



# Jesse White

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## SECRETARY OF STATE

# NEWS

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### **Jesse White Unveils Campaign “Don’t Get Scammed,” Encourages Illinoisans to Check Before Investing**

Secretary of State Jesse White announced the kick-off of a new public awareness campaign aimed at helping people research securities brokers, investment advisors and investments before they decide to invest.

The new campaign called “Don’t Get Scammed,” includes television ads that air statewide as well as a website, [www.AvoidTheScam.net](http://www.AvoidTheScam.net), and a phone number to encourage people to research investments and brokers.

“It’s important to check before investing,” White said. “Unfortunately there are some unscrupulous people who will take advantage of others for a fast buck. Remember the old rule of thumb when investing, ‘If it seems to good to be true, it probably is.’”

When people visit the new website, [www.AvoidTheScam.net](http://www.AvoidTheScam.net), they will be able to:

- Print out a list of questions to ask brokers before investing
- Check whether the broker or advisor is registered with the state or has a disciplinary history
- File an online complaint
- Download free educational materials

The Illinois Secretary of State’s Securities Office registers and regulates the following: Entities offering and selling securities, Broker-Dealers, Investment Advisers, salespersons and representatives of Dealers and Advisers, Loan Brokers, Business Brokers, and those offering Business Opportunities.

Besides the website, people may contact the Illinois Secretary of State’s Securities Department at **800-628-7937**.