



IAPI NEWSLETTER

IOWA ASSOCIATION OF PRIVATE INVESTIGATORS

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March 2016



President's Message By Karen Mills

Your IAPI board has been busy in the new year planning our annual conference. Please note that the new conference dates this year will be September 15 & 16, 2016. We decided to move the conference to the fall so it does not conflict with summer vacations and RAGBRAI. We have already confirmed several exciting speakers including attorneys from the Iowa Innocence Project, a Homeland Security ICE agent and a very entertaining and experienced PI from Mississippi who is a frequent contributor to PI magazine. We are waiting to confirm a representative from Iowa Cold Cases, the state's first and foremost repository of Iowa's unsolved murders and persons missing under mysterious circumstances and the Iowa Division of Criminal Investigations (DCI), who would take us from beginning to end of a high profile homicide in Iowa. Watch your email for monthly conference updates.

Dan Conroy sent a survey out to all members last fall in an effort to see how we can improve our organization and assist our members. 10 non-board members replied to the survey. We are working to implement their suggestions and requests. If you did not have the opportunity to submit your survey responses, you can always discuss any ideas or thoughts you may have with your Regional Director.

One of the proposals members who responded to the survey supported was attending networking lunches with other PIs in their respective regional areas. Travis Stout, Regional Director of the SE area, organized a networking lunch with SE area PIs in Coralville on March 14, 2016. Members in the SE area were invited to attend and bring along any other PIs they know in the area that may be interested in joining IAPI. Thanks to Travis for putting this together and for those members who supported his efforts and attended. I'm sure it was a great connection opportunity.

A networking lunch is also being organized in Cedar Rapids for the NE area members and anyone else would like to attend on Friday April 8, 2016. More details will be sent to members in that area soon. This will follow our board meeting being held at the Per Mar office in Cedar Rapids that morning and all are welcome to join us.

One of the best ways to grow your business is to become involved in our association; Going to the annual conference, attending networking lunches in your regional area, coordinating with your Regional Director to hear an interesting speaker or lecturer in your area (and receiving CEU's for doing so), mentoring a new PI or recruiting someone to join IAPI are all easy ways to jump in and be part of an organization that will benefit you and strengthen your business contacts.

I can honestly say that being on the IAPI board has been the best business decision I have ever made.

"Why not go out on a limb? Isn't that where the fruit is?"-Mark Twain

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The IAPI Newsletter is published quarterly by the Iowa Association of Private Investigators. Please make checks payable to IAPI and send all inquires, articles and related informational materials to: Jeff Marlin, Editor, IAPI Newsletter, PO Box 11183, Cedar Rapids, IA 52410 or email jmarlin@marlinsspecialinvestigations.com

How to Be an Insurance Fraud Investigator (Without Selling Your Soul)

A veteran insurance investigator explains how to work as a subcontractor without being exploited, bullied, and starved out by the big national PI firms.

In my [previous article](#), I wrote about how difficult it can be to work for insurance companies and the nationwide PI firms that conduct their insurance fraud investigations. I wanted to share some of what I've learned (the hard way) from my years as a subcontractor/vendor and, hopefully, save you some headaches.

That said, it's important to remember that insurance fraud costs us all [\\$80 billion a year](#) in this country. Somebody has to investigate these cases. The illustrious Mark Gillespie of Texas told me to do work I was passionate about and make a difference. So despite some tough times for me in the SIU field, I've always loved the work and will always find a way to make a living doing it.

If you choose to try your hand at subcontracting as an insurance investigator, here are a few tips for avoiding the worst of the difficulties I faced when I entered the field:

Learn the terms up front.

Before signing paperwork with any PI firm or management companies, ask about their payment turnaround times and terms. Make sure they know that you expect to be paid within a certain amount of time, such as *upon submission of your invoice*.

If they tell you that their payment schedule doesn't work that way, proceed as you see fit. Either way, at least you'll know what to expect — *before* you send investigators into the field.

Background check the company.

If you are unsure about the firm, ask other PIs about them. This is a small industry. Most of us know which companies are the worst offenders, and there are many. I think I may know them all.

Be ethical and professional. And if possible, be licensed.

If you're not licensed, or if you're not licensed properly (unable to accept work through your license on your own) in that particular state, or if you have no business insurance, do not accept the case. Get the proper licensure and obtain insurance.

If you live in a state like mine that has [NO licensing](#), push for it, as I am attempting to do. Trust me: Those big firms do *not* want the non-licensed states to obtain PI licensure laws.

Also, get a license in one or more neighboring states. Currently, I am licensed in Louisiana, Alabama and Florida. If you have something in your background that prohibits you from obtaining a PI license in most states (such as a criminal history), you need to find another profession.

None of us are saints — I don't even come close. But eventually, even in Mississippi, every state will require some sort of license for private investigators. Although I am no fan of over-regulation, states like Mississippi that have no PI regulation whatsoever are asking for trouble.

No poaching.

Do not try to steal another company's clients. I know it's frustrating when you're indirectly working for the insurance company anyway, whether they know it or not. You may be able to do it better, faster, and much cheaper. But do not try to get to them through the company you are subbing for.

I tried that trick early in my career, and I was wrong to do it. Believe me: You do not want to build a client list that way. Eventually (we can only hope), the insurance companies will figure out what is going on, and you will get your shot at them. Be patient.

Read before you sign.

Do not sign these companies' subcontractor agreements without reading them carefully and including your own terms of payment. Look for their report and video submission requirements as well. You may be in for a surprise.

Be clear about your payment terms.

Always include your terms of payment on your invoice, and be sure to mention a late fee in your terms.

Annoy the accountants.

If payment is overdue, send out past due notices frequently via e-mail, regular mail, fax, etc. Eventually, you may have to call and speak with accounting. You may have to send a demand letter. Remember: "The squeaky wheel usually gets the grease." Eventually, you may need to fire late-paying clients if this becomes a persistent problem. Also, keep in mind that pestering clients may cause them to fire *you*.

It's a tricky balance to manage, especially if you're just getting started and desperate for work. We've all been there. But you can't let a big, impersonal company's accounting department delay you into bankruptcy. Be polite, but be persistent.

Manage payroll with care.

You might consider a credit line or a factoring company to help with your payroll. Most of the factoring companies I spoke with require that your company bill out at least \$20,000 – \$50,000 per month. Again, ask other PIs about these companies before using them. I have been dissatisfied in my talks with these organizations in the past, but honestly, I have never used them. Be careful: Do not go into debt if you can help it!

Stand your ground.

Stand up for your procedures, terms and especially, your rates! Speak to other PIs if needed. Do not cave to these ridiculous requirements and fee requests from bigger companies. I understand that we all may have to bend a little, and I get that they have overhead, too. But come on!

Unite!

Follow the leaders and the best minds in our industry, such as Kelly Riddle, Mark Gillespie, Jim Casteel and Tim O'Rourke, just to name a few. Join your state's PI associations as well as other international and national PI associations. I am a member of several: the International Intelligence Network, the National Association of Licensed Investigators, the National Association of Investigative Specialists, the Association of Christian Investigators, the Council of (PI) Association Leaders, the Mississippi Professional Investigators Association, the Alabama Private Investigators Association, the Florida Association of Licensed Investigators and the Louisiana Private Investigators Association.

I also read *Pursuit Magazine* and various private investigations blogs. Try to stay on top of the latest trends in the industry. Stick together and spread the word!

Educate your clients.

The most important thing we can do is inform the insurance companies, their attorneys, and other PIs about this industry and its problems. They have to know what is really happening out here in the field. If we (the subs) refuse to accept the kinds of cases I described, the big national firms are going to have to send someone to the area in question. Sure, they often do that, but it costs them more money and cuts into their profits — which is why they try to hire you directly, if they can, at a much lower hourly rate than what a subcontractor or vendor would make.

Currently, there are several large PI firms advertising for investigators in Jackson, Mississippi. Although some insurance companies may prefer to deal with a “one stop shop” (i.e., a national company or management company), many are learning that in some areas of the country, they have to turn to smaller, regional companies for some of their work. It’s happening more and more in my coverage areas.

Spread the word. It appears to be working.

The Takeaway

These days, my company performs SIU/claims work directly for insurance companies or their attorneys. We also perform surveillance and legal investigations for insurance companies, individuals, and attorneys. We stay busy — and with a much better-quality clientele.

Past due invoices are rarely a problem for us anymore. When payment becomes a problem, I stop working for that client. I have replaced that lost time with marketing to better clients and educating people — specifically private investigators and claims personnel at insurance companies — about our industry.

Don’t get me wrong: There are some good national-level PI companies out there, companies that treat their smaller subcontractors fairly, but they are few and far between. Some of those good larger companies are particular about how they use subcontractors, which is fine with me.

If you do accept subcontracting work, make them pay you a decent rate and in a timely manner.

Keep in mind that the problem with many of these very large companies is that they are very large. They are machines. Turnover is high. They probably won’t fire you; more likely, they’ll simply wear you out, run you into the ground, use and abuse you until you quit.

That said, I realize that we all have to start somewhere. Other PIs can suggest ethical companies that you may want to contact. As I mentioned, this word-of-mouth intel from your colleagues is why your membership in PI associations is so helpful.

The bottom line: If you do accept subcontracting work, and I still do from time to time with companies that I like, make them pay you a decent rate and in a timely manner. Do not accept poor wages, bad conditions, or late payments. If you do so, you not only harm yourself and your investigators, but you harm all of us.

Let’s force the industry to change together. Stay on top of your profession. Stay happy, healthy and stress-free—as much as you can, anyway. Best of luck to all of you.

About the Author

Richard A. Brooks has specialized in insurance fraud investigations in the Southeast for almost 15 years. In 2006, he founded [Richard Brooks Investigations](#), a Jackson, MS firm with satellite offices near Mobile, AL and Ft. Lauderdale, FL. He is the immediate past president of the Mississippi Professional Investigators Association, the state director for the Mississippi Chapter of the Association of Christian Investigators, and a member of many other international, national and state PI associations. Before becoming a PI, Brooks was an active duty military and civilian law enforcement officer for approximately 10 years. He has also testified as an expert in general police procedures.

Private Investigators and Honeytrapping

Is honeytrapping an effective way to test the loyalty of your partner? Susanna Speier investigates.

Although it has been associated with everything from [espionage](#) to gold digging, Urban Dictionary's #1 definition of "[honey trap](#)" is a scenario "where a woman pays another woman to flirt with her boyfriends to see if he flirts back, a way to check if her boyfriend is faithful."

While determining whether or not a partner is *capable* of infidelity may be less common than an actual infidelity investigation, there are PI firms, domestic as well as abroad, that make both services available to customers willing to pay.

According to Ryan Ross, principal investigator of [Ross Investigators](#) and founder of [Fidelity Temptations](#), a client can be "anyone who isn't sure they can trust a romantic partner who has promised to be faithful." [Disclosure: I am a freelance journalist and content writer, and Ross Investigators is one of my clients.]

Fidelity Temptations will "customize proposals for each of our clients, containing per-day rates for the deployment of agents and hourly rates for travel, writing reports and preparing other work-product such as DVDs, plus reimbursements for travel and other expenses. Retainers are required. The minimum retainer is \$1,200."

There are less expensive options if you don't have robust financial resources at your disposal, however. [A Daily Mail online article](#) by Emily Hodgkin describes an online service that a Surrey (UK) pharmacist provides in her spare time through the service [Cheatingrat.com](#). For £20 a week, a pharmacist named Amy Wade flirts online with your subject. "*Honeys* never meet rats in person or speak to them on the phone," according to Hodgkin.

"Instincts only go so far. When someone is trying to determine whether a promise can be relied on, they should have the option of testing it — confidentially." —Ryan Ross

Honeytraps aren't only for men. Richard Martinez, a UK-based investigator and founder of the Expedite Detective Agency on the outskirts of Croydon, provides a service retained by men as well as women to test their partners' fidelity (or lack thereof): the service sends someone to a physical location to "flirt with (their) partner and offer them their phone number, usually in a bar, to discover the likelihood of them cheating." And [according to a 2008 Reuters article, Martinez has even deployed himself as a honey targeting female subjects](#).

Martinez also offers more traditional surveillance assignments targeting individuals suspected of having affairs. A [New Statesman article](#) published last month about the service quotes Martinez as saying "nine times out of ten his (marital investigation clients) were correct to worry."

To detractors who feel that honeytrapping is essentially entrapment, Martinez says he only deploys a decoy when a client already suspects a partner of cheating. He operates according to certain "rules of engagement" — the decoy shouldn't push too aggressively, no physical contact is allowed, and the target can't be intoxicated.

Martinez contends that his service can provide the assurance some people may need in order to move forward with a marriage or engagement.

“Instincts only go so far,” adds Ryan Ross. “When someone is trying to determine whether a promise can be relied on, they should have the option of testing it – confidentially.”

Honeytraps may offer peace of mind to folks who aren't certain of a partner's loyalty. But can a honey-trap assist a divorce lawyer in an infidelity case? “Divorce laws vary state to state,” explains [Karen Covy](#), a divorce lawyer, educator and mediator, and [author](#) of *When Happily Ever After Ends*. But in many states, proof of infidelity plays little or no role in the case. “Every state has ‘irreconcilable differences’ as grounds for divorce,” she says, “and you don't have to prove infidelity anywhere to get a divorce.”

Covy points out that in all her years of practice she has never heard of a divorce attorney using a honey-trapping service, since evidence of an affair doesn't really affect alimony settlements.

“If you took your paramour on a trip to Fiji for \$10,000, and that was marital money, theoretically you have to put that \$10,000 back in the pot and divide it up.” She explained. “So that's how infidelity can have an effect on money in Illinois.”

About the Author:

Susanna Speier is a blogger for [Ross Investigators](#) of Denver, Colorado, which provides investigation services for attorneys and citizens, conducts workplace investigations for [businesses](#), deploys undercover operatives for [competitive business intelligence investigations](#), and uses [sexy decoys](#) for fidelity investigations. Follow them on [Twitter](#) and [Facebook](#).

IAPI would like to welcome new member

Kenneth Fox

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Interview Skills: Connecting With Your Subject

How investigators and journalists can use their communication skills to conduct brilliant interviews

I interview people for magazines and radio. My husband Hal, the executive editor of *PursuitMag*, interviews witnesses in civil and criminal cases. The skills are essentially the same: It's our job to convince people to tell us things.

Our aims and biases may be different — Hal's goal is to clear his client (or at least to offer a strong defense); mine is to tell a compelling story that will make people want to turn the page or turn up the radio. But ultimately, our ends are the same: We want to construct as true and complete a story as possible, no matter how inconvenient the facts may be. We want to understand who did what, and why.

Becoming a great interviewer isn't difficult, especially if you're naturally good at talking to people. But even if you're by nature shy or taciturn, there are several techniques for connecting with folks. Faking it may work occasionally, but the real secret is to show an interest in others — and mean it.

That, of course, requires energy. You can't phone it in. But if you do the advance work and remember that interviewing is a performance of sorts (one that requires practice), you can set yourself up for a brilliant interview most every time. Here's how:

Do your homework.

A couple of years ago, I interviewed [Diana Henriques](#), the [author of an acclaimed biography](#) of Bernie Madoff. She surprised me at the end of the hour-long phone call by saying, "Thank you for being so prepared." Lots of people, she said, interview her without reading her book beforehand.

By the time Madoff agreed to talk to Henriques, she had done an immense amount of research. After all, she was planning to interview a masterful liar, and she needed to know as much about him as possible. "That allowed me to go to that interview with a very clear idea of what the document record was, what other witnesses had said, what had emerged in the various lawsuits, and so forth, to confront him," she told me. (And of course, the more information she had, the more likely she'd be to catch him in a contradiction.)

Imagine how embarrassing it would have been for me to interview Henriques, an extremely diligent researcher, without bothering to read her book first?

You may not be writing a book on your subject, and you may not have a year to study his entire life story. But you *can* use the time you have to learn about his world — where he grew up, what kind of work he does, anything he may have published or posted. That research will not only help you compose questions and structure your conversation; it will feed your fascination with this person and his life. And genuine fascination is the best interviewing fuel there is.

Of course, there's also this simple fact: Sometimes, people lie, and more often, they misremember. If you have the facts on hand, you're essentially fact-checking in real time.

Ask interesting questions.

Some of your questions will be simple and fact-based, to get timelines and details nailed down. But if you want people to explore their feelings and motivations in a profound way, you'll need to write profound questions.

Terry Gross, the storied host of NPR's interview program "Fresh Air," is famous for asking questions like these: "You started writing memoirs before our culture got as confessional as it's become," Terry Gross asked the memoirist Mary Karr (quoted in a [NY Times profile of Gross](#)). "So has that affected your standards of what is meant to be written about and what is meant to maintain silence about? 'Sometimes, people don't fully know their own motives. An excellent interviewer may even, at times, help a subject learn something about himself. If the interviewee pauses at some point and says, "Wow, I'd never really thought about it that way. Let me think about that," then you can declare the interview a success.

Wait for it.

I find that people often say the most profound things as an aside, as if they've just decided at the last moment to tell me something. Maybe they don't realize it's important, or they're not sure whether I've earned the right to know it.

There's a great moment in the movie "Spotlight" where an attorney tells a journalist that the Church's cover-up of clergy sexual abuse is more systemic than anyone realizes. He's been trying to tell the world this story for years, and no one listened. "You don't know the half of it," he shrugs in frustration.

"What's the half of it?" the reporter says. "Tell me the half of it, Mitch." He waits. The attorney gives him a long look, seems to decide something, then reveals a piece of information that blows the investigation wide open: A key piece of evidence against the Church, it turns out, is available as public record.

The reporter runs to the courthouse. He has his story.

Let pauses stand. *Especially* if there's an uncomfortable or emotion-filled pause — DO NOT interrupt it or try to fill it. Not even to comfort the person. Sit quietly and let him get through the moment. Whatever he says next may be something you won't want to miss.

Find your curiosity — *and* your empathy.

Let's face it: Some people are easier to like than others. When you sit down with someone, it doesn't take long to discover whether there's any real affinity there.

Even if you wouldn't enjoy talking with this person at a bar, you *can* connect with him in an interview. An interview is *not* a normal conversation. It's not an equal give-and-take; it's one-sided, because you are the one conducting the music. You don't have to like the person to find something in common with him.

You could be talking to a famous conman or a murderer, but there is *always* something human and relatable in that person, even if you despise what he's done. Maybe he was once a little boy who loved baseball cards, just like you. Travel back to that time with him, then take him through his life story, to the point where your paths diverged. Try to understand why he made such different choices. Try to imagine what it must have been like for him.

An interview, as distinguished from an interrogation, is a choreographed performance designed to make your subject feel as if you are just two people talking. “You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you,” Dale Carnegie famously wrote.

That’s the secret: Compassion and curiosity create connection. Sure — to a degree, it’s a manipulation. You’re showing interest in someone to make him feel good, to convince him to share his story. But if your interviewee feels that you are genuinely trying to understand him, he may be more willing to speak openly with you.

Sincerity works best. I’ve found that I’m capable of finding something fascinating and likable in just about anyone. And I genuinely enjoy hearing about their lives.

As the famous interviewer and journalist Studs Terkel wrote in his memoir, “What I bring to the interview is respect. The person recognizes that you respect them because you’re listening. Because you’re listening, they feel good about talking to you.”

You are not important.

Remember: This interview is not about you. When you slip into your interviewer persona, leave your ego at home. Showing off what you know does not make for a good interview. In fact, sometimes ignorance can be useful. “I don’t understand. Explain it to me like I’m in 4th grade,” is a great way to get an expert to describe something complex in simple language. And it makes people feel smart, which helps to get them talking freely — to *explain it to you*, the confused person who has asked for their help.

Your interview persona is not you, exactly. It’s a more curious, less judgmental version of you. You may also decide to tone down your “you-ness” a bit and subtly mirror the interviewee’s body language and speaking style, to put him at ease. I also consider my wardrobe pretty carefully for interviews. If I’m going to a law office, I wear a suit jacket. If I interview a musician, I’ll probably wear jeans. These tactics not only reassure the interviewee that I’m not so different from them; they also seem to, in part, reassure *me* of the same.

Summary

Asking questions is easy; listening is harder. But with practice, you can become a great interviewer, a skill that will serve you well in work and in life. The bottom line: It’s a privilege to hear people’s stories.

“Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience,” said Robert McKee, who has written extensively about storytelling and writing. “They are the currency of human contact.”

A Street Education: The Chase

How to Find People:

Whether you're skip tracing or serving papers, you can't rely on the Internet to do all the work for you.

There are many reasons a private investigator may need to find someone. Nowadays, a people search often begins on the computer. But private investigators cannot overlook the fact that we have to hit the streets from time to time—to locate missing persons, interview witnesses, serve subpoenas, and find information that exists in the streets, not online.

When I was a rookie patrol officer, I found that serving arrest warrants not only kept me busy, but it was exciting. It was not uncommon for me to track down and arrest three or four people during any twelve hour shift. (My record was six.) I thought I was just extremely lucky to have that kind of success, but over time I started to wonder if it wasn't just luck.

I think part of my success came from determination. I set goals and decided that I would not give up until I had found the person. It was never about making an arrest, but the excitement that came with accomplishing something difficult. There are no words that can explain the exhilaration one feels after you see someone you've just spent several days searching for.

Step One: Log On

So how did I do it? I started off by doing a little research on my target. I would look up the most recent and last few addresses, their employer, and criminal history—I wanted to know what I was getting into.

Step Two: Log Off and Start Knocking

I would first check the most recent address—in person. If they weren't there, hopefully there was someone else there I could talk to. I found that talking to people provided me with the best information. An ex-girlfriend/boyfriend, roommate, family, and neighbors are all great resources.

Never overlook a landlord. I once spent an entire shift searching for a murder suspect. I went to several different addresses, and met his family and friends, but it was talking to a landlord at the first address that later paid off.

The first address had been at an apartment complex. I stopped in at the leasing office and talked with one of the property managers. She had no information on him, but asked for my phone number in case she saw him. Later that evening she called me. She found out the suspect had a brother who worked at Taco Bell, and the suspect would pick him up from work every night in a green mini-van.

I would like to say it worked out, but the suspect turned himself in before I could follow up with that lead. I like to think he gave in to the pressure I had been putting on him all day.

A lot of landlords won't talk to you for privacy reasons, but many will, especially if they don't like their tenant very much.

Step Three: Knock on More Doors

If the first house didn't provide any results I went on to the next. What I found out about checking addresses is that at least one usually had a family member living there. Another thing I found out is that people often gave out a false address that was near their real address. Usually it was the same street, but with a different house number.

If no one at the house knows your target, then knock on the neighbors' doors. If you have a street number of 119 then check out 191.

Step Four: Try Transparency

Another technique I sometimes used was calling the target, telling him/her what was going on, and explaining that it wasn't going away. I then asked if we could meet on their schedule. Most of the time, people were happy they had some control over the situation, and they would set a day and time to meet.

Final Thoughts

I realize that people feel more inclined to talk with a police officer than a private investigator, but there are a few things you can do to set yourself up for a successful conversation:

- Dress Professionally
- Be Polite and Respectful
- Never be Confrontational
- Hand them a business card right away (unless, of course, you are using a pretext).

And as a final thought: You can also use some elicitation interview techniques. I would sometimes talk as if I knew the target a little, and say something like, "Did he ever get that job at the ABC Factory?" The person you are talking to might respond with, "No, he is still working at Frank's Auto Shop." You just never know until you try.

About the Author:

Christopher Borba owns [Emissary Investigative Services](#), a Roanoke, Virginia investigative agency specializing in due diligence, corporate investigations, and executive background profiles. He served as an infantry paratrooper with the U.S. Army in Kosovo and Afghanistan. He also worked as a patrol officer and a detective with the Fayetteville, NC police department.

Defining Ethical Behavior for Investigators

by Bruce Holmes

All would agree that being an ethical private investigator is important. It is critically important to the individual private investigator, and to the profession overall. Simply stated, ethics is a system of moral principles. Others say ethical behavior is "Doing the right thing all of the time." Unfortunately, what is a moral principle for one person, or the "the right thing", is not the same for another in the same situation. Private investigators are no different. Each define ethical behavior slightly different from another. Some argue that defining ethical behavior as a private investigator can be tricky. It is really simple.

The baseline for defining ethical behavior starts with following the law. "It is important for private investigators to understand federal and state laws in order to make sure they are not breaking them."¹ Following the law is a great start. Identifying moral principles, that further define ethical behavior are critical to being an ethical, private investigator.

Honesty

Honesty is being forthright, having integrity in all business dealings and actions. Taking improper shortcuts, or misrepresenting the facts is never considered honest, ethical behavior.

Truthfulness

If you say it, write it, or otherwise, utter it, it must be truthful. In other words it must be a fact. A fact is something that is proven.

While honesty and truthfulness are co-dependent, they are different. Consider a private investigator that observes the husband, a target of an infidelity investigation, in a bar at the same time he observes the suspected girlfriend. They don't sit together nor do they ever speak to each other. The investigator writes in the report, "Investigator observed both the husband and the suspected girlfriend at Johnny's Bar." The statement is truthful, but not honest. The honest statement is, "Both husband and suspected girlfriend were observed inside Johnny's Bar. Neither was observed in contact with the other."

Integrity

Consistently exhibiting strong moral principles. The key word is consistently. Honesty and truthfulness are a part of having integrity. Integrity means more. In simple terms, having integrity is being honest, truthful, *doing the right thing* consistently all of the time, even when no one will know any different. For example; your research for a case took 30 minutes. When recording your billable hours you charge for one hour. Chances are no one will confront you, or be able to disprove your claim. Having integrity is reporting it as 30 minutes.

Being ethical in all that you do is really simple, so why do so many fall into unethical behaviors? There are a few pitfalls to avoid:

- "Everybody else does it!" - This is not an entirely accurate statement. Maybe you know a few who would violate ethical standards. This is no excuse. Remember the age old question asked by parents, "If everyone else jumped off the cliff would you?"
- "I didn't have another choice!" - You always have an ethical choice, and if there is no ethical way to accomplish something, then don't.
- "I didn't know it was against the law!" - You are a professional private investigator. You are expected to know the laws.
- "That's the way I've always done it!" - Just because you have been unethical in the past and didn't get caught, that doesn't make it ethical the fifth or the one hundredth time you do it.

A simple way to determine if an action you are contemplating is ethical is to apply the "Reality Show Test". Consider you are the star of a reality show and every thing you do is recorded, then broadcast for everyone to see. Ask yourself, "Would I do it differently if everyone could see me?" If the answer is "No", then continue. If the answer is "Yes, you would do it differently", then reconsider your next steps. Still not sure? Then consider other alternatives, or talk it over with a colleague you know to be ethical.

Being honest, truthful, and having integrity in all that you do will ensure you are taking the ethical path. Being an ethical private investigator increases your professionalism, builds your reputation in a positive way, and ensures you are providing your clients with the best services possible. Consider your reputation as an investment. You must build on it every day and not risk throwing it away with one unethical act.

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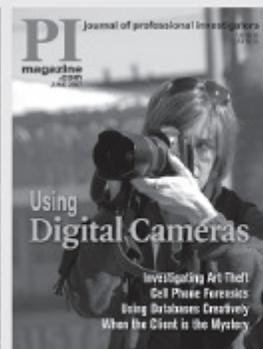
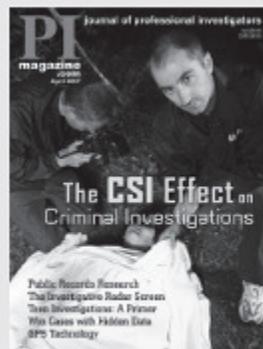
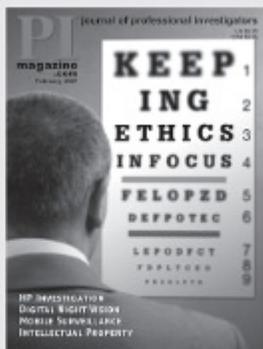
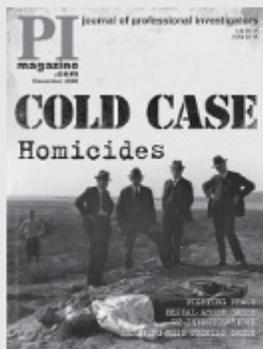
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