

Craig Brazeman, LPI, CPS

Of Profiles Investigations

The old adage states, "Nothing is constant but change." And it is often that life's changes create opportunity. Which may have been what Craig Brazeman was thinking when he redesigned Profiles' business model after the housing market crashed in 2008.

While many people were using risky mortgages during this housing bubble of the 2000's to buy homes they could not afford, Profiles was transforming itself from a general investigations firm that specialized in domestic and insurance surveillance into a one-stop-shop to assist financial institutions in their pursuits to deal with squatters, return possession of real property in default, and to assist with the collection of property-related judgments.

After changing Profiles' platform, Brazeman continued to focus on life's changing environment and reimagined how Profiles could keep up with evolving times. While working every assignment as thoroughly and efficiently as possible, Profiles spent time and resources focusing on expanding its name recognition. In 2009, Brazeman accepted the role of host on the television show, "Private Eyes - Atlanta." This role continued for three years, which helped provide an opportunity for the public to see the positive impact private detectives could have while assisting people caught up in the legal process.

In 2013, Brazeman became a Certified Process Server recognized by both the State of Georgia Administrative Office of the Courts and the Georgia Sheriff's Association. This certification allowed Brazeman to further his process serving efforts. Since then, Profiles has significantly expanded its service area and now covers a wide area including nine Georgia counties, in addition to contracting with additional process servers to serve a nationwide footprint.

Realizing Profiles had Private Detectives and Process Servers throughout Georgia, Brazeman sought a more efficient way to utilize his team's "boots on the ground." In 2014, Profiles began accepting pro bono cases to seek and serve process on respondents for the most vulnerable of petitioners. Having started with lingering and more difficult cases, Brazeman's service accomplishments soon led to his receiving the "Hero" and "Difference Maker" awards from the Atlanta Volunteer Lawyers Foundation for his diligent work in the field on behalf of non-profit organizations. These awards helped Brazeman solidify Profiles' name and reputation within the Georgia legal market. Brazeman continues to promote Profiles and the agency's continued efforts to help victims no matter what their situation. To date, Brazeman alone has sought and served over 800 litigants to ensure legal justice is achieved for victims of domestic violence.

The arrival of COVID-19 in 2020 brought further change to the entire world, including the business and housing markets in the U.S. As the result of COVID's drastic effect on household income and the fear of spreading the virus, the Federal Government's moratorium on evictions for non-payment of rent was introduced in legislation nationwide. Unfortunately, many of Profiles' clients were immediately adversely impacted by this moratorium.



However, more than a year after the arrival of COVID, the floodgates opened. When the Federal moratorium was lifted, it was discovered that thousands of Georgia properties were being occupied by people who didn't have a lease or other legitimate right to occupy the property. Brazeman watched as scammers alike found ways to illegally house tenants, and he pivoted to focus Profiles' business on helping property owners retake control of their properties in the wake of the unstable housing environment which, with the assistance of increasing social issues highlighted by the media, had been thrust into the forefront.

With Brazeman at the helm, Profiles has become a collaboration by a network of many Private Detectives and Private Process Servers. With support staff and an attorney on call, Profiles has expanded throughout Georgia and has excelled in utilizing investigative databases from a varied network of resources to further identify and locate case subjects.

"I woke up one day with an overwhelming desire to give back," said Brazeman. "And when I opened Profiles' doors to more pro bono assignments, opportunity also walked in." At the request of a friend who worked for a local, non-profit animal rights organization, Brazeman was offered the task of locating and recovering two French bulldogs that had been stolen during a robbery from a veterinary hospital. Within days, Brazeman had found one of the stolen dogs being sold from the trunk of a car at a gas station. Several weeks later, Brazeman recovered the second bulldog at a dog show out of state in Miami, Florida. Both stolen dogs were safely returned to their rightful owners.

Brazeman's relentless investigation and excellent result led to his story being posted throughout several social media sites. Soon thereafter, Brazeman was called upon to investigate nearly a dozen more pro bono cases involving stolen dogs, which led to additional requests to assist with the recovery of stolen vehicles. Brazeman found himself being interviewed about current events in the news, and Brazeman soon became a contributor to Fox News, The Atlanta Journal-Constitution, and has been interviewed by and quoted in Time Magazine. Profiles' reputation and results have led to it being asked to handle cases on behalf of various celebrity clients and professional athletes.

In the past few years, our nation has endured challenging economic times and, as a result, crime rates have risen across the board. In addition to great concern about the future, Profiles has tried to use these opportunities to grow, expand its revenue stream, and continue to assist clients in need of help, regardless of whether or not they are able to afford a private detective. "It sometimes

feels like we work one pro bono case for every paying case we accept,” Brazeman said.

Profiles hopes to continue to expand its process serving duties. Recently, Profiles added a third website to its resume. The website www.ServeGaCorps.com was designed to be a simple, easy to use vehicle to serve corporations who have their Registered Agent located anywhere in Georgia. On August 1st, 2022, Profiles opened two additional offices in the immediate vicinity of the premier registered agents within Georgia — one in Lawrenceville (GA) located next door to C T Corporation System, and a second location in Peachtree Corners (GA) near the Corporation Service Company (CSC).

Profiles also initiated the website www.AnyonesProfile.com. Home of the PI-Check, this is an easy-to-understand visual rating system designed to summarize findings and is located at the top of every Profile. This site was built to keep qualified users informed of a subject’s history as well as their financial and residential stability.

Brazeman recently accepted a position on the Board of Directors with the Better Business Bureau (BBB), an organization dedicated to helping consumers find businesses and charities they can trust.

With three interactive websites designed for ease-of-use by the general public and legal community alike, Profiles wants to be seen as the PI’s PI in Georgia and beyond. While Profiles is a leading supplier of background information and skip-tracing with its experienced staff, it also uses several Private Detective networks to find support to work a wide variety of cases located outside of Georgia. We look forward to building relationships with numerous PI’s to assist with future assignments.

PI: Give a short background on your company’s principals.

With a background in science and engineering, Brazeman became P.O.S.T. Certified while working full time as an in-house Investigator with a prestigious Atlanta-based law firm. In 1994, Brazeman received a Letter of Commendation from the local Sheriff’s Department recognized for working long hours under the most adverse conditions while enhancing the image of the unit. This recognition and case-related opportunities enabled Brazeman to build invaluable relationships with members of law enforcement and courtroom personnel. To expand the reach of his business, Brazeman chose to go private and soon founded Profiles. Years later, having been involved with hundreds of courtroom

proceedings, Profiles has established itself as a leading provider of indisputable evidence and uncontested service of process.

PI: What is unique about you as a PI or your agency?

CB: I reached a point in my career where I have the opportunity to work pro bono service of process cases to assist indigent victims of domestic violence. Profiles has also been built with the advantages of the internet. Information is more readily available now than ever before, and Profiles continues its efforts to utilize this information highway to better serve its clients on a global scale.

PI: What are your investigative specialties?

CB: In addition to corporate and private investigations, business intelligence and other related services, Profiles excels in skip-tracing. We pride ourselves on our ability to find defendants and witnesses all day, every day—particularly those who don’t want to be found.

PI: Who were/are your mentors?

CB: Years ago, I was fortunate to have the opportunity to have lunch with a judge who eloquently explained his challenge in having to make decisions based on the law and not always on what seemed right. It’s people like this whom I consider my mentors. I believe we must surround ourselves with people in our field who take every assignment personally and consider how our efforts affect the lives of those around us.

PI: What changes have you seen in our profession since you started?

CB: Since starting Profiles, I have witnessed a stressed relationship between private process servers and Sheriff’s Offices. I believe there is an obvious need for both, and Profiles strives to work hand in hand with law enforcement as we have similar goals and objectives. I also believe that the industry needs to implement more aggressive vetting, as I have come across private process servers who have no business being in the field.

PI: What has been your most successful marketing tool?

CB: Reviews! With so much competition trying to be at the top of every Google search, Profiles has seen the benefits of having its clients post on-line reviews on various platforms. I have also seen the benefits of networking



PROFILES INVESTIGATIONS

Company Name: Profiles Investigations and Information Services, Inc.

Owner’s Name: Craig Brazeman

Locations: Atlanta (GA), Lawrenceville (GA), and Peachtree Corners (GA)

Phone: 404-365-6995 and 404-861-5013

Email: info@profilesinvestigations.com and cb@pimail.org

Website: www.ProfilesInvestigations.com
www.AnyonesProfile.com
www.ServeGaCorps.com

Years in Business: 27 years

Number of Employees: 8, plus dozens of contracted private detectives and process servers nationwide

Licensed In: Georgia

Investigative Specialties: Serving process, backgrounds, and skip-tracing

Association Memberships: GAPPI: Georgia Association of Professional **Private Investigators, GAPPS:** Georgia Association of Professional Process Servers, NAIS: National Association of Investigative Specialists

Company Motto: Litigation Support Specialists

with others in the industry, not just for benchmarking on issues affecting our industry, but also to achieve heightened name recognition.

PI: What advice do you give to prospective PIs?

CB: I would encourage prospective PI’s to create an environment which allows them to actually work those types of cases about which they are most passionate. Don’t become a mill. And always be willing to work tirelessly and get your hands dirty to provide first-rate service for your clients!

PI: Is there anything else you want our readers to know about your agency?

CB: Profiles has Georgia covered! As such, Profiles is always looking to network beyond Georgia’s borders. I encourage all PI’s to work together towards a common goal and within the bounds of the law on behalf of our respective clients. **PI**



If you would like to have your profile featured in this column, please contact Nicole in the office at nicole@pimagazine.com or call 856-566-0400 for more information