

**Consumer  
Protection  
Division**



# MONTHLY NEWSLETTER

ISSUE 3 | MARCH 2024



## IN REVIEW: NATIONAL CONSUMER PROTECTION WEEK

March 3-9 marked National Consumer Protection Week. This was a crucial time for us, the Consumer Protection Division, to emphasize the importance of safeguarding consumers. Through educational initiatives and outreach, we empowered consumers to make informed choices and recognize scams. It was also a chance to showcase our division's work in enforcing consumer protection laws and advocating for fairness in the marketplace. This week highlights our commitment to consumer empowerment and accountability.

In commemoration of this week, we were joined by Keely Arthur of WRAL 5 On Your Side, Nate Watson of the Federal Trade Commission, and CPD Director Angela Selitto for a powerful Success Seminar.

### THIS ISSUE DISCUSSES:

- A brief on National Consumer Protection Week
- Busting common myths about consumer protection scams
- Consumer scams in business: how to stay safe
- Welcome newly certified CPD members + full directory

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# NEWS & SCAM ALERTS

## BUSTING COMMON MYTHS ABOUT CONSUMER PROTECTION AND SCAMS

Consumer protection is a hot topic, and for good reason. Scammers and fraudsters are becoming increasingly sophisticated in their tactics, and it can be difficult to know how to protect yourself. Unfortunately, there are many myths and misconceptions surrounding consumer protection and scams, which can make it even more challenging to stay safe. In this article, we'll be busting some of the most common myths about consumer protection and scams.

**Myth #1:** I'm not at risk of being scammed because I'm too smart to fall for it. This is a dangerous myth that can put anyone at risk. Scammers are experts at what they do, and they prey on people's vulnerabilities. They are not just targeting the elderly or the gullible. Anyone can be a victim of a scam regardless of their intelligence, age, or financial status.

**Myth #2:** Scams only happen online. While it's true that the internet has made it easier for scammers to reach a wider audience, scams can happen in many ways. Scammers can use phone calls, text messages, email, or even show up at your doorstep. It's essential to be vigilant and aware of the signs of a scam, regardless of the medium it comes through.



**Myth #3:** Only people who fall for scams are responsible for their losses. This myth is not only untrue but also can be harmful to those who have been victimized. Victims of scams often blame themselves, but the truth is that scammers are the ones responsible for their actions. They are the ones who have manipulated, lied, and deceived their victims.

**Myth #4:** If it sounds too good to be true, it probably is. This is a true myth. Scammers often promise something that sounds too good to be true, such as a large sum of money or a fantastic deal on a product. If it sounds too good to be true, it probably is. Always be cautious and do your research before committing to anything.

In conclusion, it's essential to be aware of the myths and misconceptions surrounding consumer protection and scams. By busting these myths, we can all take steps to protect ourselves and our loved ones from falling victim to scams. Remember to stay vigilant, do your research, and trust your instincts.

## CONSUMER SCAMS IN BUSINESS: HOW TO STAY SAFE

In today's business world, consumers have to be more vigilant than ever to avoid falling prey to scams and frauds. From fake online advertisements to phishing emails, scammers are always finding new ways to steal personal information and money from unsuspecting individuals. As a consumer, it's important to know how to spot and avoid these scams to protect yourself.

One common scam is the phishing email. Scammers will send emails that appear to be from reputable companies, such as banks or online retailers, asking for personal information such as usernames, passwords, and credit card numbers. These emails often contain a sense of urgency, urging the recipient to act quickly to avoid negative consequences. To avoid falling victim to these scams, always double-check the sender's email address and never provide personal information through email.

Another common scam is fake online advertisements. Scammers will create fake advertisements for products or services, often with very low prices to entice consumers to make a purchase. Once the consumer enters their personal and payment information, the scammer disappears and the consumer is left without their money or the promised product. To avoid this scam, always research the company and product before making a purchase, and stick to reputable online retailers.



Further, pyramid schemes are another type of consumer scam in business. In these schemes, participants are promised large profits for recruiting new members to the scheme. However, the profits come from the recruitment fees paid by new members, rather than from legitimate business transactions. These schemes are illegal and can cause financial ruin for those who participate. To avoid falling victim to a pyramid scheme, always research any business opportunity thoroughly before investing money.

In conclusion, consumer scams in business are unfortunately all too common in today's world. To protect yourself, it's important to be vigilant and take steps to avoid falling victim to these scams. Always double-check the legitimacy of emails and advertisements, research companies before making purchases, and be wary of any business opportunity that seems too good to be true. With these precautions, you can protect yourself from the many scams that exist in the business world.

Scan the QR and bookmark the page for easy access to a list of trusted businesses.

Build a referral network or shop with confidence with fellow certified businesses.



<b><u>Active Duty &amp; Veteran Contract Services</u></b>	I-Haul 4 U Vet's United Junk Removal	<b><u>Painters</u></b> Garner's Painting Service LLC	<b><u>Restaurants, Food &amp; Beverages</u></b> Baldino's Subs- Eastern Blvd Baldino's Subs- Ft Bragg Road Bubba's 33 Chick-Fil-A Skibo Square Cold Stone Creamery Cuppa yo Frozen Yougart of Fayetteville Dorado Rock H8ters Southern Coals Resturant Wanna Navu Kava Bar
<b><u>Advertising &amp; Media</u></b> 5 West Media Group Up & Coming Weekly	<b><u>Electrical</u></b> Savant Solutions	<b><u>Personal Services &amp; Care</u></b> Aurora Beauty Spa Beautiful Aura Hair Salon Cooking4 Fitness, LLC iFixandRepair Massage Envy Silhouettes Firearm Training Skin Specialists of Fayetteville	<b><u>Roofing</u></b> Danny Odom Roofing Karcher Roofing
<b><u>Agriculture, Fishing &amp; Forestry</u></b> Stewart Farms Beef	<b><u>Family, Community &amp; Civic Organizations</u></b> Arts Council of Fayetteville Community Enhancement Organization Fascinate-U-Children's Musueum ServiceSource The Re-Store Warehouse	<b><u>Pets &amp; Veterinary</u></b> Woofgang Bakery & Grooming	<b><u>Security &amp; Security Systems</u></b> Black Box Security Holmes Security Systems
<b><u>Arts, Culture &amp; Entertainment</u></b> Board & Brush Creative Studio Sands Mobile Entertainment	<b><u>Finance &amp; Insurance</u></b> Callahan & Rice Insurance Group CLC Financial Services Jeorme T. Scott, The Insurance Guy Movement Mortgage	<b><u>Photography &amp; Picture Frame Services</u></b> Liza Hondros Photography	<b><u>Shopping &amp; Specialty Retail</u></b> An Affair to Remember Ballard Bling Boutique Ballash Woodworks Fleet Feet JEB Designs Parker Pawn and Jewelry Quack Quack Phone Repair LLC Sunshine Florist Trophy House , Inc
<b><u>Automotive &amp; Motorcycle Sales</u></b> Baker Motorsports of Fayetteville LLC	<b><u>Health Care</u></b> Select IV Hydration The CARE Clinic , Inc Valley Regional Imaging	<b><u>Plumbing</u></b> T.O. Plumbing Service LLC Wade Hardin Plumbing Inc. Woods Plumbing Service	<b><u>Signs &amp; Printing Services</u></b> Patriot Signs Signarama Fayetteville
<b><u>Automotive &amp; Motorcycle Service</u></b> AAMCO Transmission and Total Car Care Black's Tire & Auto - Bordeaux Park Black's Tire & Auto- Bragg Blvd Black's Tire & Auto- Gillespie St Black's Tire & Auto- Raeford Rd Black's Tire & Auto- Ramsey St Black's Tire & Auto- Skibo Rd	<b><u>Heating &amp; Air Conditioning</u></b> A/C Man Heating & Air Conditioning Air Pro Heating, Air and Electric Armor Air LLC Bass Air, Inc Deon Arnold Heating & Air Conditioning Inc. Gore Heating and Air NuBlue Service Group Simmons One Hour Heating & Air Conditioning Southern Comfort HCG Inc	<b><u>Real Estate, Apartments, Moving &amp; Storage</u></b> Addison Ridge Apartments Atlas Real Estate College HUNKS Hauling Junk & Moving Cresfund Property Management Elevate Real Estate Partners ERA Strother Real Estate JNB Commercial Properties Military Family Realty Nest Managers Real Estate Two Men and a Truck	<b><u>Sports &amp; Recreation</u></b> Bounce the House
<b><u>Business &amp; Professional Services</u></b> Anvil Development Greater Fayetteville Chamber	<b><u>Home Services</u></b> Ace Handyman Services Carolina Pressure Pros	<b><u>Renovations &amp; Restorations</u></b> 911 Restoration of Fayetteville Fisher's Home Pros Home Expert Services Servpro of Fayetteville Trublue Renovations	
<b><u>Childcare</u></b> Genesis Learning Academy	<b><u>Industrial Supplies &amp; Services</u></b> 360Clean-Fayetteville		
<b><u>Computers &amp; Telecommunications</u></b> Fidelis I.T., Inc.,	<b><u>Lodging &amp; Travel</u></b> Evuitton		
<b><u>Construction Equipment &amp; Contractors</u></b> Construction Solutions of NC Inc. Cruz Masters LLC French Family Construction LLC Furr Construction			