How to avoid investment scams

Find out about potential coronavirus scams, how they could affect you, and how to protect yourself.

If in doubt, always seek impartial advice from a financial adviser/planner.

If it sounds too good to be true, it probably is.

Spot the warning signs

- **Unexpected contact –** Traditionally scammers cold-call but contact can also come from online sources e.g. email or social media, post, word of mouth or even in person at a seminar or exhibition.
- **Time pressure –** They might offer you a bonus or discount if you invest before a set date or say the opportunity is only available for a short period.
- **Social proof –** They may share fake reviews and claim other clients have invested or want in on the deal.
- **Unrealistic returns –** Fraudsters often promise tempting returns that sound too good to be true, such as much better interest rates than elsewhere.
- **False authority -** Using literature and websites that are hard to distinguish from the real thing, claiming to be regulated, speaking with authority on investment products.
- **Flattery –** Building a friendship with you to lull you into a false sense of security.

Industry regulator FCA (Financial Conduct Authority) is urging individuals to be 'ScamSmart'. Find out more now:
www.fca.org.uk/scamsmart

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