Spotting a scam

Are you equipped to spot a scam? Follow these tips from Better Business Bureau’s International Investigations Initiative to keep yourself and others safe from fraud.

Scammer tactics
- Cold calls and unprompted emails and texts
- High-pressure tactics
- Figures of authority
- Unrelated payment methods
- Offers too good to be true
- Impersonation

Common ruses
- Pet scams
- Moving scams
- Loan scams
- Online shopping scams
- Job scams
- Lottery or sweepstakes scams

Misconceptions about scams

They only affect the elderly

- BBB research shows different scams affect different groups of people. Everyone should be wary of encountering fraud.

Only the uninformed are fooled by scams

- BBB has received reports from all sorts of people with different educational backgrounds and from doctors, lawyers and all sorts of people who have been scammed.

There is nothing I can do once I have been scammed

- Report scams immediately to BBB, the Federal Trade Commission, Consumer Finance Protection Bureau and your local Attorney General.