



**Licensing Your Business**  
All State Investigations, Group LLP

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All State Investigations, Group LLP

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**X. How do I get an exclusive territory?**

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All territories are divided by counties in each state. A minimum territory consists of 500,000 person population. You will have the opportunity to purchase a territory as large as you want it to be. We recommend your agent's travel time to be no longer than 30 to 45 minutes to the furthest point of the territory.

Several territories can be purchased at the same time. Each territory will have an associate with a licensed investigator. A state licensed investigator can handle several associates simultaneously.

Applicants who desire to form partnership relationships with other applicants and purchase "blocks" of territories, may do so.

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**XI. Joining the Team**

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You will meet with one of our Senior Consultants. Together, you can choose which territory is best suited for you. You will then be assigned to meet with several licensed investigators to join with you as a partner for your new company. A deposit will be accepted to secure your territory simultaneous with the signing of our License Agreement.

If you require financing, our financing consultant will be on hand to discuss obtaining financing for your new venture.

You will then begin dealing with the headquarters for advice with the registration of your company's name, office, advertising and set-up.

There will be a mandatory three-day intense training program that will be held at a specified time and place. Thereafter our headquarters will always be available for on-going support, training and administrative functions.



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## I. Background of Company

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All State Investigations, Inc. takes great pride to introduce to you a unique business opportunity. But first, let's take a look at how we became the only detective agency to specialize in Matrimonial Investigations nationwide.

Mr. Anthony DeLorenzo, CEO of All State Investigations, is a former Private Investigator and a seasoned executive for the past twenty-eight years. At twenty-five years old, Mr. DeLorenzo took his family operated detective agency, the DeLorenzo Detective Agency and expanded the company throughout the Tri - State area. In the 1950's, Anthony's father, Mr. Rocco DeLorenzo, Sr., was the first detective to specialize in "pulling a raid" on an unsuspecting cheating couple. He would bust down a hotel room door and snap a picture of the adulterous couple in the act. In the late 1960's Rocco DeLorenzo was an important instrumental source for changing the laws for adultery. The law now reads to prove adultery you must show Inclination and Opportunity.

Once his father retired, Anthony DeLorenzo continued the expansion from New Jersey & New York, to the East Coast, and now across the U.S. His endless enthusiasm and foresight stood strong for the next 20 years. Mr. DeLorenzo sought after and found the niche that the public needed. He expanded his concept in the market place and invented the "Infidelity Wheel."

Today with his partner Dawn Ricci, who is currently President and a Licensed Private Investigator for All State Investigations, they created and developed an incredible business that specializes in a field which no one previously dared to expose. Cheating Spouses; if you had one, you know it is the most hurtful, degrading, and embarrassing situation to live with.

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## IX. A Day in the Life of PI Business Ownership

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### A. Dealing with New Clients

1. Office Hours 8:00 am to 10:00 pm, 7 days a week
2. All calls to your cell phone when out of the office
3. Interviewing and meeting clients
4. Getting a retainer: Advance payment in full
5. Set up surveillance
6. Order background searches with headquarters
7. Give clients daily updates
8. Sell to clients additional services to finalize investigations
9. Final reports and billing
10. Closing the file

### B. Marketing and Advertising

1. Headquarters will provide all national advertising
2. Associates are to locally market themselves by:
  - a. Join Community Organizations to promote business
  - b. Local mailings to other professionals who would refer services
  - c. Send press releases of your "unique" services to local T.V. stations newspapers, radio stations, magazines, etc.
  - d. Statewide Internet advertising; b/uy at a discount
  - e. Yellow Page / Phone Directory Advertising

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### VIII. Marketing and Advertising Campaigns

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All State Investigations has the number one national advertising buy with America Online, Superpages.com, Overture.com, Google.com, and Yahoo.com. If you were to search for an investigator under these keywords: Investigator, Detective, Private Detective, Private Investigator, or Private Investigation, our company would appear in the top three listings.

Mr. DeLorenzo and his staff of experts have made appearances on some of the most popular television shows; Oprah, Geraldo, Sally, Montel, CBS News, Eyewitness News, 20/20, Hardcopy, Inside Edition, BBC and many more. Mr. DeLorenzo also promotes All State Investigations by being interviewed on hundreds of radio stations worldwide. All State has been featured in both local and national newspapers and magazines.

Presently, Mr. DeLorenzo and Ms. Ricci have produced their own reality television show called "The Messenger." Mr. DeLorenzo stars as himself and catches a cheating spouse who then sends a message to him/her while caught on tape. This hilarious, yet informative show is set to air Winter 2004. Of course, we are using this to our advantage. Do you realize how much media exposure All State Investigations Group, LLP will receive? We will increase market share and continue to be the choice detective agency in the U.S.

In the past, women were the most common clientele to hire an investigator. They would usually convey their deepest emotions and find nowhere else to turn for help. The partners developed a three volume self-help video set and then wrote their first book, "28 Tell-Tale Signs of a Cheating Spouse" to help these victims.

They founded the Infidelity Network; a network for group therapy meetings. Members were introduced to other professionals such as lawyers, doctors, psychiatrists, all there to help them with their marital problems. Then Infidelity.com was developed to help victims of infidelity. As we all know now, the Internet was the dawning of new age technology, which created a gateway to help expand our services throughout the world without leaving our desk!

With almost 50 years of experience, All State Investigations has an outstanding reputation for prompt, professional, accurate and dependable service. Combined with national recognition as the preferred investigative agency of the U.S., All State Investigations is retained most often by the *Fellows of the American Academy of Matrimonial Lawyers*. We have earned our respect, success and accomplishments, by providing our clients with outstanding confidential professional services.

Today, we are the forerunner and model by which other detective agencies are judged; our vision is to build a national organization of independently owned and operated investigative/detective agencies under the umbrella of our newly formed organization, **All State Investigations Group, LLP**. This is a career path for qualified individuals to own and operate their business, be self-employed, market their skills and services, work with prominent people and be part of an exciting and highly regarded industry.

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## II. Types of Investigations & Descriptions

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Throughout America, divorce and infidelity run rampant. Statistics show marriages end in divorce a staggering 70% of the time. The topic of infidelity is a very difficult and private matter to our clients, but it can be a very lucrative topic of business for you.

Matrimonial Investigations are the root for several categories for which an investigator is hired. Here we have a list of the most common:

**Infidelity** - Busting down a motel room door and snapping a picture of two naked people in bed, was the only admissible proof in the 1960's. Times have radically changed. Today you just have to prove Inclination & Opportunity. Inclination is when you observe two people together holding hands and showing some kind of affection. Opportunity is when they are observed entering through a motel room door, condo, apartment, residence, even a car, anywhere adultery can be committed.

**Divorce** – When a couple start divorce proceedings, usually the attorney will need to have some information or leverage before going to court. Perhaps, their client will benefit by conducting an asset search, or getting a background on a spouse's cash business, or claims that they are unemployed.

**Cohabitation** – In most divorce cases, the husband is responsible to pay for all of the ex-wife's living expenses; house, car, alimony, etc. If the wife decides that she wants her new lover to live in her residence or rents to a roommate, she has changed her financial circumstances on the terms of the alimony agreement.

**Cohabitation with Children Present** – The courts priority is a child's welfare. Even in these modern times, the court frowns upon a single parent having a stay over or a non-family member living in the residence with the child. The investigator must prove that the ex-spouse is having a relationship and acting as husband and wife.

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## VI. How Does Licensing Work?

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1. Licensee pays an initial fee.
2. Licensee furnishes all capital.
3. Licensee assumes full financial and operational responsibility for running their own business.
4. Licensee pays a continuing royalty.
5. Licensee buys products and background searches from Licensor.
6. Licensor allows Licensee to use trademark.
7. Licensor trains Licensee to run the business.
8. Licensor assists Licensee with start-up of the business and obtaining PI State License.
9. Licensor provides continuous ongoing support. Licensor handles all national advertising and liability / professional insurance.

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## VII. Advantages to owning a licensed business

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Affiliation with and member of a private national network  
"Be your own boss"  
Work part time or full time  
Choice to work from home or office location  
No previous experience necessary  
Established total concept  
Trademark  
Proven system of operation  
Lower risk  
Financial and accounting systems  
Initial training  
On going support and consulting  
National Advertising & Marketing programs  
Techniques to sell your services  
Assistance in financing  
Planning and forecasting  
Need less start-up capital  
Save money by eliminating trial and error

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## V. Why Is All State Investigations Group, LLP Granting Licenses?

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1. **Lack of Personnel.** Since expanding throughout the U.S., we have discovered that there are many detective agencies that do not have the same professional ethics and standards that we do. In order to continue our expansion successfully, we decided that we would teach qualified people to run their own detective agencies and become part of our network for the support that we require.

2. **Need to expand at a faster pace.** An expansion and undertaking such as this is impossible to do single-handedly. With our 50 years of experience behind us and with a qualified person to run new offices, we would be able to expand immediately.

3. **Reduce risk.** We eliminate risks of trial and error with a company that has a successfully proven system developed by us and part of our network.

4. **Market Penetration.** Statistics show that 70% of marriages end up in divorce. There are millions of couples who live together outside of marriage as well as gay and lesbian couples. Infidelity doesn't discriminate.

**Child Custody** – A parent of the children wants to fight for custody in their divorce case. Many times the court will automatically award the children to the Mother. However, sometimes that is not the best situation for the children. You need to prove that the parent is unfit to raise the children. Other investigations that stem from this heading are **Child Abuse & Neglect, Parental Drug & Alcohol Abuse.**

**Alimony Reduction** – In a divorce, usually the ex-husband is ordered to pay the wife Alimony. Alimony Reduction is requested when there is a change in life's circumstance. Many years ago, when Divorce Laws were passed, Alimony Reduction was used only for a change in financial circumstances. For example, the husband lost his job. While "change in circumstance" still hold in courts today, it is also added that if the ex-wife cohabitated with someone else, that she would forfeit her Alimony.

**Background Investigations** - There are various forms of background investigations; Pre-Marital, Internet Dating, Employment Profile and Verification, Criminal Search, Marriage & Divorce Search, Judgments, Liens & Bankruptcy, Phone Searches; all of which are performed by our own in-house resource and Background Department.

**Internet Investigations** – We lead the industry with our internet monitoring software. Your client can purchase this easy to install software in order to monitor a spouse's activities or to protect kids and teens from meeting possible predators. The software sells peace-of-mind.

**Decoy** - Decoys are used in covert operations. These agents are "good-looking", friendly people, male or female, who test the faithfulness of a spouse.

**Insurance Fraud Investigations** - This type of investigation helps insurance companies and large corporations uncover persons claiming false injuries and who receive disability compensation.

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### III. Benefits of Becoming an Associate

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- Alliance with a national company having 50 years of experience and well known as the industry leader
- You are independently owned and operated
- Work full time and part time
- Assistance with the set-up of a home office or location
- Have the potential to open in 30 days
- Restricted exclusive Territories
- Co-op and in-house advertising with all other Members
- National advertising campaign, marketing strategies & web page design
- 3-Day Intense Training Program
- Assistance with License and Bonding
- Assistance in choosing a name for your company and structuring your business
- Hourly professional fees with a minimum of \$40 per hour to a high of \$95 per hour
- Assistance in hiring experienced Investigators
- Obtaining case referrals for new cases
- List of all Members to refer cases
- Access to our private Resource & Background Dept.
- Becoming a part of our national Private Investigation network
- Financing as little as \$350 per month to get started
- On-going support
- Worldwide travel

“We have a never-ending source of clients!”

Anthony DeLorenzo Founder

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### IV. Granting of Licensing

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At a Board of Directors' Meeting in August 2003 it was agreed that ALL STATE INVESTIGATIONS, INC. d/b/a All State Investigations, would apply for a trademark and grant to a new entity, All State Investigations Group, LLP has the exclusive right to License to 3rd party individuals the use of the corporate name, trademark, all corporate investigation and security resources, etc. to others for the specific purpose of doing private investigations, in accordance with stipulated provisions and regulations as set forth by the Licensing Corporation's (Grantor) Directors and By-laws.

#### *Provisions for the continuation of the Grant*

1. Parties: All State Investigations Inc. will always maintain 100% ownership of all intellectual property, trademarks, business confidential records, documents, contracts, vendor lists, industry affiliations and trade secrets. Through an exclusive Grant, All State Investigations Group, LLP becomes the Licensor. Qualified Third Parties who agree to the provisions of the License Agreement become Licensees.

2. Conditions: Licensee must be monitored by the Licensor as to proper use of the license and payments of all royalties, advertising, insurance and training fees. It is understood that all applicants who desire to become a licensee might not be suitable or able to qualify. The LLP agrees to and must indemnify and hold the Corporation harmless from any litigation that is derived from licensing activities. Proper insurance must be in force to accomplish this. The LLP also agrees to have each licensee carry proper insurance and to indemnify the Corporation.

3. Relationship: All State Investigations will build its foundation with a network and private affiliation of recognized Licensees committed to the professional practice as Licensed Private Investigators.