



## Are you looking to hire a tradesperson?

Many rogue traders have adapted to operate online by creating fake profiles to target consumers with their fraudulent services. Always do your research. Consider looking into your local authority's **Buy with Confidence** scheme where available.

## Targeting victims

Criminals often target when they believe their victims are in a more vulnerable state, and therefore more susceptible to being taken advantage of. There are many situations in which a person could feel more vulnerable than usual, such as a bereavement, the aftermath of severe weather, or even just being in a rush.

Criminals may also take advantage of people who are accessing a marketplace for the first time, such as roofing repairs or home extensions. The homeowner may have no prior experience of costs, materials and regulations associated, which is an area that criminals would try to exploit.



**NATIONAL TRADING STANDARDS**  
Scams Team

## Common Tactics

Criminals use a variety of doorstep tactics to make victims part with their money or gain entry to their homes.

### Some of these tactics include:

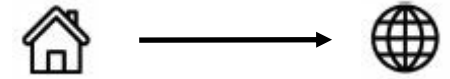
- Charging the victim an extortionate rate for the work or goods.
- Damaging the victim's property deliberately in order to get money.
- The quality of the work can often be poor, take longer than necessary, or never be completed in full.
- They may sometimes pose as utilities officials or doorstep salespeople.

## Useful Information

- Consumers who are targeted by doorstep crime are more at risk of suffering from lower wellbeing.
- The use of camera technology near the doorway can reduce the chance of being defrauded at the doorstep.
- You are legally entitled to a 14 day cooling off period for contracts made in your home.



## Criminals are moving online



During the pandemic, rogue traders adapted to the fact that they could no longer knock on doors by moving online.

They target consumers through trader websites such as **mybuilder.com** or **bark.com** where they can create profiles and search for consumers to target, offering too good to be true prices to gain a response.

If you are being offered something that seems too good to be true, it often is.

**Don't be rushed into making a decision.**

## Reporting & Advice

### England & Wales

**Report:** contact **Action Fraud** on 0300 123 2040  
**Advice:** contact **Citizens Advice** on 0808 223 1133

### Scotland

**Report:** call **Police Scotland** on 101  
**Advice:** contact **Advice Direct** on 0808 164 6000

### Northern Ireland

**Report:** contact **Action Fraud** on 0300 123 2040  
**Advice:** contact **Consumerline** on 0300 123 6262