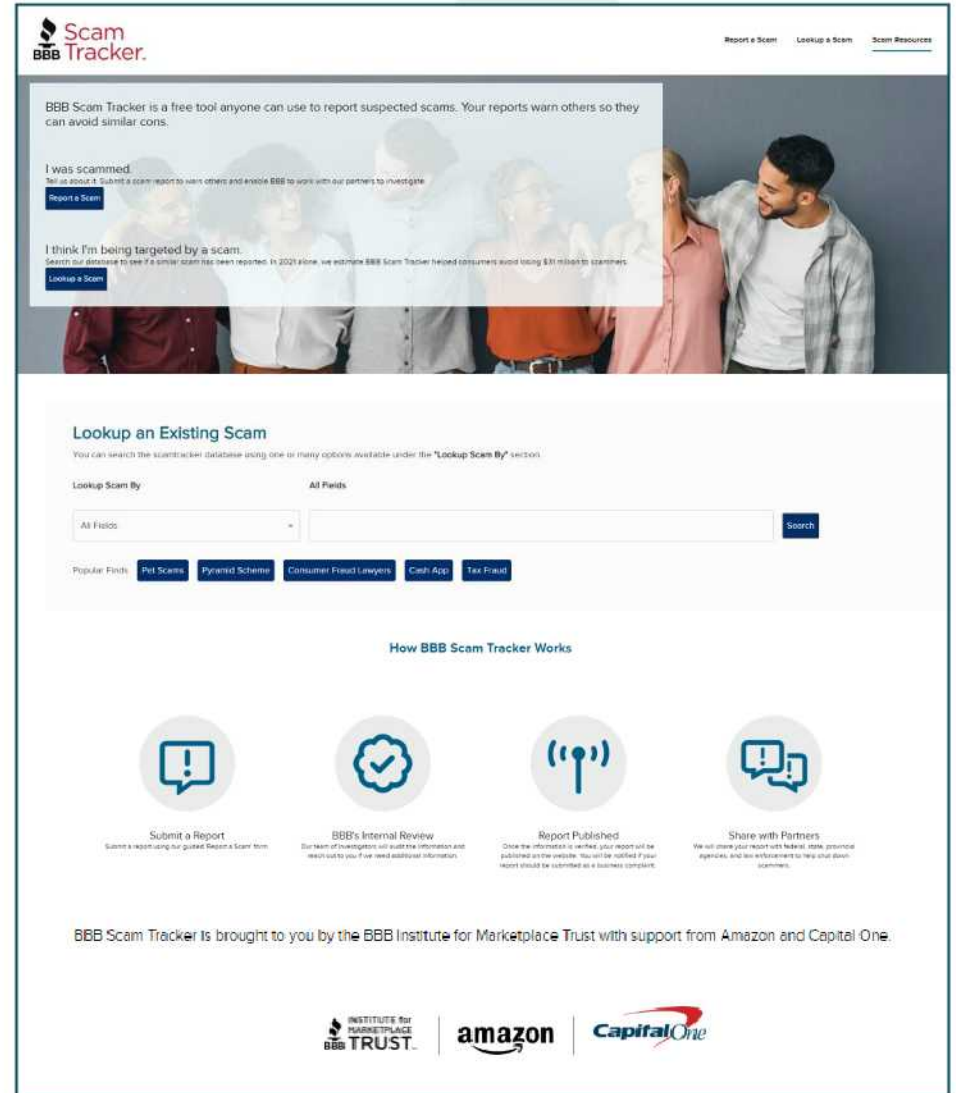


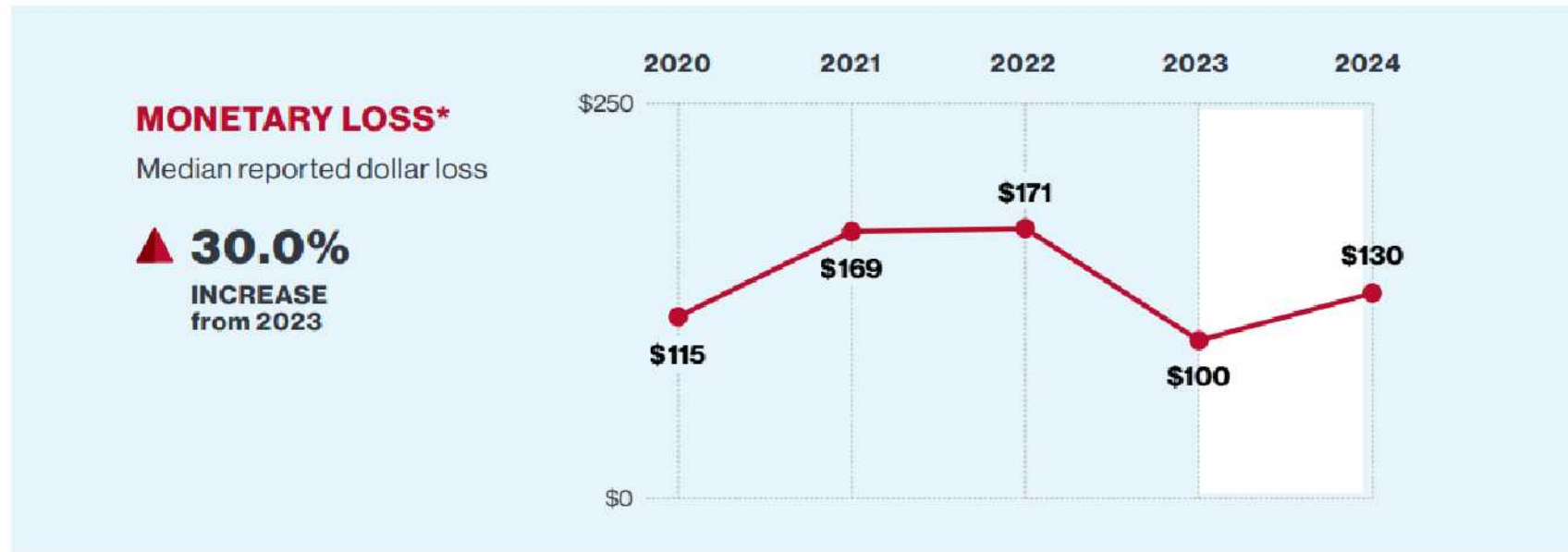
**BBB Scam Tracker
helped people avoid
losing more than
\$43 million in 2024.**



BBB.org/ScamTracker

BBB Scam Tracker Risk Report

Overall financial losses to scams rose 30% from 2023.
(Self-reported data – reality is much higher)



Monetary loss (by age)

Ages 65+ reported higher losses than other age groups.



MEDIAN \$ LOSS

18-24	\$150
25-34	\$137
35-44	\$120
45-54	\$119
55-64	\$125
65+	\$160

BBB Scam Tracker Risk Report



Riskiest scams for ages 65+:

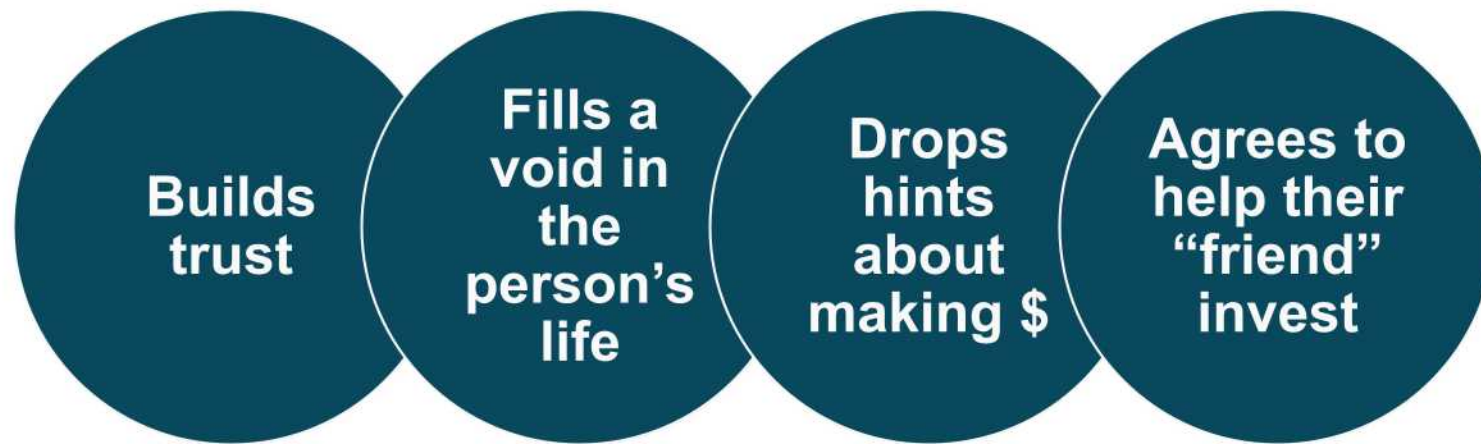
- Investment/cryptocurrency scams
- Romance/friendship scams
- Home improvement

Top tactic is impersonation.

Scammers pretend to be friends, your bank, retailers, government agencies, and MORE!

Financial grooming scams

Scammers build relationships to perpetrate scams.



Losses are higher. Scams may involve cryptocurrency.

Emotional impact

30% said their mental health was hurt

Scam victims reported experiencing:

- Anxiety/stress/trauma (53%)
- Lost trust (54%)
- Shame/embarrassment (35%)
- Lost confidence (29%)

Scam Survival Toolkit

- ✓ Personalized user journey
 - Consumers
 - Businesses
- ✓ Mental health resources
- ✓ Trauma-informed design
- ✓ Survivor stories



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[Find Your Recovery Plan](#) [About This Toolkit](#) [Testimonials](#) [Scam Glossary](#) [Additional Resources](#) [Multi-Lingual Tool](#)

BBB Scam Recovery Guide Toolkit

More Info. 20 words max. Lorem ipsum dolor sit amet, consectetur adipiscing elit ut aliquam, purus sit amet luctus venenatis.

[Get Started](#)



"Lorem ipsum dolor sit amet consectetur. Sagittis tellus et dui purus tortor. Ac purus ut ullamcorper non."

[Testimonials](#)



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How do you identify?

Individual

I am a...

☒ U. S. Resident

☐ Canadian Resident

☐ U. S. Active-duty military, veteran, or spouse

Business

Not Sure Where To Start?

Red flags of scams



- Too good to be true.
- You're pressured to act quickly.
- They tell you not to talk to others.
- You are directed to change platforms to continue the conversation.
- **Specific and up-front payment methods.** Gift cards are for gifts NOT payment. No government agency will ask you to pay with crypto.
- Unsolicited calls or messages.
- "Online friends" who have a crisis or want to share how they're making money.
- Crypto ATMs.