



## Better Business Bureau®

Serving 24 counties of Northwest and West  
Central Ohio and Southeast Michigan  
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Announcing...

# New BBB® Scam Alerts ...by TEXT!

*"I didn't see your alert on the news. When you see a scam hitting the area, why not just text it to me?"*

**Great idea. Now we can! The BBB has the ability to text new Scam Alerts directly to your cell phone!**

*"While everybody is very busy, we still need to get our alerts and warnings out fast, especially when there is an urgent issue," said **BBB Texting Specialist Tene Jackson**. "If we need to send out an alert about a fraudulent business, bogus solicitor or dangerous e-mail, texting is the fastest way to get that information to our Accredited Businesses and the public."*

Consumers can '**opt-in**' to receive messages on their cell phones, making them the first to know about the hot scams hitting the area.



### BBB SCAM ALERT

Paving blacktoppers working the area. Don't believe estimates; they raise price after finished. Quality of job is awful and they disappear.

*"No messages are ever sent unsolicited," said Ms. Jackson. "Every business manager and consumer must sign up for these alerts, and the process takes only a few seconds. **We don't ask for any personal information.** It couldn't be easier!"*

**How to get BBB  
SCAM ALERTS BY TEXT:  
Just text the word  
SCAMALERTS to  
95577**

**BBB ScamAlerts are always free and we do not sell your phone numbers to anyone. All information is completely confidential!**

We will send out alerts only when necessary. You won't get them every day. Cancelling if you wish is easy and automated – no need to talk to an operator.

According to the Cellular Telephone Industry Association (CTIA), there are more than 300 million cell phones in the US, and every day more than 4.5 billion text messages are sent in the United States. In addition, according to Nielsen, 98 percent of those text messages are opened, while over 90 percent of e-mails go unread.



### BBB SCAM ALERT

**Police Protective Fund** calling for money. They use high pressure and misleading tactics. Not local and most money goes to them, not police family victims.

**Text alerts are an exciting new BBB service that warns you of scams faster than ever!**