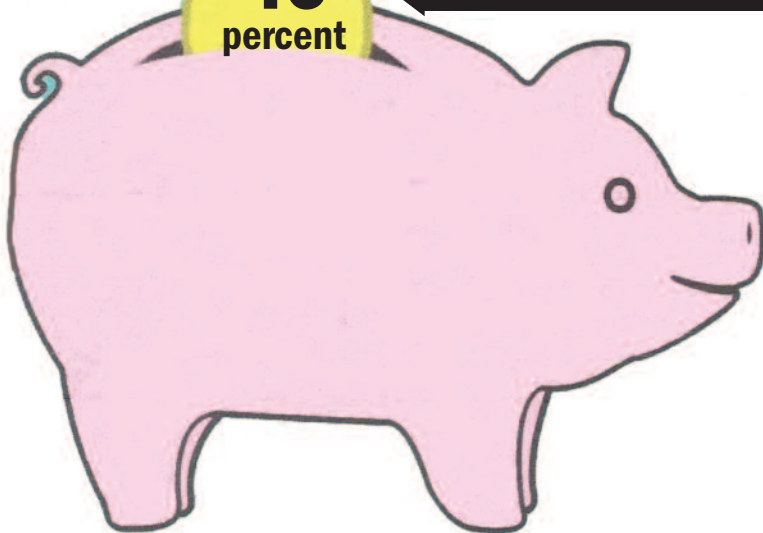
Americans 65+ by 2050

**\$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: [www.bbb.org/us/scams](http://www.bbb.org/us/scams) and the FBI: [www.fbi.gov/scams-safety/fraud/seniors](http://www.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!