

Be a ScamSmart investor

The Financial Conduct Authority's (FCA) national ScamSmart campaign aims to warn people about investment fraud and how they can potentially avoid being scammed.

Investment fraudsters regularly target experienced investors, and will use a variety of techniques to try and take your hard-earned money.

Scammers may do one or more of the following:

1. Apply pressure on you to invest in a time-limited offer, offer you a bonus or discount if you invest before a set date, or say that the opportunity is only available for a short period of time.
2. Downplay the risks to your money, or use legal jargon to suggest the investment is very safe.
3. Promise tempting returns, for example offering much better interest rates than those offered elsewhere. Go by the rule that if it sounds too good to be true, then it probably is.
4. Call you repeatedly and stay on the phone a long time.
5. Say that they are only making the offer available to you, or even ask you to not tell anyone else about the opportunity.

Do some research before investing; check the [Financial Conduct Authority Warning List](#) and the financial services register to see if those who are asking for your money are the real deal.

Find out more at www.fca.org.uk/scamsmart.

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