



MEMORANDUM CITY STANDARD APPROVAL

TO: Eugene Bitteker, Chief Procurement Officer

FROM: Kristina Maricic, Administrative Services Manager, Police Department [K.M.#1068](#)

SUBJECT: City Standard Approval Request – LeadsOnline LLC.

DATE: August 13, 2025

Background: The LeadsOnline system is utilized daily by the Investigative Unit, both the Crimes against Persons Investigators and Crimes Against Property Investigators as firearms are being pawned frequently. Pawn Shops are required to obtain copies of identification and/or fingerprints when someone sells them an item. LeadsOnline allows the Detectives to see who has pawned the items, a description and/or picture of the items, the address they provided to the shop, a copy of an ID and a photograph, and how much was paid. This is an invaluable tool in providing an investigator with possible suspect information on burglaries, thefts, as well as robberies and homicides where a pawned weapon may have been used. It is also instrumental in allowing victims to get their stolen belongings back. While the City currently has an existing agreement with LeadsOnline, it is requested that we enter into a new contract with the vendor because the language in the contract is perpetual in terms of renewals and the City would like to have a fixed term to ensure clarity and adherence to any applicable procurement thresholds and rules.

Justification: LeadsOnline provides a niche capability to search pawn shops, scrap yards, and other secondhand stores for stolen items. This is the only vendor that provides this capability in this magnitude. Not only is it searched daily, but items can be saved so we can be notified retroactively if the stolen item is ever entered in a system anywhere. LeadsOnline provides a unique feature in their electronic reporting and criminal investigation system that cannot be found in any other vendors that provide similar services. There is no company out there that does exactly what Leads does, or to the scale at which they do it. Within a 100-mile radius of us there are 630 stores reporting. We are also able to receive alerts if our items are pawned anywhere in the country. Finder is a similar company that is slightly less expensive but is not up to LeadsOnline standards due to the limited coverage (IE No Broward County Entries or scrap entries). They are much smaller and have much less data overall. The general feedback from law enforcement agencies is that LeadsOnline is more effective and much easier to use. Since a multi-year agreement with this vendor has been previously approved through a bid waiver back in December 2020, most of our officers are trained in using LeadsOnline already. Because LeadsOnline has been used for years now, investigators that have been working cases during the last several years have alerts set up throughout the system. If there is no longer support or access to the system, any future information there would be from those hits would be lost, and it would be virtually impossible and time-consuming to go backwards and re-enter all these items in another system. Per vendor's sole source letter, the LeadsOnline system functionality designed specifically for criminal investigations using transaction data from pawnshops, scrap yards, eBay, OfferUp, gold buyers and other secondhand stores is the exclusive proprietary property of LeadsOnline and is protected under the United States Copyright Act (17 U.S.C.), as well as by all applicable state and international copyright laws, and by the Lanham Act (15 U.S.C. §§1051-1141n). No other supplier has access to this technology which has been developed over 24 years.

Market Research: Market research was originally performed back in 2020 when a bid waiver and multi-year agreement with the vendor was worked on. Similar agencies in the surrounding areas have been reached out to regarding this company and its services, and it was determined that the product provided by LeadsOnline is unique in its tools and capabilities as well as the scale in which it provides these services for agencies. This is the current list of local Leads subscribers provided and shows that most of Palm Beach County also uses this service. The list includes Palm Beach County Sheriff, West Palm Beach PD, Palm Beach County School District PD, Boca Raton PD, Boynton Beach PD, Riviera Beach PD, Palm Beach Gardens PD, Jupiter PD, Palm Beach PD, Palm Springs PD, Lantana PD, and North Palm Beach PD. In Broward County, the following agencies are utilizing LeadsOnline:

Broward County Sheriff, Fort Lauderdale PD, Hollywood PD, Pembroke Pines PD, Coral Springs PD, Miramar PD, Plantation PD, Sunrise PD, Davie PD, Seminole Tribal PD, Lauderhill PD, Margate PD, Coconut Creek PD, Hallandale Beach PD, Wilton Manors PD, Lighthouse Point PD, Pembroke Park PD, Hillsboro Beach PD, Sea Ranch Lakes PD, Florida State Attorney's Office 17th Judicial Circuit, FBI-Miami.

Quote or Proposal is attached: X Yes No

Comments: _____

Approved. This City Standard approval is valid for 60 months from date of approval. Attach this City Standard Approval to all requisitions for this item.

Need Additional Information Not Approved

Comments: _____

Eugene Bittaker

Chief Procurement Officer

Aug 14, 2025

Date

N/A

Information Technology (IT) Director

Date

CS2025-011 Memo

Final Audit Report

2025-08-14

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