

# DON'T LET THEM GET THEIR HOOKS INTO YOU.

If a financial professional tries to sell you an investment using any of these ploys, it could be a fraud. Don't take the bait. Learn more at [SmartCheck.gov](http://SmartCheck.gov).



## THE LINES FRAUDSTERS USE:

- › High rate of return or guarantee
- › Limited time
- › Little or no risk
- › Exclusive offer just for certain people
- › Special discount or other "favor"
- › Drop names of others you know who have already invested



## HOW THEY REEL PEOPLE IN:

- › Infiltrate groups of people who know and trust each other
- › Use unsuspecting group members to talk up the "opportunity"
- › Exploit friendship/trust, knowing some are likely to rely on a recommendation instead of closely examining the investment

## THE LURE OF "EARLY RETURNS":

- › Money from later investors is used to pay early investors, making the scheme seem legitimate and profitable
- › The scheme continues until the pool of new investors dries up or large numbers of investors ask to cash out
- › Then, the unfortunate investors at the end are left high and dry



## RUN A CHECK: KNOW YOUR PRO

Before you invest, and at least once per year, ensure your financial professionals are properly registered and in good standing. [SmartCheck.gov](http://SmartCheck.gov) has free tools to check backgrounds and help you protect yourself from fraud.

This Infographic was prepared for the Commodity Futures Trading Commission.