



A Program with the  
Colorado Attorney General  
and the AARP Foundation



Colorado Attorney General  
John W. Suthers



Better Business Bureau  
serving Colorado



## Why Older Americans are Targeted More for Frauds and Scams

- **Accessibility** - Being retired or suffering from physical limitations, seniors are the group of people most likely to be at home to receive a telemarketer's call or a visit from a door to door sales person.
- **Gain Trust** - Con men prey on vulnerability and loneliness. They may spend hours talking to potential victims. They ask personal questions and document details to appear trustworthy.
- **How** - At first, they try to secure a small contribution and establish some sort of trusting relationship with an elderly person. They may even seek to substitute their guidance in place of family members or friends.
- **Isolation** - Isolation is an increasingly sad fact of life for seniors. Loneliness can sometimes cause them to reach out to telemarketers for company, and thus lay the groundwork for being conned. Furthermore, seniors may not have regular contact with relatives and friends with whom they could discuss investment schemes or financial affairs. They often have no one they can entrust to double-check their financial affairs.
- **Money** - Cons target seniors because they believe seniors have a ready and large supply of money from their life's savings or that they have valuable property.

Investment and sweepstakes schemes may appear particularly tempting to seniors because they are frequently on a fixed income but would like to make more money for their future security. Many believe it is their last chance to gain wealth.

**AARP ElderWatch is here to help.**

**Call us Monday-Friday 9am-4pm**

**Our trained staff is here to listen and guide.**

**1-800-222-4444**

*Denver Metro Area*

303-222-4444

[www.aarpelderwatch.org](http://www.aarpelderwatch.org)

October 2009