



Department of Community Development
 Office of Fair Housing & Consumer Affairs
 601 Lakeside Avenue, Room 320
 Cleveland, Ohio 44114
 Phone: (216) 664-4529
www.cleveland-oh.gov
 Se Habla Español

Marketing Devices to Sell Unsolicited Products

A marketing device is a plan or strategy to get consumers to buy into a product. Many companies use marketing devices deceptively to convince consumers to buy products they are not interested in or even aware that they are purchasing. These products are considered unsolicited.

- Be cautious of companies that send notifications that look like US Postal parcel tracking notices and include a toll free telephone number on the front.
- Do not provide personal identification information to solicitors unless they are reputable. To find out if a company is reputable, please contact the Greater Cleveland Better Business Bureau at 216-241-7678.

<p>City of Cleveland Department of Aging (216) 664-2833 http://www.cleveland-oh.gov Choose Aging under Department Tab</p>	<p>City of Cleveland, Office of Fair Housing & Consumer Affairs (216) 664-4529 http://www.cleveland-oh.gov Choose Community Development under Department Tab</p>
<p>Greater Cleveland Better Business Bureau (BBB)(216) 241-7678 www.cleveland.bbb.org</p>	<p>United States Postal Inspection Service (877) 876-2455. https://postalinspectors.uspis.gov/</p>

If you have questions regarding solicitation, please contact any of the agencies below:

Example of a marketing device use to sell an unsolicited product:

A consumer receives a notification that resembles a US Postal Parcel tracking notice, and there is a toll free number on the front. The consumer calls the number and is asked to pay a storage release fee (which is typically less than \$10.00). Upon paying this fee, the consumer receives a necklace and a catalog to order more products from the company. The marketing device is the envelope with the toll free number on it, and it was used to get the consumer to purchase an unsolicited product that they were not interested in to begin with, or aware that they were purchasing.