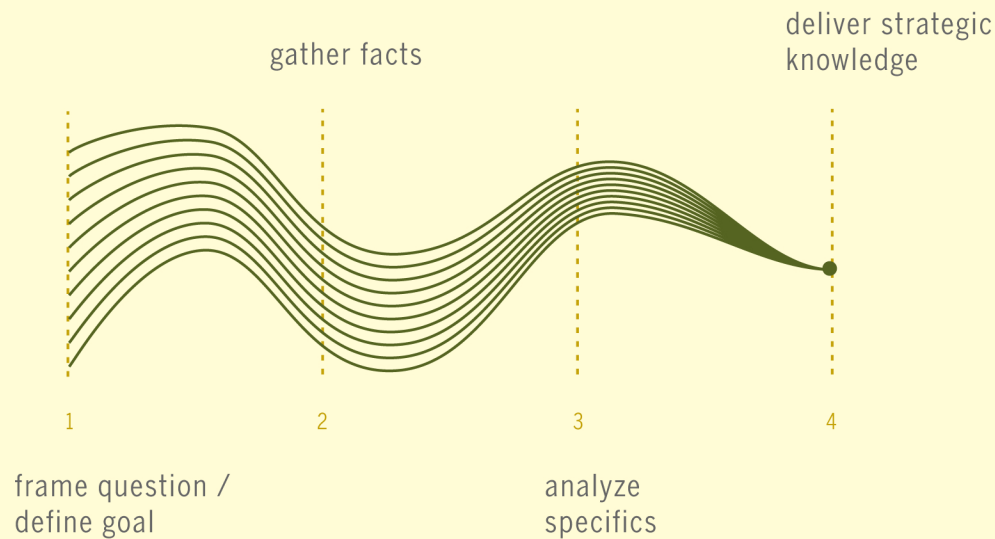


Law Firm

Since we opened in 1995, VR Research has worked for hundreds of clients in the legal, public affairs, public relations, lobbying, political and financial industries. Our experience has taught us that every project is unique — different ins and outs, different research contexts.

To get to the goal, we think creatively, apply our experience and walk projects through our work-flow process. It gets results.



1. FRAME QUESTION/DEFINE GOAL/ UNDERSTAND CONTEXT

A law firm’s client experienced a significant drop in business immediately after re-negotiating its lease. Anecdotal evidence suggested that customers had stopped shopping at the mall in which the client was located because of increased crime.

2. GATHER FACTS

We collected crime statistics and incident reports from local, state, and federal sources to create a full picture of crime patterns over time.

3. ANALYZE SPECIFICS

Using this data, we demonstrated that crime in general and violent crime in particular was on the rise in the vicinity of the mall. We also showed that the number of police calls to the mall had risen dramatically.

4. DELIVER STRATEGIC KNOWLEDGE

After presenting this data to its landlord, the law firm’s client was able to negotiate a beneficial financial settlement.