Seniors need different safety features than the rest of the population, and banks don’t offer them.

$36.5b in losses every year
The bulk of it is “legal”

truelinkfinancial.com/research
True Link – financial abuse protection service for seniors and their families
Consumer protection is elder abuse prevention

• At the 99th percentile of mistakes, it’s all seniors
• Our enlightenment-driven legal system is disastrous at this
• Consumer protection is the only answer
Caregivers…

- Where do you find them?
- How do you empower them?
- What do you do about bad ones?
True Link’s wishlist

• Pressure on the transaction processing
  – Credit/debit, wires, checks, gift cards

• Consumer protection
  – Telemarketing “labeling requirements”
  – DOL fiduciary standard for investments, or labeling requirements
  – Heightened scrutiny on chargebacks

• Permissive rules for responsible caregivers