



SPOT 28 – Affinity Fraud: Group Targets – “You Can Trust Me”  
TIME: 48 seconds (without intro and outro)

(INTRO)

If your group, be it religious, ethnic or professional, is approached by someone promoting an investment opportunity, be sure it’s legitimate or you may become a victim of affinity fraud.

Don’t invest simply because another member of the group is investing. Verify the salesperson’s statements.

In affinity fraud, the scammer wins trust by masquerading as one of the group. If you hear “You can trust me because I’m one of you,” don’t believe it.

The best testimonial isn’t from a member of the group at all, but an outside source such as the Tennessee Securities Division.

Scammers get groups excited about investments that are “risk-free” and “guaranteed.”

In reality, all investments carry some degree of risk and no investment is ever a sure thing.

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(OUTRO)