

Cold Calls Prevention Checklist

Have you ever received a telephone call about an “amazing investment opportunity”? If so, be careful: the investment may not actually exist.

RECOGNIZE IT

One of the most common ways that people hear about investment opportunities is over the phone. “Cold calls” are attempts by strangers to sell you something, and can be a valid means for businesses or charities to identify potential clients. On the other hand, people may be calling you from a makeshift office called a “boiler room,” where they “cold call” investors about a business idea that sounds probable. These cold callers may falsify information, try to pressure you into a bad investment, or attempt to defraud you.

CHECK IT OUT

Protect yourself from cold calls by using this checklist:

- **Be wary if a salesperson says an investment opportunity is too good to pass up.** Don't feel pressure to make any decision on the spot.
- **Be persistent and insist on sticking with your own investment goals.** Don't let someone persuade you to invest in an opportunity that isn't right for you.
- Learn about and **consider the benefits of seeking independent advice** from a registered salesperson.
- **Give yourself some peace of mind and Check First.** Research the particular company or individual that is offering the investment. Only you can ensure that you are making an informed decision.
- **Conduct background checks** to find out if there has been any disciplinary action or enforcement action taken against the companies and individuals involved in the proposed investment opportunity.
- **Check to see if the salesperson is registered** with the Alberta Securities Commission or the Investment Industry Regulatory Organization of Canada (IIROC).

PREVENT IT

Remember: it's your money. Check First and ask the right questions before you invest. If you or someone you know has been a victim of a cold call or boiler room operation, contact the Alberta Securities Commission at 1-877-355-4488 or email inquiries@asc.ca.

Visit our website at www.albertasecurities.com for more information.

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