

STOP THE PUPPY SCAMS A CHECKLIST

Please use this list to stop yourself and others from falling victim to a puppy scam. You may print, share, post and circulate with our permission. We have not placed a copyright on this material and want everyone to use it liberally to help your fellow puppy shoppers:

1. **Do not rely solely on FB recommendations.** Scammers, puppy mills and brokers all place members on these pages to recommend them as legitimate breeders. If someone sends you a PM or recommends a breeder, search their names in the forums to see their previous posts, see how long they've been a member, etc. As admins we are working daily to reduce scammers, but we can't catch them all. Be diligent and well informed.
2. **Do not rely solely on text and FB messages.** You should not consider a breeder who will not speak to you on the phone. Any reputable breeder with puppies will want to know where their puppy is going and will gladly speak with you. That being said, please don't assume that refusal to chat means a reputable breeder is actually scammer. For the past several months breeders have been hit with hundreds of messages a day so there is a possibility they simply may not have puppies and have closed their waitlist. Just mark them off your list and move on.
3. **Reverse Image Search Photos.** If you are sent photos from an alleged breeder (of puppies or parents), use Google to do a reverse image search. See if the photo actually belongs to them. If you aren't unsure how to do a search, simply Google "how to reverse image search on a _____" and include the device you are using (iPhone, PC, etc.) in the blank.
4. **Reverse Search Their Phone Number.** Yep, you can also reverse search a phone number to see if it's linked to any known scams. Simply type in the phone number in your search bar and see what you get.
5. **Web Presence.** Ask for their business or kennel name. Google it. Google it again with the words "scam" or "puppy mill" following the name. Review their website or web presence. Most scammers don't take the time to build a webpage. If they have a page on social media, it's generally new and has very few followers or reviews. Red flags include new pages, lots of different breeds of puppies, the ability to post reviews is turned off, no phone number or address and everyone on the page is friends.
6. **Ask for a vet reference.** All reputable breeders work closely with their vet. Ask for a vet reference. The reference itself will be an indicator that the breeder is a legitimate person. Check the vet's website. Compare the location of the vet to the location of the breeder. Call the vet's office and simply confirm they have worked with this person (some office policies may not allow them to confirm and will rarely allow them to provide more information).
7. **Do a virtual visit.** If someone is offering you a puppy, ask to see the puppy live through Facetime or any video service. This is a great way to see the puppy from afar, ask questions, see the conditions in which the puppy is living, etc. If they won't schedule a virtual visit they are either hiding something or there is no puppy. Either way, run.

This list was provided by LierChonPoo.com. This list is only intended to assist in narrowing scams from legitimate breeders. Please visit our website for more information on identifying the GOOD breeders from the puppy mills, brokers and backyard breeders and for more content on SCAMS.