



C.P.R. – “First Aid” for Potential Fraud Victims

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 and used as a tool to help alert 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 this 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 by a salesperson in an attempt to push through a scam.

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. Eg: “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 sign of trouble. An indication of aggressive sales or a scam must not be ignored! When you hear, “it's the last one” or “discount ends today” or “there'll never be an offer like this again”...

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



So what's the bottom line? Regardless of what product or service you're considering, 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.

