



NEW YORK STATE SENATOR

David J. Valesky

Valesky-Sponsored Legislation to Protect Seniors from Scams Signed into Law

DAVID J. VALESKY December 3, 2014

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SYRACUSE – Legislation sponsored by State Senator David J. Valesky (D-Oneida) that will protect senior citizens from deception by professionals who use senior-specific designations ([S.7254](#)) was signed into law by Governor Cuomo. The new law requires anyone using such a designation to disclose its source in advertisements and to prospective clients.

Seniors often prefer to work with professionals who have training in their specific issues. In an effort to attract such seniors, professionals often pursue licensure, registration or some sort of independent designation that requires specialized training. However, it is important to make sure seniors are aware of the source of these designations so they can be sure they are legitimate.

“This legislation is intended to decrease the number of situations in which seniors are deceived by professionals using senior-specific designations that do not actually exist,” Senator Valesky said. “By signing this bill into law, Governor Cuomo has assured that seniors will have the knowledge they need to avoid dishonest individuals and con artists.”

“Every new hurdle for those who would deceive older New Yorkers helps combat elder financial exploitation, a scourge that’s growing as our population ages. We’re pleased

Governor Cuomo has signed Senator Valesky's bill into law to deter those who would inaccurately pass themselves off as senior experts. Financial exploitation, which often robs victims of their life savings, costs older Americans \$3 billion a year – and that's just in reported abuse," said Beth Finkel, State Director of AARP in New York State.

The bill requires disclosures in advertisements that include a description indicating the person has expertise or training in their field with regard to issues specifically related to seniors and that set forth the basis or source of such a designation. A violation of this law would be punishable by a civil penalty of up to \$5,000 for each infraction.