

Five Things Older Adults Should Know to Avoid Being Victim of a Scam Artist

There are many reasons that older adults are vulnerable to con artist's scams. Here are a few of the reasons:

- **Older adults are trusting.** Most older adults were raised in the 20s-50s and they were taught to be polite, and never hang up on anyone or shut the door on someone even a stranger.
- **More older adults have ready cash or liquid assets.** Older adults are more likely to have a "nest egg," own their own home and/or have excellent credit.
- **Many older adults are lonely.** Lonely older adults are more likely to listen to long sales pitches by scam artists just to have some company.
- **Many older adults live alone.** Scam artists know that if they can go one on one with their target that they are more likely to lure them in to the scam.

Here are five things that older adults should look out for to avoid getting scammed:

1. **If it seems too good to be true it probably is!!** This is the number one rule to remember. You will never get something for nothing so don't let greed overcome common sense!
2. **Never make rush decisions.** A deal that is good today will still be around tomorrow, unless it is a scam.
3. **Never give out personal financial information.** Never give out your Social Security number or any account information or passwords to anyone on the phone at the door or online
4. **Always get a second opinion.** The scam artists count on fast talking and that you won't consult anyone before making a decision.
5. **Don't be afraid to report your experiences.** If you feel uncomfortable tell someone!

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