

Think Globally...Act Locally

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Last weekend I was walking through a farmer's market. Walking by stalls of farmers who had come from as far away as Stockton and Modesto to sell their produce, I thought about all the Mom and Pop shops of the world that are being edged out by the Big Box stores.

Believe it or not, the small grocery store is not the only Mom and Pop. Small businesses are everywhere. We are often seduced by the "bigness" of an operation thinking that bigger is better. Well a potato is a potato no matter where it comes from.....but I digress.

Just because a company is bigger does not mean it is always better. Example: small investigation firms have all the same bells and whistles as large companies. But the advantages of the small local firm can far outweigh the large national company.

A local California firm knows the lay of the land because they have been working here for a number a years. It really helps during the course of a Sub Rosa when the investigator knows that in a few blocks the Claimant will have access to a freeway and the gap between them needs to close, that parallel streets are one-way, or the location of a medical appointment has 3-4 entrances with multiple parking options and might require the use of a second investigator instead of risking the possibility of losing the subject.

Local investigators are more accessible. I am aware of two out-of-state firms that schedule assignments weeks down the road so they can work as many cases in a particular area as possible. Then they will bring in a team of investigators, sometimes from outside the state, spending several days migrating from one area to another in order to fulfill authorized time.

Utilizing local talent increases your chances for success. If you poll your local investigators you will likely find that, unbeknownst to you, on a regular basis, more surveillance time is put into your assignments than what is reflected in the service invoice. We call checking on assignments beyond the authorized time "fishing". Sometimes we get lucky and sometimes we don't, but what a great feeling when we do.

Think about it – we have twenty-four hours in a day, seven days in a week, and fifty two weeks in year to choose when to use the 2-Day Sub Rosa assignment you have given. Consequently, we might drive by a Claimant's residence on the way to Safeway or the mall, or sit down the street for a couple of hours in between appointments. There have been countless occasions over the years where we have obtained good footage long after the original assignment had ended.

We can also split up the time allotted, returning to the surveillance site at various times.

Investigation Panels are always a good idea. The panel provides an opportunity to compare the depth and expertise of agencies. Working with several companies (large and small), helps to weed out firms that are not providing good service.

Finally, there is another reason to look at using local companies. Supporting businesses that are located in California is a good investment in your community.

Buy locally, it's better and stimulates our local economy.

Enjoy the Holiday Season.....