

# Consumer Protection Alert

Service Alberta and Red Tape Reduction,  
Consumer Investigations Unit



Service Alberta's Consumer Investigations Unit is warning Albertans about fraudulent asphalt paving companies operating across the province, particularly in small towns and rural areas. These scammers use deceptive sales tactics and low-grade materials that quickly deteriorate, leaving victims with significant repair costs.

## ANATOMY OF THE ASPHALT SCAM



### The "Leftover Material" Hook

Fraudsters claim to have discounted asphalt left over from a nearby project.



### Deceptive Identity Tactics

Companies often use names or logos that mimic government road maintenance departments.



### Substandard Results

Surfaces appear fine initially but quickly crack and crumble once used.

## SAFE HIRING & REPORTING



### Verify Before You Buy

Research the company's record with Service Alberta's Business Enforcement Tool as well as other reputable online sources



### Demand Written Documentation

Obtain multiple written estimates and a formal contract before work begins.



### Report Fraudulent Activity

File a complaint by calling Service Alberta Contact

Centre at **1-877-427-4088**