

NAME: _____

DATE: _____

INSTRUCTION

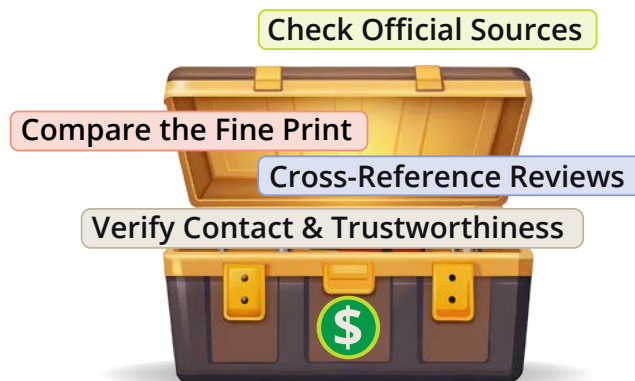
Consumer Verification Toolkit

What + Why: Smart consumers do not rely on headlines. They verify claims. Build practical tools to test financial offers before trusting them.

Consumers see financial advertisements every day. Some are legitimate. Others may be misleading or risky. In this activity, you will learn how to verify financial claims before accepting them and shift from reacting to marketing language to evaluating evidence.

Use this page to record key ideas during instruction.

1. What official sources can consumers use to verify whether a company is credible?
2. What details should be compared between the advertisement and the official disclosures?
3. What patterns or warning signs should consumers look for when reviewing feedback and company information?
4. How does verifying a financial claim change the way a consumer evaluates whether an offer is trustworthy?



Key Terms

- **deceptive advertising:** methods used to describe or draw attention to a product, service, or event that intentionally mislead, omit key information, or exaggerate claims in order to influence a purchasing or borrowing decision
- **fine print:** the detailed terms, conditions, and limitations of a financial agreement that are often presented in small text or legal language and may contain important information about fees, interest rates, deadlines, and consequences that are not highlighted in the main advertisement or offer