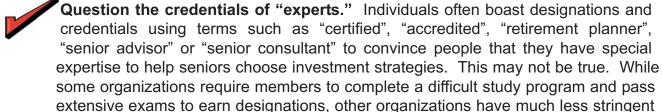
## **CONSUMER ALERT**

## **SENIORS BEWARE**

## QUESTION CREDENTIALS OF "SENIOR SPECIALISTS"

Many seniors have worked hard to accumulate a lifetime of savings. Since older adults are the fastest growing segment of investors, they have become the focus of many financial services firms' marketing and sales activities. Unfortunately, sometimes it can be difficult to identify legitimate offers. State and federal regulators are increasingly concerned about abusive sales practices that target seniors.

The State Corporation Commission's Bureau of Insurance suggests that you follow these suggestions to become a more informed consumer:



requirements that can be completed in a three or four-day course. In the worst cases, some senior "expert" designations are earned simply by paying a monetary fee. Ask about the financial experts' qualifications and track records and check them out for yourself. Find out how they earned the credential and whether the credential

requires learning more about older adults and/or more about the product being sold.

Beware Of The "Free Lunch" investment Seminar. Such seminars often use enticements, including free meals and door prizes or claims of "urgency" or "limited space," in order to encourage you to attend. You should be aware that if you give contact information on a registration from, that information will probably be used to solicit you for future sales and marketing efforts.

**Does this product make sense for you?** Always be sure you understand what is beina sold. Financial products can be complicated. Do not hesitate to ask questions.

Never make a final decision at a seminar. Take time to review the information provided to you.

Contact the Bureau of Insurance for more information:

State Corporation Commission Bureau of Insurance Life and Health Division P.O. Box 1157 Richmond, VA 23218 1-877-310-6560 Fax# 804-371-9944

www.scc.virginia.gov/boi

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