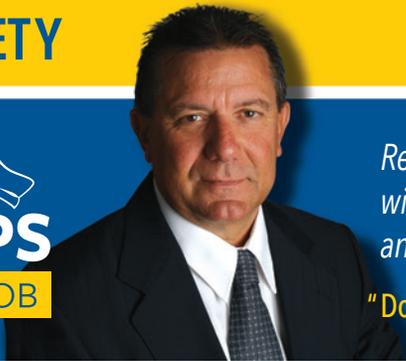


SENIOR SAFETY TIPS

WITH SERGEANT BOB



Retired Police Sergeant Bob Paterson works closely with The McLennan Group Insurance Inc. to develop and share practical safety tips for Canadians 50-plus.

"Don't gamble with your safety. The stakes are too high."

C.P.R. - It's "First Aid" for Potential Fraud Victims

Mature Canadians continue to be targeted by scammers and aggressive sales tactics. How can an individual recognize the threat and then protect themselves? Simply remember C.P.R.

The widely recognized medical acronym, C.P.R. can be adapted by a vulnerable senior who's suspicious during a sales pitch. It's a tool that alerts a potential victim to a scam or unscrupulous sales tactics. Regardless of how the sales pitch is delivered - by telephone - mail - computer - at the door - in the showroom - when you "smell a rat", confirm your suspicions with Sergeant Bob's simple C.P.R. scam test.

Are you feeling... CONFUSED?

C

If you're baffled with the features of a product, the options or the payment scheme, it's important to realize that the confusion is often intentionally caused.

SHUT THE DISCUSSION DOWN. Make no type of deposit or down payment.

Are you feeling... PRESSURED?

P

When an unknown sales person suggests imminent risk to your safety and security if their product is not purchased, be suspicious. Example: "install our security system or you'll be attacked and robbed". If you're feeling pressured to act...

SHUT THE DISCUSSION DOWN. Make no type of deposit or down payment.

Are you feeling... RUSHED?

R

Being swayed into making a purchase quickly is a recognizable sign of trouble. An indication of aggressive sales or a scam must not be ignored! When you hear, "it's the last one" or "senior discounts end today" or "there'll never be an offer like this again"...

SHUT THE DISCUSSION DOWN. Make no type of deposit or down payment.



TRUST YOUR INSTINCTS!

SO WHAT IS THE BOTTOM LINE?

Regardless of what product or service you're considering, do your research, compare, check with trusted family and friends and make a decision under your terms and inside your time lines. Never be rushed, and trust your instincts.

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Please visit online for additional safety tips and a list of seminars for Canadians 50-plus.

Find Sergeant Bob Online: www.seniorsafetytips.ca