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Consumer Affairs Division Warns Small Business Owners:
Beware of Online Phone Listing Scam

LAS VEGAS – The Nevada Consumer Affairs Division is warning of an online phone listing scam that targets small business owners.

The scam commonly starts with someone claiming to be from the online “yellow pages” calling a business, saying that they are simply updating your current listing. The small business owner, or a staff person, confirms the details. Several weeks later, the business receives a bill for tens to hundreds of dollars for an online listing. The business disputes the charges, indicating that they never agreed to any additional services but merely confirmed an existing listing. The company then produces a doctored recording that they altered using the business person saying “yes” to the confirmation details.

“To avoid becoming a victim, check the publisher out before you confirm any details,” says Consumer Affairs Commissioner James Campos. *“Be especially careful if the caller doesn’t ask for someone in authority. Tell your employees to refer these types of calls to a manager.”*

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Another way to protect your business is to ask for the company name and phone number. Then, research the company on the Internet, and call the Better Business Bureau in your community or where the publisher is located. Do not confirm anything in the phone call. You can always call back once you know the publisher is legitimate.

To file a complaint, visit the Federal Trade Commission's website at <http://www.ftc.gov> or talk to an FTC consumer counselor at 1-877-382-4357. For more information about fraud and ways to avoid becoming a victim, visit the Nevada Consumer Affairs Division Fight Fraud website at <http://fightfraud.nv.gov>.

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