

Lajoie Investigations, Inc. (LII) of West Boylston, MA

Lajoie Investigations, Inc (LII) of West Boylston, MA was founded in 1989 by a determined, energetic and passionate complex case insurance investigator and litigation specialist working for the largest auto and homeowner insurance company in the state. John M. Lajoie, CLI, CCDI, turned that one-man operation into one of the most successful private and legal investigation companies in the northeast today.

LII specializes in private and legal investigation for attorneys, insurance companies, corporations, small business, and the consumer. Well known in the PI world, LII owner and director, John Lajoie is not shy about spreading the word that our profession is not about spying and lying, but about truth and justice. And his almost obsessive personal mission to educate anyone who will listen concerning the realities versus the myths of professional private investigation is legendary. John even wrote a book about it in 2005, *Trials and Tribulations of a Real-Life Private Eye*, which continues to sell and is used by agency owners to educate employees about the realities faced by hardworking PIs every day. Lajoie says, “that is an honor I hold close to my heart.”

LII has employed from one to 12 employees over the years and has a network of connections, sources, and professional investigators all over the world. Perhaps Lajoie’s business acumen has had something to do with his agency’s success as he was smart (some say lucky) enough to purchase one of the most renowned domain names in the profession, www.PrivateInvestigator.com. PrivateInvestigator.com houses the LII website which is visited by thousands of potential clients each year and has resulted in millions of dollars in sales since it went online in 1994.

Lajoie, a six-year USAF veteran, is a big fan of bright, energetic female investigators and looks to bring motivated college grads into a profession that has historically been dominated by males. Currently, LII’s entire staff is female except for John. And the team loves working for LII as the agency has a structured training program that allows the female investigator to develop a style of her own and work independently with flexible hours. “It takes quite a while to effectively train an inexperienced college grad to develop into a profitable legal investigator preparing complex cases for trial,” says John. But Lajoie won’t hire investigators trained by others; “I don’t want to have to break them of bad habits,” he says. “Train good writers and speakers the right way using the proper investigative methods, techniques, and study materials,” most of which Lajoie or his friends in the industry wrote, “and you will be rewarded by their body of work.”

Obviously, one of LII’s goal is to be profitable, but Lajoie says the overarching goal is to provide customer service oriented professional investigation focused on developed investigative themes to complement theories of liability or defense, whatever the case or discipline you’re working. Every case is different and requires planning to determine theories and themes. Once you do that, says Lajoie, your training, intelligence, and work ethic will know where to take you.

In the criminal defense arena, LII works incredibly complex homicide cases and uses a sophisticated team approach to do it. Mountains of discovery are quickly indexed chronologically to show how an incident and its



police investigation unfolded and provides a time-lined picture of what occurred according to authorities and witnesses. Once organized, read, analyzed, and understood, LII sets out to either verify the facts as presented to a grand jury, or prove them wrong, “even though the burden of proof is not ours to prove.” Most often, says Lajoie, “the truth lies somewhere in the middle.” Since 2016, LII has been investigating a media magnet, high profile case involving the death of a beloved MA State Trooper who was killed when his unmarked cruiser was struck by a car driven by a young African American legal immigrant who the prosecution says was high on medical marijuana at the time of the crash. It’s an intensely sophisticated case on many levels and John won’t comment on it other than to say he is cautiously confident things will work out in the end.

LII just doesn’t conduct high profile criminal cases. In addition to criminal defense, LII’s core competencies are legal investigation for attorneys and law firms; insurance defense and coverage investigation for insurance companies and their attorneys; background, locate, heir finding, and missing person cases for attorneys, businesses, and individuals; and financial and asset investigation for those looking to rightfully take back what was taken from them or owed to them.

On the personal side, John is very active in his community and is an extremely competent golfer, having won numerous local and regional golf tournaments. His dad is a well-known, hall of fame golf professional who recently passed away, a few years after being presented with the prestigious Deacon Palmer Award by the PGA of America. John and Susan Lajoie are members of the famed Worcester Country Club (WCC), site of the very first Ryder Cup, a US Open, and a Women’s US Open.

LAJOIE INVESTIGATIONS, INC., (LII)

Owners: John M. Lajoie, CLI, CCDI and Susan Lajoie (director)

Location: 45 Sterling street, West Boylston, MA 01583
and Covering all of MA & RI

Phone: 508-835-2211

Email: LII@PrivateInvestigator.com

Years in business: 30

Number of employees: 5

Licensed In: MA

Investigation Specialties: CD, legal investigations, insurance defense, background, heir finding and locates, financial and asset investigations

Lajoie Investigations, Inc.

Company Motto: "We Focus on the Real Picture"

Association memberships: LPDAM, NALI, CDITC, NCISS, INTELENET, NAIS

Website: www.PrivateInvestigator.com

Facebook: <https://www.facebook.com/Lajoie-Investigations-Inc-296678677056190/>

LinkedIn <https://www.linkedin.com/in/john-lajoie-94542114/>



The LII Team: Laura Puleo, John Lajoie, Jess Gearin, Susan Lajoie and Danielle Dusablon

Every year since 1975, John's entire family has participated in raising funds for the Seven Hills Foundation by hosting the Lori Lajoie Charity Golf Tournament at WCC, which has raised over 6 million dollars for challenged children and adults within the central MA area. John himself was inducted into the Worcester State University Hall of Fame in 2006 along with the entire WSU NCAA Championship golf team which placed third in the country in 1984.

John has a genuine love for giving back and often says, "I like to give back a little because I have been helped a lot." In that spirit, Lajoie has volunteered his service to many state and national investigation associations in which he donates his spare time to the PI profession that has been so good to him and his company. Lajoie has been recognized by these groups for his outstanding work and contributions to the investigative profession. John is a two-time past president of the Licensed Private Detectives Association of Massachusetts, a six-term NALI (National Association of Legal Investigators) regional director, has served four terms as the NALI CLI program chair, and has chaired many committees relative to coordinating conferences and establishing benchmarks for ethics. "And I'm not done yet!" he says.

PI Magazine: Give a short background on the company's principals.

John Lajoie: John M. Lajoie and Susan J. Lajoie, the only married couple in MA in which both have PI Licenses. Susan is the office manager and the director. We stay out of each other's way most of the time and collaborate on the complex stuff.

PI: What is unique about your agency?

JL: Our staff is all female except for the director/owner John Lajoie; we have a domain www.PrivateInvestigator.com that is quite possibly the best in the profession.

PI: Who were/are your mentors?

JL: Larry O'Connor, Esq (retired), an attorney who specialized in homicide cases and was a homicide unit police detective for years. He became a CD attorney and trained me to investigate homicide cases in my early years. Peter L. Ettenberg, Esq. He is simply the BEST CD attorney I have ever known. We are also great friends. John Conte and Larry Murphy, retired district attorney and ADA. They taught me a lot from a distance and are good, honest people. My mother and father, wife, and three children. They teach you a lot if you take the

time to listen to them. And it's a big mistake if you don't.

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

JL: The age of the computer and high tech in investigation and in everyday life. It's changed the profession in ways we never dreamt about in the 1980s. In some ways it's been great; in other ways, it has taken business away- who assigns a standard locate investigation anymore? Or simple locus photos when a computer will put you at location and allow you to print photos without leaving the office.

PI: What has been your most successful marketing tool?

JL: Of course, our website, but also, effective press releases; attendance at conferences; becoming involved in state and national associations; and good ole word of mouth.

PI: What advice do you give to prospective PIs?

JL: Have a good business and marketing plan. Work smart with the plan. Don't lie or embellish as it will come back to bite you! You need to be able to effectively talk to the president of a Fortune 500 one minute and then the homeless, drug addicted individual the next. Learn how to write – it does no good

if you cannot effectively communicate your investigation in a succinct report. I always say to young investigators, "I prefer to work in the sunlight rather than in the darkness." You can take that to the bank!

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

JL: I've probably said too much! **PI**