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## The Retriever

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March 2008

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### Crimcheck.com named 2008 NEO Success Award Winner

Crimcheck.com is proud to have been named a 2008 NEO Success Award winner by *Inside Business* magazine. The awards luncheon was held at Executive Caterers at Landerhaven on March 11th where keynote speaker, Bob Shearer, President of Shearer Foods, spoke to the group about the region's success. Since 1994, the NEO Success Awards recognize Northeast Ohio's top public, private, and emerging companies by revenue and sales growth.

The Northeast Ohio Success Awards began because the business community wanted to showcase the breadth and depth of business success in the region, a region which encompasses 17 counties.

Ted L. Moss, CPP, President, and CEO of Crimcheck.com states that "Winning this award may be the most personally satisfying accolade I have ever received. Having lived in northeast Ohio my entire life, I am proud to have our corporate headquarters based in Berea, Ohio and plan a long, successful tenure here for our corporation."



Ted Moss (President)  
and Bob Cicerchi (VP Sales)



Lauren Nieberding (Investigative  
Consultant) and Nicole Shury  
(Customer Support Services)

## Crimcheck.com partners with Mahogane Management



Crimcheck.com is proud to announce our partnership with Mahogane Management as their preferred vendor for pre-employment screening services. Mahogane Management is a human resource business process outsourcing and consulting organization which specializes in the design and execution of solutions to assist small and large size organizations in maximizing company efficiency through the innovative and progressive delivery of solutions to human resource challenges and issues.

Mahogane Management solutions include:





- ◆ Small Business Management
- ◆ Talent Management Solutions (RPO)
- ◆ HR Consulting Services

### Our partnerships:



## Did you know? Online ordering is as easy as 1,2,3

**Crimcheck.com offers online ordering via our secure screening portal. Visit our online demo at [www.crimcheck.com/demo](http://www.crimcheck.com/demo)**

|   |   |  |
|---|---|--|
| <div style="display: flex; flex-direction: column; align-items: center;"> <div style="margin-bottom: 10px;">  <p>Order Online</p> <p>— or —</p>  <p>Fax Your Order</p> </div> <div style="margin-bottom: 10px;"> <p><b>1 Select Services &amp; Place Order</b></p> <p><b>Criminal Checks</b><br/>Misdemeanors<br/>Felonies<br/>Federal Offenses</p> <p><b>Data Checks</b><br/>Social Security Traces<br/>Motor Vehicle Reports<br/>Pre-Employment Credit</p> <p><b>Reference Checks</b><br/>Employment Verification<br/>Educational Verification<br/>Personal &amp; Professional Reference Checks</p> </div> </div> | <div style="display: flex; flex-direction: column; align-items: center;"> <p><b>2 An Investigative Consultant is Assigned</b></p> <p>Once your order is received, an investigative consultant gathers, reviews and verifies information.</p>  </div> | <div style="display: flex; flex-direction: column; align-items: center;"> <p><b>3 A Report is Generated and Distributed</b></p> <p>Your order is completed in a timely manner and posted to a client portal on the Crimcheck.com™ website or delivered via fax or email.</p>  </div> |
|---|---|--|

## Crimcheck.com growing again

*Please join us in welcoming the newest member to our team:*

We are proud to announce that Bob Cicerchi has joined Crimcheck.com as Vice President of Sales. Bob came to Crimcheck.com from various prior companies including Bay Capital Corporation and Enron. Bob lives in the Cleveland area with his wife and two teenage children.

In the near future, Bob may be visiting your location in order to introduce himself. Please join us in welcoming him to the Crimcheck.com team.



[www.Crimcheck.com](http://www.Crimcheck.com)

One Berea Commons  
Suite 209  
Berea, Ohio 44017

Phone: 877-99CHECK  
877-992-4325  
Fax: 877-992-4727  
[setup@crimcheck.com](mailto:setup@crimcheck.com)

Pre-employment screening can seem like an endless maze of compliance issues. Let Crimcheck.com be your compliance experts.



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*Expertise Made Easy*

[Need Resources?](#)

[Links to the FCRA, ADA and much more can be found on our web-site.](#)

[Click here for our employer resources](#)

## Crimcheck.com in the news:

Crimcheck President Ted L. Moss was recently featured in the following article appearing in the March 2008 issue of *Inside Business* magazine. Inside Business magazine covers the Northeast Ohio region providing business resources and articles and is a focal source of news for business interests in northeast Ohio.

### InsideBusiness

Issue Date: March 2008 Issue, Posted On: 2/28/2008

#### Changing of the Times

CrimCheck founder Ted Moss has kept his company growing by adjusting his business strategy to coincide with industry changes.

Kyle Swenson  
[swenson@inside-business.com](mailto:swenson@inside-business.com)



Eric Mull

For CrimCheck's Ted Moss, it was the leap onto the Internet that revolutionized his business plan, and he hasn't looked back since. "Almost all of our growth has been from Internet growth," says Moss, the company's founder and president. "We've really evolved and changed dramatically from where we started."

In 1991, Moss began CrimCheck to provide investigative and security consulting services to businesses. With the help of his brother, a basement phone line and \$100, Moss got out his name by making cold calls to area companies, slowly but surely building a sizable

business.

But the advent of the Internet changed how Moss' company operated. "Our main marketing thrust was word of mouth and the Yellow Pages," he recalls. "But around '97 or '98, just as the Internet started to become a viable marketing venue, we started to see a real decline."

When his employees recommended the company set up a Web site to attract potential business, Moss was skeptical. "I thought the Internet was a fad," Moss laughs. "Good thing I was outvoted."

After setting up CrimCheck online, Moss quickly saw an opportunity. He realized the company could leverage the speed of the Internet to conduct faster and more efficient background checks — previously an important aspect of the business, but not its main focus. But the company's willingness to adapt its business strategy paid off.

"We divested ourselves really of any of the investigative services around 2000 and started focusing only on background screening with a small amount of investigative services — sort of a value-added service for our customers," Moss says.

Today, CrimCheck is almost entirely Web based. With three Internet sites and 25 employees operating from its Berea headquarters, the company has seen its sales grow into the \$1 million-to-\$4 million revenue category. And because CrimCheck took its business online relatively early, the company now has a strategic advantage over the competition.

"We were lucky to get in at such a time because search engine rankings, the algorithms Google uses for example, are such that they're based on how long you've been on the Web," he says.

CrimCheck.com, the company's main site, offers business-to-business background checks. Two additional sites, [www.easybackgroundchecks.com](http://www.easybackgroundchecks.com) and [www.investigationsamerica.com](http://www.investigationsamerica.com), offer business-to-consumer background checks and high-end consulting services, respectively.

Moss continues to keep his business up to date to weather any dramatic shifts in the industry from year to year. "The industry has really gone from providers having expertise in law enforcement and security to providers having expertise in human resource disciplines," Moss says. "A lot of competitors dropped out, people who couldn't stay abreast of technology."

Today, the company is working to assemble a sales team to expand business. With a struggling economy, Moss says employers are even more careful about their hires and more likely to want thorough background checks. "In this time, you have to be sure you're hiring the right people."

