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## **NHL Stanley Cup Final Tickets in High Demand;**

### **Better Business Bureau/NATB Tips to Buy Tickets and Avoid Scams**

**Washington, DC** – St. Louis Blues and Boston Bruins fans across the country are excited for the NHL Stanley Cup Finals and many are looking for tickets to this high-demand series. Consumers should be smart when searching for and purchasing tickets on the resale market to ensure they are purchasing from a trustworthy source and to avoid a scam. The National Association of Ticket Brokers (NATB) is a national partner of the Council of Better Business Bureau, working together to raise awareness and educate consumers about the smartest ways to buy tickets on the secondary resale market. The NATB is an association representing more than 200 professional ticket resale companies who abide by a strict Code of Ethics, which includes numerous consumer protection measures such as a 200% money-back guarantee.

“The secondary ticket market is a great place to buy tickets for the Stanley Cup, but because of high demand it’s important to ensure you are purchasing from a professional ticket resale company or professional ticket broker that offers a moneyback guarantee, and otherwise avoid an offer from a rogue scalper, this way your purchase is protected” said Gary Adler, NATB Executive Director and Counsel. “Don’t take an unnecessary risk. Deals that seem too good to be true probably are. It is easy to check [VerifiedTicketSource.com](http://VerifiedTicketSource.com) to ensure the company selling the tickets is a member of the National Association of Ticket Brokers.”

The Council of Better Business Bureaus and NATB offer the following tips for consumers:

- **Consider your source.** Know the difference between a professional ticket broker (a legitimate reseller that provides refund protection), a ticket scalper (an unregulated and unlicensed ticket seller), and a scammer selling fraudulent tickets. Do not buy on the street corner or outside of the event.
- **Check out the seller/broker.** Check to see if they are a member of the National Association of Ticket Brokers. NATB members offer a 200% purchase guarantee on tickets. Look up the seller on [VerifiedTicketSource.com](http://VerifiedTicketSource.com) or [NATB.org](http://NATB.org) to confirm you are buying from an NATB-member resale company. Look them up on [bbb.org](http://bbb.org) to learn what other customers have experienced.
- **Buy only from trusted vendors.** Buy online only from vendors you know and trust. Look for the lock symbol in the web address to indicate a secure purchasing system. Don’t click through from emails or online ads; a common scam trick is to create a web address that is similar to a well-known company.

- **Know the refund policy.** You should only purchase tickets from a ticket reseller that provides clear details about the terms of the transaction. Sellers should disclose to the purchaser, prior to purchase, the location of the seats represented by the tickets, either orally or by reference to a seating chart; and, if the tickets are not available for immediate access to the purchaser, disclose when the tickets will ship or be available for pick up.
- **Use payment methods that come with protection.** Always use a credit card so you have some recourse if the tickets are not as promised. Debit cards, wire transfer or cash transactions are risky; if the tickets are fraudulent, you won't be able to get your money back.
- **Be wary of advertisements.** When you search the web for online tickets, advertisements for cheap tickets will often appear. Use good judgment; some of these ads are going to be scams, especially if the prices are low.
- **If you're unsure, verify your tickets.** Pay a visit to the arena where the event will be held. Present your ticket to "Will Call" (customer service) and they can verify if your ticket is legitimate.

For additional information to avoid ticket scams visit: [www.bbb.org/tickets](http://www.bbb.org/tickets). Also, to learn more about NATB's Ten Commandments of Ticket Rights visit: <http://www.natb.org/ticket-owner-bill-of-rights>

**ABOUT NATB:** The National Association of Ticket Brokers was formed in 1994 to establish an industry-wide standard of conduct and to create ethical rules and procedures to protect the public. Today NATB is comprised of more than 200 professional ticket resale companies. While the goals of the NATB are many, its primary goal is to represent the interests of legitimate ticket brokers by promoting consumer protection and educating the public about the industry. This is done by assuring the public that when dealing with an NATB member, they are working with an honest, reliable broker that will deliver what is promised. In addition, the NATB provides a platform that allows the public to report unethical conduct by ticket brokers.