



The City of
OKLAHOMA CITY

POLICE DEPARTMENT
Ron C. Bacý
Chief of Police

MEMORANDUM

TO: Sharmanlyne Vickers, Purchasing Agent
Procurement Services Division, Finance Department

FROM: Ron C. Bacý, Chief of Police *RB*
Oklahoma City Police Department

DATE: February 25, 2025

SUBJECT: Sole Source – LeadsOnline, LLC

LeadsOnline, LLC is a sole source vendor that provides an efficient and secure method of evidence collecting and analyzing over 1.5 billion transactions over 25,000 pawn shops, electronic stores, metal recyclers, eBay, gold buyers, OfferUp.com, and other secondhand stores in all 50 states for investigative purposes.

The LeadsOnline system functionality designed specifically for criminal investigations 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.

LeadsOnline connects the Oklahoma City Police Department to a network of over 5,000 law enforcement agencies throughout Oklahoma and the rest of the United States.

The Police Department wants to renew their sole source contract. The renewal cost has increased from \$98,870.00 to \$119,998.00.

Cost:

\$119,998.00

Funding:

Police–Police Sales Tax -RSTR–Police Investigations–Licenses–PSST Supplies/Equipment
(1201-4200731-52100001-11056)

The vision of the police department is to ensure Oklahoma City is one of the safest cities in the country through strong community relationships, innovative strategies and healthy, well-trained officers.

February 11, 2025

SUBJECT ► SOLE SOURCE DOCUMENTATION FOR LEADSONLINE SERVICES

To Whom It May Concern:

Thank you for your interest in LeadsOnline. We applaud and support your efforts to provide your community an efficient and secure method of collecting and analyzing pawn, secondhand, scrap metal recycler, eBay, and OfferUp transaction data for use in criminal investigations.

This letter serves as a sole source document for services provided by LeadsOnline, including the Real Time Crime system.

The LeadsOnline system functionality designed specifically for criminal investigations using transaction data from pawnshops, scrap yards, eBay, gold buyers, OfferUp.com 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 17 years.

There are many reasons law enforcement agencies conclude that LeadsOnline is the sole source for their criminal investigations system. Key points defining the uniqueness of LeadsOnline for Oklahoma City Police Department include but are not limited to the following:

1. LeadsOnline is the only complete national system owned and managed from end to end

Investigators will have direct access to the entire LeadsOnline network with a single login. LeadsOnline owns and manages its entire network, receiving data directly from pawnshops and secondhand stores that do not report in any other way, managing server performance, optimizing database indexing, updating code to support new browsers, and increasing bandwidth to maintain rapid system response and search times. No other system comes close to this level of integration and accountability.

2. LeadsOnline is the sole connection to a vast and locally-critical network of law enforcement agencies

LeadsOnline connects OKC PD investigators to a growing network of 6,000 law enforcement agencies throughout Oklahoma, Texas, Arkansas and the rest of the United States.

3. LeadsOnline is the sole connection to a vast and locally-critical network of participating businesses

LeadsOnline connects OKC PD investigators to a network of reporting businesses throughout Oklahoma and the rest of the country. OKC PD investigators will instantly access more than 1 BILLION transactions from more than 3,000 American cities across all 50 states, with more than 400,000 being added daily.

4. **LeadsOnline is the sole source for growth in coverage due to corporate expansion**

Not only will OKC PD access information from the vast numbers of reporting businesses, but the LeadsOnline network will continue to grow as major corporations such as Best Buy, ecoATM, Pawn America, etc. continue to expand product lines and open new businesses across America.

5. **LeadsOnline is the sole source for instant access to the identity of sellers on eBay and OfferUp**

With LeadsOnline, OKC PD personnel simply enter the eBay member name or Offer Up User URL related to stolen property to instantly learn the actual name and other information for this seller. Without LeadsOnline, OKC PD must contact the company and wait for a response. No other service provider has this capability.

There is no similar service operating in your jurisdiction or in the surrounding area, and LeadsOnline is the sole source for information of this kind for investigations.

We look forward to serving your community and are available to answer any additional questions you may have.



Ashley Sacrider
Chief Operations Officer
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leadsonline.com

RENEWAL INVOICE

Customer:

Oklahoma City Police Department
701 Colcord Drive
Oklahoma City, OK 73102

Unit:

Oklahoma City OK PD

Invoice#: 416721
Invoice Date: 02/15/2025
Agency ID: 2007
Terms: Net 30

PO Number:

Qty	Scope of Services	Rate	Start Date	End Date	Amount
1	PowerPlus Investigation System	\$119,998.00	04/01/2025	03/31/2026	\$119,998.00

Payment is due within 30 days of renewal. Please notate your **Agency ID 2007** and **Invoice# 416721** on your payment.
Questions? Contact us at (800) 311-2656 or support@leadsonline.com
Please email Purchase Orders to accounting@leadsonline.com

Total Due: \$119,998.00

REMIT BY CHECK:

LeadsOnline Parent, LLC
dba LeadsOnline LLC
6900 Dallas Pkwy Ste 825
Plano, TX 75024-4200

REMIT BY EFT/ACH:

JPMorgan Chase Bank
Type: Checking
Routing No: 111000614
Account No: 865536111

IMPORTANT LINKS:

Download our W-9: www.leadsonline.com/w9
Federal Unique Entity ID: [K4D3PL65RSJ8](https://www.fedreg.gov/lookup/4D3PL65RSJ8)

LeadsOnline Terms & Conditions:

This order is subject to and governed by the terms and conditions located here ([LeadsOnline](#)) ([CellHawk](#)) ([NightHawk](#)) unless LeadsOnline and the Customer above have otherwise executed a written agreement for the Service, in which case that agreement governs this order. If, for any reason, you are unable to view the terms at the website given above, please contact your LeadsOnline representative. LeadsOnline may include a purchase order number on Customer's invoice solely for Customer's internal payment and record keeping processes. Any terms within any purchase order provided to LeadsOnline in response to a quote, order form, invoice or otherwise will not modify or enlarge the obligations or liabilities of either party.