

EXCALIBUR

News & Updates from Merlin Information Services

Summer 2008

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The "Third Source" Credit Header is Back!
by Mike Dores, President

Among the most valuable sources of skiptracing information are credit header files from various credit bureaus. These files include the identifying information at the top of a credit report, typically the subject's name, AKA's, current and previous addresses (and the dates these addresses were reported), phone numbers and a Social Security number. Credit header information does not include any financial information about the subject. Even so, access to credit header files is restricted by federal law to qualifying businesses.

You may have already noticed some significant improvements to *Link to America*™ and *Link to America Pro* results due to this new credit header data that we are calling the "Third Source". This credit bureau's data is recognized throughout our industry as the very best credit header data for skiptracing. Merlin has been working very hard to gain access to this file on your behalf, and is pleased to include the "Third Source" data in both *Link to America* products and as a standalone credit header search.

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Product Focus: Reverse Phone Number Lookup

New Data Source - more hits and new phone information!

If you have a cellular, unlisted or listed phone number and want to know the address and/or name associated with that number, Merlin's [Reverse Phone Number Lookup](#) is the search tool for you!

This unique database provides access to a high percentage of U.S. residential and business phone numbers. A minimum of 65 million households with unlisted numbers and now over 60% of all cellular numbers are included. In addition to a name and address associated with a phone number, you will receive a reverse search on the address for any additional phone listings at that address.

With the new data source, Merlin's [Reverse Phone Number Lookup](#) database now contains an exclusive "ported from" field. If your subject kept a phone number after changing phone service providers, we can tell you the original and current provider, which is important if you have to subpoena phone records. No other data provider has this information, and statistics show that over 30% of current cell phone numbers have been ported.

For a free demonstration of the [Reverse Phone Number Lookup](#) database, or any Merlin product, contact a sales representative at 800-367-6646 or sales@merlindata.com.

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Tips to Better Searching

What's the best way to verify that an address is current in a [Link to America](#) search? More often than not, the record with the most recent "First Date Reported" is the record with the most likely current address. While this may not be the current address of your subject, it is the best place to start your verification efforts.

There are three standard ways to verify an address: call the phone number that rings at the address; call a neighbor, apartment manager or landlord; or send a request to the Post Office for a forwarding address.

You should also look at bolded records in your Results List. A record is bolded when there is a current phone listing for someone with the same last name as the subject at the reported address.

Remember that no database knows where your subject is - the information in online databases simply provides clues.

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Introducing Merlin's Customer Referral Program - Win a Laptop Computer!

Merlin is pleased to introduce a program to reward customers who refer new business to us. Since many of our new accounts are referred by existing customers, we created a system to thank you for recommending our services and helping Merlin grow. Now, for each company you refer to us that signs up with Merlin within 60 days, we'll enter your name into a drawing to win a great prize - there's no limit to how many entries into the drawing you can earn.

As a bonus, each new customer that you refer will receive a 50% discount to Merlin's online seminar, "Effective Use of Public Record for Skiptracing", a \$50 value!

Call or e-mail a Merlin sales representative today to refer your colleagues and enter to win a laptop computer - our first drawing will be held in December -- just in time for the holidays!

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Meet the Sales Team!



[Debbie Spaulding](#)
National Sales Consultant

Debbie has been with Merlin since 2002 and is responsible for new sales and customer retention. Debbie is committed to excellent customer service and making sure the "Merlin Experience" is a great one. After taking a one year hiatus, Debbie is back and now represents Merlin at industry trade shows and training seminars.

Debbie is a native Montanan, enjoys hiking, boating on Flathead Lake and spending time with family and friends.

[Julie Helmer](#)
Account Sales Consultant

Julie wears two hats in the Sales Department. She works with new and current Merlin customers to ensure they are satisfied and have the information they need to be successful; Julie also works with real estate professionals, introducing them to [MerlinPropertyInfo.com](#). A background in real estate makes her especially knowledgeable in the tools that will help real estate professionals excel.



Julie has been with Merlin for 8 months and enjoys the camaraderie of the sales staff and the flexibility of working at Merlin.

Julie is an avid photographer, and enjoys hiking, biking and camping with her family in nearby Glacier National Park and the Jewel Basin.



Amy Farrell
National Sales Representative

Amy's primary responsibility is the Merlin Reseller Program, working with resellers to determine products for resale and XML integration support. Cathy Taylor of APScreen said this about Amy, "I had to let you know how very helpful Amy is, as well as always friendly when I call multiple times. She is knowledgeable and always prompt in getting back to me with a critical answer. I wish I had 100 Amys on my team. She's a benefit to your company." And we agree!

Amy has been at Merlin for 9 years. She is a valuable resource who knows Merlin products well, though she admits that she enjoys the challenge of learning new things.

In her spare time, Amy enjoys spending time with her daughter, playing softball, and working in her yard.

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Upcoming Trade Shows and Conferences

Merlin will be at the following trade shows and conferences. Please stop by our booth and meet the Merlin team!

September 7-10, 2008

IASIU (International Association of Special Investigative Units) Annual Conference
Atlanta, GA

September 15-18, 2008

ASIS International, 54th Annual Seminar and Exhibits
Atlanta, GA

September 21-24, 2008

CAC (California Association of Collectors) Annual Convention and Expo
Santa Rosa, CA

October 10-12, 2008

CALSPRO (California Association of Legal Support Professionals) Annual Conference
San Diego, CA

October 11-12, 2008

CAJP (California Association of Judgment Professionals)
San Jose, CA

October 17-18, 2008

IMARC (Investigators of Mid-America Regional Conference)
Kansas City, KS

November 7-10, 2008

National Association of Realtors, Realtors Conference & Expo
Orlando, FL

November 13-16, 2008

PICA (Professional Investigators of California)
Oxnard, CA

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Community Support and Involvement

Giving back to the community in which we live and work is a core value at Merlin and one that is fully embraced.

For nearly 20 years, Merlin Accounting Department employee Violet Henderson and her husband Gale have been actively involved with the Shriners of North America and the children who benefit from the compassionate and generous care offered by that organization. Recently, the Shrine Circus came to Kalispell, MT and enjoyed its most successful performance in 10 years. Merlin matched dollar for dollar the cost of each ticket purchased by an employee. Every animal ride, concession, or purchase contributes 25% to the local Flathead Valley Shrine Club. At this time, there are 170 children from the Flathead Valley who are being treated at various Shriners' Hospitals throughout the United States.

Shriners are dedicated to providing pediatric orthopedic specialty care, innovative research and outstanding teaching programs at 22 hospitals throughout North America. For more information about Shriners, visit www.shrinershq.org.

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Merlin Contributes to NCISS Legislative Fund

Merlin is pleased to have made a financial contribution to the National Council of Investigation & Security Services (NCISS) Legislative Fund.

NCISS works on behalf of security professionals and private investigators across the nation to pursue legislative goals, secure continued access to critical data, and keep a finger on the legislative pulse. The Legislative Fund is used exclusively for lobbyist payment and reimbursement of NCISS member expenses incurred when traveling to the capital.

Merlin founder and private investigator Mike Dores said "The work that NCISS does for our industry is unparalleled. Our interests are promoted through the relationships NCISS cultivates with legislators, legislative staffers and representatives of other governmental agencies. Merlin is pleased to support this effort."

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The "Third Source" Credit Header is Back! - continued

More than any other credit header source, this new data adds more unique SSNs to [Link to America](#) plus a much higher percentage of dates of birth and consumer reported phone numbers. We actually added three versions of the Third Source file -- the file with current information is updated monthly, plus we've included two historical versions with valuable data going back to the early 1980s.

Best of all, pricing for both [Link to America](#) and [Link to America Pro](#) remains the same. The Pro version includes two more historical credit header sources than [Link to America](#), plus a free Phone and Address Report for each address returned. These reports include current and historical phone listings, neighbors and possible geographic relatives. You may also search the standalone version of the "Third Source" credit header file for a new low price of only \$2, which includes data from all three Third Source files.

We hope you find this new data to be valuable in your research, and will agree that this is just one more good reason to choose Merlin!

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Introducing: [MerlinPropertyInfo.com](#)

After providing online data for over 17 years, Merlin has added a specially designed website to fulfill the data needs of the real estate professional.

[MerlinPropertyInfo.com](#) offers access to Merlin databases most relevant to the real estate professional. For as little as \$99/month, find accurate addresses, phone numbers and property information, including national assessor and recorder data.

Merlin CEO Keith Brown said, "Sometimes Google and other free online data just isn't enough, especially in today's tough real estate market. [MerlinPropertyInfo.com](#) was created as a cost-effective resource so real estate professionals can find the information vital to their business."

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Your opinion is important to us! If you have comments or questions about this newsletter, please send them to newsletter@merlindata.com.

[Click here to establish a Merlin Online account](#)