WHAT IS THE COST?

$36.5 BILLION

EXPLOITATION
When businesses, individuals, or charities use pressure tactics or misleading language to lead seniors into financial mistakes.

$17.0 BILLION

FRAUD
When criminals commit identity theft or con seniors into sending money or sharing personal information.

$12.8 BILLION

TRUST ABUSE
When family, friends, or paid helpers take advantage of a trusting relationship to get money from the senior.

$6.7 BILLION

$17.0 BILLION
$12.8 BILLION
$6.7 BILLION
A known loss of just $20 to exploitation... means an expected annual loss of $2000.

A person who receives just 1 telemarketing call per day... is likely to experience 3x more financial loss than someone who doesn’t.
ARE YOU AT RISK?

FACTORS THAT PUT YOU AT RISK

Seniors who are:
- Financially sophisticated
- College educated
- Urban dwelling
- Friendly

Seniors who suffer from:
- Memory Loss
- Dementia
- Alzheimer's
- Stroke

...and some are quite surprising

Seniors who are:
- Financially sophisticated
- College educated
- Urban dwelling
- Friendly

Additionally, some things thought to increase risk actually don’t.

- Being a woman
- Being an older senior
- Losing a spouse/partner
With financial abuse, you lose more than just money—you lose health, emotional well-being, and quality of life.
WATCH OUT FOR...

THE TOP 9 SCAMS

1. **OBITUARY SCAM**
   - Using obituaries to target recent widows, scammers attempt to collect false debts of the deceased.

2. **MAGAZINE SUBSCRIPTION**
   - Company sends free magazines and convinces a senior he owes money for the subscription.

3. **SWEEPSTAKES**
   - Crooked contest claims a senior won a prize and needs to send in money to collect winnings.

4. **CHARITABLE DONATIONS**
   - Unscrupulous charities take advantage of generosity and memory loss to request donations repeatedly.

5. **INVESTMENT SCAM**
   - Salesperson convinces a senior that an unusual asset like a horse farm is worth significant investment.

6. **GRANDPARENT SCAM**
   - Scammer calls late at night pretending to be a grandchild in need of emergency funds by wire.

7. **HELPFUL NEPHEW SCAM**
   - Trusted relative visits a senior frequently and asks to borrow $100, knowing the requests will be forgotten.

8. **SWEETHEART SCAM**
   - Scammer befriends a lonely older adult to get access to money or be written into the will.

9. **TV SHOPPING TRICKERY**
   - As-seen-on-TV products hide extra fees and charges in the fine print.

ONLY $99.99*
* SHIPPING & HANDLING NOT INCLUDED
WHAT CAN BE DONE?

TIPS TO STAY SAFE

- Never give out financial information, your Social Security number, or your Medicare number over the phone unless you initiated the call.
- Medicare employees, and those of any legitimate business, will never ask for your full Social Security or Medicare number.
- Beware of pushy marketers—don’t hesitate to take down their contact information and do your due diligence.
- Check the fine print when ordering products online or from TV ads.
- Consult someone you trust if you’re feeling uncertain about requests for money or personal information.
- Never send money today for the promise of more money later.

REMEMBER:
If it sounds too good to be true, IT PROBABLY IS!
True Link Financial is a San Francisco, California-based financial services firm that helps seniors and their families protect themselves from fraud, exploitation, and financial abuse. The company offers tools to detect suspicious activity and block unwanted transactions, preserving seniors’ independence and keeping their money safe. True Link’s data science team is dedicated to building world-class tools that prevent elder financial abuse and sharing its research to aid others also working toward that vision.