

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*

Report scams