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Jesse White Unveils New Securities Campaign Urging People to Investigate Before Investing

Secretary of State Jesse White announced the kick-off of a new public awareness campaign aimed at encouraging people to investigate before they invest. Investment fraud costs Illinois residents millions of dollars each year. Most cases of fraud involve financial advisors and salespeople who are not licensed to sell securities or offer investment advice.

“We want to make sure that Illinoisans don’t lose their hard-earned money to fraudulent individuals or organizations,” White said. It is important to check before investing because as the old adage goes, ‘If it sounds too good to be true, it probably is.’”

Investment advisers and securities salespersons licensing and disciplinary information is available to the public and should be verified before making an investment decision. Investors can find licensing information, administrative orders and tips on how to avoid potential con artists and scams by visiting the Secretary of State’s website at www.AvoidTheScam.net or calling 800-628-7937.

Before investing, visit www.AvoidTheScam.net to:

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

The Secretary of State Securities Department registers and regulates the following: entities offering and selling securities, broker-dealers, investment advisors, salespersons and representatives of dealers and advisers, loan brokers, business brokers and those offering business opportunities.

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