

KEEPING YOUR MONEY SAFE BABY BOOMERS

Aging Population + Financial Assets = Ideal Target

After more than 40 years in the workforce, some Baby Boomers (born between 1946 and 1964) have managed to save enough money to enjoy their twilight years, and some of those at the younger end of this generation are looking to financial professionals to help them build their retirement reserves. But, whether it's their life savings or their financial investments at risk, baby boomers are often targets of financial fraud.

Strong Investment Portfolios



\$290,000 average amount saved for retirement (Source – Stanford)



82% expect the amount they have saved to help them fulfill their retirement plans (*Source – Charles Schwab*)

Growing Retirement Savings



70% of the nation's income is controlled by Baby Boomers (Source – US News)



Over **65%** identify retiring comfortably as their main investment goal (Source – Accenture)

Most Common Scams



Investment scame



Reverse mortgage scam:



Medical fraud



Contractor fraud



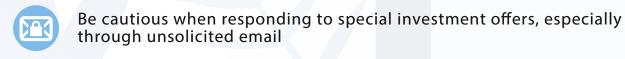
Ponzi schemes



Online shopping scam

סיחח







Independently verify the legitimacy of any franchise or investment before you invest

Check with a trusted financial advisor, your broker, or an attorney about any investments you are considering

DON'TS

