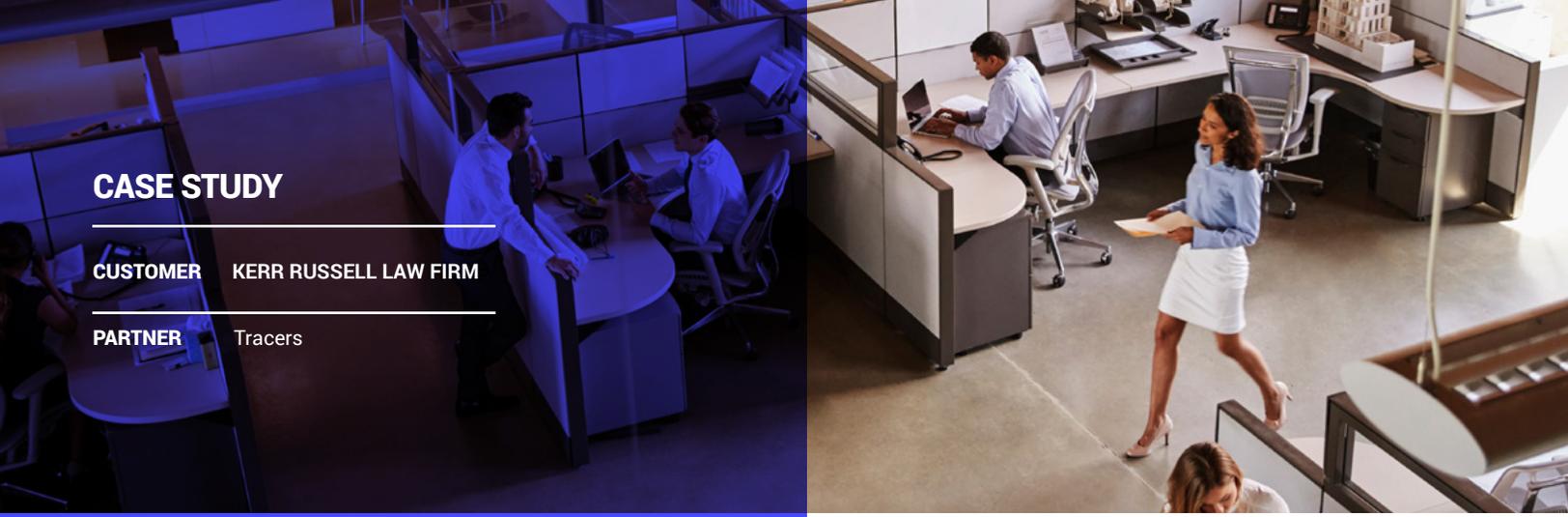


Tracers' Comprehensive Person Reports Serves Kerr Russell Law Firm's Many Needs

“ One of the biggest differences between Tracers and [other providers] is the personally identifiable information that Tracers provides.

-JANICE HARMON, Kerr Russell Paralegal





CASE STUDY

CUSTOMER KERR RUSSELL LAW FIRM

PARTNER Tracers



Background

For 150 years, Kerr Russell has been committed to providing excellent legal advice and support for Michigan businesses, and that commitment to excellence extends to how they choose their research tools. Janice Harmon, a Kerr Russell paralegal, has consistently used Tracers to conduct skip tracing and asset searches for 15 years.

Experienced at assets searches, Ms. Harmon knows banks require a variety of personally identifiable information, and she has discovered Tracers is the only tool that provides her with the information she needs to work efficiently.

Tracers Benefit: Comprehensive Person Report

Tracers' Comprehensive Person Report drills deep into national public data. The Person Report is a treasure trove of information for Kerr Russell paralegals and associates when they are conducting a variety of people searches.

Ms. Harmon noted that each section of the Comprehensive Person Report serves a different purpose in her work.

"I like Tracers' Comprehensive Person Report because it gives you a single complete report and I don't have to create a series of individual searches," Ms. Harmon said.

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“I use Tracers for vehicle ownership and registrations. When we have a specific VIN number, I am able to research its ownership records,” Ms. Harmon said. “We can also use Tracers to conduct asset searches of vehicle ownership to determine how many vehicles a party may own.”

Tracers Benefit: VIN Number Research

When handling cases that require assets searches, Janice uses Tracers to research VIN numbers to identify who owns a vehicle, or how many vehicles a person owns.

Tracers Benefit: Easy To Learn

At Kerr Russell, it is a requirement for everyone to learn and use Tracers. Presently, 10 paralegals and associates use Tracers, and every new associate and paralegal is required to learn

how to conduct research using Tracers upon joining the firm. When it comes to training new associates and paralegals, Janice says Tracers is easier than anyone expects.

Once Kerr Russell attorneys and paralegals have a good grasp of Tracers’ basics, they are free to explore how the search tools can serve their needs - from simple people searches to asset queries. And, best of all, when users run into difficulties with a search or have questions about how to use the tool, Tracers offers one-on-one demos and ongoing white-glove support.

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“Training on Tracers doesn’t take long,” Janice said. “I typically conduct a general overview, provide a login and touch on the types of data that are available. Tracers is self-explanatory and user-friendly, so, I really do not need to spend a lot of time on training.”

When operating a law firm with many attorneys and legal support staff, it is important that you have efficient research products. For a law firm like Kerr Russell, which provides legal services across a variety of practice areas, using a research platform that can be leveraged to find a wide array of information saves time and money.

With almost 50 attorneys and 30 in staff, Kerr Russell serves clients throughout the state of Michigan from its two in-state offices and an office in China. Experienced in a wide variety of practice areas, Kerr Russell is committed to providing high-quality, sophisticated service to businesses and individuals

About Tracers

Tracers Information Specialists, Inc. is a premier solution provider that has supplied companies with the data and intelligence needed to conduct business in the information age since 1996. With our robust data, powerful search technology, and nimble, innovative processes, we deliver access to billions of public records and proprietary data sources to qualified organizations across multiple industries.