

# CROSS SELLING

WHAT INVESTORS  
NEED TO KNOW

## UNREGISTERED SECURITIES UNREGISTERED PROFESSIONALS

SECURITIES LAWS REQUIRE INVESTMENTS AND FINANCIAL PROFESSIONALS TO BE REGISTERED OR QUALIFY FOR AN EXEMPTION. IF THE INVESTMENT OR THE PROFESSIONAL ARE NOT REGISTERED, CONTACT YOUR SECURITIES REGULATOR BEFORE HANDING OVER YOUR MONEY.

## “GUARANTEED” OR “NO RISK”

THESE ARE CLASSIC WARNING SIGNS OF FRAUD. IF ANYONE IS PROMISING YOU THESE, KEEP YOUR MONEY IN YOUR POCKET AND CONTACT YOUR SECURITIES REGULATOR. YOU MAY HAVE JUST ENCOUNTERED A SCAM ARTIST.

## SCANT INFORMATION NOTHING IN WRITING

LEGITIMATE INVESTMENTS WILL PROVIDE DOCUMENTATION IN WRITING. POORLY WRITTEN DOCUMENTS AND HANDSHAKE DEALS SHOULD TIP YOU THAT THE INVESTMENT MAY BE FRAUDULENT.

## BOTTOM LINE

CROSS SELLING IS A SALES TECHNIQUE DESIGNED TO NUDGE A PURCHASER INTO BUYING ADDITIONAL SECURITIES ON TOP OF THEIR ORIGINAL INVESTMENT.



LEARN MORE  
AT [NASAA.ORG](https://www.nasaa.org)



OR VISIT  
[FCNB.ca](https://www.fcnb.ca)