



How Law Firms are Leveraging Advanced People Search Data to Get Results

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of Lex Tech Review

PRODUCT REVIEW



Tracers

LEXtech
review



Law firms have long used public records search data to find persons of interest, witnesses, defendants and debtors, even to research potential jurors or businesses. For some practice areas, search needs have expanded to include social media profiles, both current and historical. In a recent interview with the team at Tracers, they shared how law firms are applying the advanced search capabilities of Tracers to everyday casework.

With a growing number of law firms seeking out cost-effective access to public records, asset records and detailed person search history, the recently updated Tracers platform is providing exactly what attorneys are looking for — and so much more.

Basic People Search

Contact information, residence and verifiable addresses are not always disclosed or readily available to the law firm when a new case or project comes in. Tracers databases are continuously updated to provide the most relevant contact information and address history for a party. Most commonly used by debt collection attorneys, there are also several use cases in the areas of business law, real estate, family law, immigration and more.

All Tracers searches will return that include both exact name matches as well as any aliases found. Further refine results by location, Social Security number, phone number or other piece of unique

information. Tracers will then display the top five most recent addresses which, if clicked, will show the Google street view. A full history of all the recorded addresses is available by selecting "all addresses."

If there is a reason to reach out to friends or family members of the person of interest, Tracers displays all related family members and spouses with indicators of the relationship and other information. A diamond is displayed next to a name if that person is a possible husband, wife or partner; while first-degree relatives' records can be expanded to access phone, social, address and other information to track down "couch surfers."

Beyond the Basics - Tracers Comprehensive Report

The practice of law involves uncovering facts and finding information that is needed. Traditionally, lawyers would work with bail bondsmen or private investigators to track down the location of a witness or a criminal. However, there are several other scenarios where public records or social media information can be applied — such as insurance defense, collections work, immigration or trial jury selection — trends that Tracers users are proving to be true, repeatedly.

Typically, Tracers users begin their search by using the a la carte search options but, over time, they often move to ordering the full comprehensive report. That report is uniquely helpful because it searches a deep set of records nationwide.


**Tracers**

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(4) Emails

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(27) Addresses

(50) Relatives

(24) Associates

(27) Neighbors






(0) Birth Records

(1) Divorce Records

(1) Marriage Records


Assets Section

(3) Assessor Records

Welcome John (john.demo@tracersinfo.com)!     

Customer Service: 1-877-723-2689 [Contact Us](#)

COMPREHENSIVE PERSON REPORT

**Mr John Paul Doe Jr**
REFERENCE TAG: SmithVsWilson-19
DOB: 11/25/1977 41 Years Old

SSN: XXX-XX-1234
Issued: 1987 in NY

Other Observed Names
John Doe Jr
John P Doe
Paul Doe

Other DOB'S
None Found






Other SSN's
None Found

Person ID
G55725168215984115

(4) Email Addresses
johnpdoe557@email.com
jpd-nyc-ny8290@gmail.com
jpd-nyc-ny8291@email.com

Provides multiple search results from a People Search plus searches of asset information, business data, court records, license data, and criminal and arrest records

Tracers

Welcome Sam (sam.smith.29114@demomail.com)!     

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People SearchesAsset SearchesPublic ReportsPhonesDatabase SearchesCourt RecordsLicensesDelayed Searches

Domestic People SearchesBirth RecordsDeath RecordsDivorce RecordsMarriage RecordsCOVID-19 DataLive Credit RecordsSocial Media Records

Search Criteria

Print Output OptionsFeedback

29 results found6 profiles found6 photos found5 relatives found5 phone #'s found5 websites found5 usernames found5 emails found

9 LOCATIONS FOUND

Garden City, NY, USA

New York City, NY, USA

Brooklyn, NY, USA

Cocoa Bay, OR, USA

Portland, OR, USA

Bandon, OR, USA

Eugene, OR, USA

Seaside, OR, USA

5 RELATIVE(S) FOUND

Lauren James

Kim James

Barry James

Steven James

Brenna James

5 PHONE NUMBER(S) FOUND

+1 516 555 5238

+1 516 555 5238

+1 516 555 5238

+1 516 555 5238

+1 516 555 5238

5 EMAIL(S)

rj1286@gmail.com

rikjame19467@gmail.com

rjamnyc01934@gmail.com

democp78534@gmail.com

rjncity55t4

6 PROFILE(S)

LinkedInRobert James

FacebookRob James

InstagramRobert James

TwitterRobert James

YoutubeRobert James

SoundcloudRobert James

Social Media Report

We could do an entire demo on the use of the social media search capability of Tracers. In one seamless report, all current and active and inactive social media profiles can be found. This is a tool that has been used for both finding a person of interest and also to document social media activity for use in litigation.

All reports can be exported into the file format of your choice: PDF, Word, or Excel. A law firm's logo can be added and sensitive information can be masked, such as Social Security numbers, before sharing the document in court or with a client.

Repeat, Delayed or Ongoing Searches

The Tracers ID assigned to each contact record can be used to run a search again at any time. Delayed searches can be set up to pull ongoing information on the status of a party. For ongoing searches, all previously searched contacts are saved using the Tracers ID in the law firm's account history. The most common uses are for social media reports, because a user's profile is often disabled and then re-enabled, or locations are changed, providing ongoing evidence of activity that can be used in litigation.


Track and Bill Individual Records Search Costs

Every search is assigned a Reference Tag which is a great option when going back to search again, or to expand to include records or send to bookkeeping for billing.

World Class Customer Service

The search process can be a bit daunting for first-time users because the platform provides different information than traditional legal research tools. Tracers eases this learning curve by offering one-on-one demos and ongoing white-glove support. With over twenty-three years of experience in advanced public records and people searching, their expertise and customer centered approach is unique.

To give you an example of how committed Tracers is to helping their law firm clients get results, every morning the support team receives a report of searches that garnered zero results. Tracers then proactively reaches out to those users to offer assistance. There are few things more rare than proactivity on the part of a provider!



Account Dashboard

Users

Payment Methods

Account Invoices

Account Statement

Search History

John demo@jensenparkerlaw.com

Customer Service: 1-877-723-2689

Contact Us

Jensen Parker Law (123-456-78910)

Search History Summary

Selected User(s)

Q All Users

Date Range

05/01/2019 12:00 AM - 05/31/2019 11:00 PM

Retrieve History

Download History

Output PDF

When conducting a search, type whatever you want in the Reference Tag field (e.g your own case number /name, etc.) so you can easily track for your own billing/invoicing purposes.

Show Totals by Product Summary

Search History (Current Charges: \$63.00)

Vs Williams 15648

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Executed On	Executed By	Product(s)	Reference Tag	Search Parameters	No Hit Fee Total	Hit Fee Total
5/31/2019 5:25 PM	Gary B	Premium People Search	Smith Vs Williams 15648	SSN: XXX-XX-XXXX	\$X.XX	\$X.XX
5/31/2019 3:45 PM	Sandy H	Possible Relatives Report	Smith Vs Williams 15648	First Name: Jerry Middle Name: Po Last Name: Paulsin DOB: 08/28/1977 SSN: XXX-XX-XXXX	\$X.XX	\$X.XX
5/31/2019 1:38 PM	Jodi S	All Criminal Records	Smith Vs Williams 15648	SSN: XXX-XX-XXXX	\$X.XX	\$X.XX
5/31/2019 9:02 AM	Gary B	Criminal Records	Smith Vs Williams 15648	SSN: XXX-XX-XXXX Criminal Category: Criminal	\$X.XX	\$X.XX
5/30/2019 4:56 PM	Krystal M	Premium People Search	Smith Vs Williams 15648	SSN: XXX-XX-XXXX	\$X.XX	\$X.XX
5/29/2019 12:09 PM	Krystal M	Premium People Search	Smith Vs Williams 15648	SSN: XXX-XX-XXXX	\$X.XX	\$X.XX
5/29/2019 11:12 AM	Jodi S	Vehicle Ownership	Smith Vs Williams 15648	City, State or Zip: Carmel State: IN License Plate: 0183KB Purpose: Litigation/Pre-Litigation	\$X.XX	\$X.XX
5/28/2019 1:24 PM	Kevin T	Premium People Search	Smith Vs Williams 15648	SSN: XXX-XX-XXXX	\$X.XX	\$X.XX
5/24/2019 8:09 AM	Larry W	Social Media Records	Smith Vs Williams 15648	First Name: John Last Name: Simpson Email: JohnSimpX52.west@gmail.com	\$X.XX	\$X.XX


Advanced Account and User Management

As records searches are often specific to work done for one particular client or case, account management is more advanced within Tracers than in most traditional search platforms. The following management options give law firm administrators the ability to prevent the misuse of search functionality for personal purposes.

Permissions can be tracked and restricted by user or IP address. A user's search history can be reviewed at any time to spot-check their work or to restrict users from "types of search" by practice group or staff level. Accounts can be managed by restricting each account to only be able to search for specific data types.

Track and Bill Reporting Costs Specific to Project or Matter

Within Tracers' search history log, users can produce a statement of report costs specific to a client or matter. Administrators can use the same search history to monitor the firm's spend and usage and compare comprehensive searches versus individual records searched over time, thus determining the most cost-effective process possible.

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[Users](#)
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[Account Invoices](#)
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[Search History](#)

Jensen Parker Law (123-456-78910)

Jensen Parker Law

Customer Balance Detail

As of Wednesday, Jul 3rd 2019

[View as PDF](#)

Date: 7/3/2019
Date Range: Select Date Range

Type	Date	Num	Account	New Charges	Payments	Adjustments	Balance
Jensen Parker Law							
Invoice	7/1/2019 12:00:00 AM	542	Accounts Receivable	\$682.00	\$0.00	\$0.00	\$682.00
Invoice	6/1/2019 12:00:00 AM	598	Accounts Receivable	\$625.00	(\$625.00)	\$0.00	\$0.00
Invoice	5/1/2019 12:00:00 AM	622	Accounts Receivable	\$751.00	(\$751.00)	\$0.00	\$0.00
Invoice	4/1/2019 12:00:00 AM	718	Accounts Receivable	\$789.00	(\$789.00)	\$0.00	\$0.00
Invoice	3/1/2019 12:00:00 AM	1002	Accounts Receivable	\$1,382.00	(\$1,382.00)	\$0.00	\$0.00
Invoice	2/1/2019 12:00:00 AM	511	Accounts Receivable	\$650.00	(\$650.00)	\$0.00	\$0.00
Invoice	1/1/2019 12:00:00 AM	635	Accounts Receivable	\$702.00	(\$702.00)	\$0.00	\$0.00
Invoice	12/1/2019 12:00:00 AM	513	Accounts Receivable	\$509.00	(\$509.00)	\$0.00	\$0.00
Invoice	11/1/2019 12:00:00 AM	501	Accounts Receivable	\$514.00	(\$514.00)	\$0.00	\$0.00
Invoice	10/1/2019 12:00:00 AM	886	Accounts Receivable	\$942.00	(\$942.00)	\$0.00	\$0.00
Invoice	9/1/2019 12:00:00 AM	921	Accounts Receivable	\$967.00	(\$967.00)	\$0.00	\$0.00
Invoice	8/1/2019 12:00:00 AM	548	Accounts Receivable	\$573.00	(\$573.00)	\$0.00	\$0.00
Invoice	7/1/2019 12:00:00 AM	671	Accounts Receivable	\$691.00	(\$691.00)	\$0.00	\$0.00
Jensen Parker Law				\$682.00			\$682.00

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The service does not constitute a "consumer reporting agency" as is defined in the Fair Credit Reporting Act ("FCRA") and the Data does not constitute "consumer reports" as defined in the FCRA. Accordingly, the Data may not be used as a factor in determining eligibility for credit, insurance, employment or another purpose in which a consumer report may be used under the FCRA.

Who Is Permitted to Use Tracers?

As you can imagine, the type of data provided is heavily regulated ... and should be. When an attorney requests access to the Tracers platform, there is a validation process that is listed below. After approval, the designated staff are invited to begin the onboarding process.

1. The attorney is an active bar member "in good standing"
2. The law firm is registered with the state as an LLC or partnership

Advanced Account Security and Administration

Once the law firm has been approved as a Tracers client, each user must be validated and created within the account. First, each staff member is validated using a photo ID. Second, an IP address is matched to the staff member's account.

By restricting a user's access by IP address, the law firm can then set usage hours and location to ensure that the staff member is not able to conduct unauthorized searches from home or outside of the office. Even the account owner, or managing partner, is unable to overstep these boundaries unless they notify the Tracers customer service team. No international use is authorized unless it is pre-approved before the travel dates and registered with the Tracers client support team. These procedures protect both the law firm and the public from abuse of the people search data.



In Summary

With only a handful of options for public records data available to attorneys, Tracers stands above the rest by offering exemplary service, seamless search tools and transparent pricing. Attorneys will find that working with Tracers is akin to a partnership — not just a per-search transactional relationship.



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To learn more about Tracers, or schedule a demo visit www.tracers.com