

Project 1: Recent Crime x \$5M+ Homes — Data Source Review

Goal: surface \$5M+ homes in Beverly Hills (90210), Bel Air (90077), Brentwood (90049), West Hollywood (90046) and Pacific Palisades (90272) where a crime recently occurred, delivered as a weekly CSV to Slack. Sources checked live on Sept 2, 2026.

TL;DR

- **Finding recent crimes and \$5M+ homes is possible for free** — LAPD crime feed + LA County Assessor property data were both tested and work.
- **Coverage gap:** LAPD data only covers the City of LA (Palisades, Brentwood, Bel Air, Hollywood Hills). **Beverly Hills has no public crime feed**; West Hollywood is covered by the Sheriff's data instead.
- **Biggest gap is homeowner names, emails and phones** — not in any public data. Needs a paid property-data vendor (e.g. ATTOM) plus a contact-lookup ("skip trace") vendor, roughly \$0.15–\$0.40 per home all-in.
- **Cadence is bi-weekly, not weekly**, for the LAPD feed. True weekly needs a paid crime aggregator or the Sheriff/news feeds.
- FBI data is annual summary stats only — fine for sales collateral, not for the pipeline.

Available

Partial / caveats

Not available

1. The 4 sources from the original brief

Source	What it gives us	Status	Cost	Plain-English notes
LAPD Open Data	Each reported crime in the City of LA: type, date, approx. block, location	Partial	Free	Works, but: (1) refreshed every 2 weeks, not weekly; (2) no zip code — we match by map coordinates; (3) only City of LA, so not Beverly Hills and not the City of West Hollywood. Address is rounded to the block for privacy.
FBI Uniform Crime Reporting	Yearly crime totals per police department	Partial	Free	Available, but annual summary numbers only — no addresses or dates. Useful as background stats for sales collateral. Recommend dropping from the weekly pipeline.
LA County Assessor	Every property: address, assessed value, home type, size, year built	Partial	Free	Works well for finding \$5M+ homes (e.g. 795 parcels in Pacific Palisades). Does not include the owner's name . Assessed value is often far below market value for long-held homes (Prop 13), so some \$5M+ homes will be missed unless we add a paid valuation.
Local news API	News stories about home invasions / burglaries in target areas	Not available	Free—\$	No single "local news API" exists. Options: GDELT (free), NewsAPI.org (free developer tier), or scraping LA Times / KTLA / Patch / Beverly Hills Courier. Feasible, but requires building a small monitoring job.

2. Can we produce each field in the weekly CSV?

Field requested	Status	Where it comes from
Type of crime	Yes	LAPD feed (City of LA), Sheriff feed (West Hollywood)
Date of crime	Yes	Same
Zip code of crime	Derived	Not in the data directly; calculated from map coordinates
Area name (e.g. Palisades)	Yes	LAPD area name + zip lookup
Ownership type (business vs. person)	Approx.	Assessor's homeowner-exemption flag is a good proxy; exact answer needs ATTOM/Regrid
Home address	Yes	LA County Assessor
Home worth	Assessed only	Assessor gives assessed (tax) value; true market value needs a paid valuation (ATTOM AVM, Zillow)
Homeowner name(s)	Paid only	ATTOM, Regrid, CoreLogic, or BatchData
Homeowner email(s)	Paid only	Skip-trace vendor: BatchData, Tracerfy, Melissa, PeopleDataLabs
Homeowner phone(s)	Paid only	Same skip-trace vendors

Crime in Beverly Hills (90210)	No free feed	Beverly Hills PD publishes to CrimeMapping.com (no API); paid aggregators Crimeometer / SpotCrime cover it
--------------------------------	---------------------	--

3. Additional sources we recommend adding (all have APIs)

Source	Category	Cost	Why it helps
LA County Sheriff (LASD) Open Data	Crime	Free	Fills in West Hollywood and unincorporated areas that LAPD doesn't cover
Crimeometer / SpotCrime	Crime	Paid	Aggregated crime by zip incl. Beverly Hills PD; closer to real-time
ATTOM	Owner / property	Paid (free trial)	One-stop: owner name, mailing address, market value estimate, sales history, deeds
Regrid	Owner / property	Paid	Nationwide parcels with owner names; cheaper than ATTOM for just names
BatchData / Tracerfy / Melissa / PeopleDataLabs	Contact info	Paid, per record	Turns an owner name + address into emails & phone numbers
OpenCorporates	Owner identity	Free tier	Finds the real people behind LLC- or trust-owned homes
Zillow (Bridge Interactive)	Property value	Partner approval	Market value estimates and recent sales
GDELT / NewsAPI.org	News	Free	Monitor news coverage of home invasions for "social proof" moments

4. Recommended path

Step	Action	Cost
1	Pull LAPD + Sheriff crime feeds every 2 weeks; filter to target crime types and map to the 5 zips	Free
2	Pull all \$5M+ residential parcels in the 5 zips from the LA County Assessor (one-time, refresh yearly)	Free
3	Match crimes to nearby \$5M+ homes (same block / within ~500 ft)	Free
4	Look up owner name + market value via ATTOM (start with free trial)	~\$0.05–0.15 / home
5	Append email/phone via a skip-trace vendor	~\$0.10–0.25 / home
6	Post the CSV to the Sauron Slack channel	Free
Later	Add a paid crime aggregator to cover Beverly Hills and move to a true weekly cadence	Paid, TBD

Technical details and a live interactive API explorer: <https://datasources-site-xuycdhcf.devinapps.com/api.html>