

Project 1: Recent Crime x \$5M+ Homes — What We Need to Complete It

Terminal AI GTM Lab x Sauron · Stakeholder summary · Sources verified live Sept 2–4, 2026 · Zips: 90210 Beverly Hills · 90077 Bel Air · 90049 Brentwood · 90046 West Hollywood · 90272 Pacific Palisades

TL;DR

- **Goal:** every week, list \$5M+ owner-occupied homes within 1 mile of a recent qualifying crime, with the owner's name, email and phone.
- **Three sources do the whole job:** LAPD (crimes) + LA County Assessor (homes & values) — both free — and Tracerfy (owner name, email, phone) at \$0.04 per home found.
- **Total cost: \$1–5 per week.** Email & phone are the only paid item; no free source exists for them anywhere.
- **One gap:** Beverly Hills has no free crime feed. Launch with the other 4 zips; add Beverly Hills later (~\$100+/month) if wanted.
- **What's left is engineering only** — join the three sources into one pipeline and produce the weekly table.

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sources total: LAPD · LA County Assessor · Tracerfy

\$0

crimes, homes, values, owner-occupied, 1-mile match

\$0.04

per home for owner name + email + phone (charged only on a hit)

\$1–5 / wk

expected total cost at 30–100 homes per week

Free

Paid

Gap

1. The 3 sources

Source	What we get from it	Cost	Notes
LAPD Open Data	Every reported crime in the City of LA: type, date, location	Free	Filtered to the 20 crime types in the brief, at residences only. Updated every 2 weeks. Does not cover Beverly Hills or the City of West Hollywood.
LA County Assessor	Every home: address, land value, building value, home type, owner-occupied flag	Free	Covers all 5 zips. Values are tax-assessed (can be below market for long-held homes). Does not include owner names (California law).
Tracerfy	Owner name, mailing address, email(s), phone(s) from a home address	\$0.04 / hit	Pay-as-you-go, no subscription, free to sign up, misses are free. Typical hit rate 60–80%. tracerfy.com/pricing

2. Every field in the deliverable and its source

Field	Source	Cost	How
Type of crime	LAPD	Free	Only the 20 crime types in the brief (burglary, home invasion, robbery, vehicle theft, vandalism, trespass, prowling, assault, threats, arson...), at residences only.
Date of crime	LAPD	Free	As reported.
Zip code & area name	LAPD	Free	LAPD gives map coordinates; we convert them to zip and area name.
Home address	LA County Assessor	Free	Single-family homes in the 5 zips valued ≥ \$5M.
Home worth — land vs. building	LA County Assessor	Free	Land value and building value are returned as two separate numbers.
Owner lives there (not a renter)	LA County Assessor	Free	Homeowners' Exemption flag = owner-occupied. Renters excluded.
Home within 1 mile of crime	LAPD + Assessor	Free	Distance between crime and home coordinates. 1 mile first; 2.5 miles if too few results.
Owner name	Tracerfy	\$0.04	Address in → owner name out.
Ownership type (person vs. LLC / trust)	Tracerfy	Free	Read from the owner name ("...LLC", "...TRUST"). LLC-owned homes excluded per the brief.

Owner email	Tracerfy	Included	Same \$0.04 lookup as the name. No free source exists.
Owner phone	Tracerfy	Included	Same lookup.

3. Coverage by zip code

Area	Zip	Crime data — source	Home & owner data — source	Notes
Pacific Palisades	90272	LAPD	Assessor + Tracerfy	Full coverage.
Brentwood	90049	LAPD	Assessor + Tracerfy	Full coverage.
Bel Air	90077	LAPD	Assessor + Tracerfy	Full coverage.
West Hollywood / Hollywood Hills	90046	LAPD (east half only)	Assessor + Tracerfy	The City of West Hollywood (west half) is policed by the Sheriff, not LAPD — no crime data for that half.
Beverly Hills	90210	None (free)	Assessor + Tracerfy	Beverly Hills PD publishes no crime data. Paid option: Crimeometer, ~\$100+/month. Homes and owners are still available.

4. What we need to buy

Item	Source	Price	Notes
Owner name + email + phone	Tracerfy	\$0.04 per home found · no subscription	The only required purchase. ~\$32 to run all ~800 \$5M+ homes once; \$1–5/week after. tracerfy.com/pricing
Beverly Hills crime (optional)	Crimeometer	~\$100+/month	Only if 90210 crime coverage is needed at launch.

Not recommended: BatchData (\$1,000/month minimum) · ATTOM (~\$300–500/month; not needed for this project).

5. Remaining work (engineering, no cost)

#	Task	Source	Detail
1	Match crimes to homes	LAPD + Assessor	Find \$5M+ owner-occupied homes within 1 mile of each qualifying crime (2.5 miles if too few).
2	Look up owners	Tracerfy	Send matched addresses; get name, email, phone; drop LLC / trust owners.
3	Produce the weekly table	All 3	Crime type, date, zip, area, ownership type, address, land / building value, owner name, email, phone. Delivery format to be agreed (weekly CSV was removed from scope).
4	Test hit rate	Tracerfy	Run the first 50 homes and report % with name / email / phone before scaling.

6. Decisions needed

1. Approve Tracerfy (~\$1–5/week) — or "names only, no email/phone" to stay at \$0.
2. Launch without Beverly Hills crime coverage, or fund ~\$100+/month for it.
3. Confirm the delivery format (page, sheet, or other) now that the weekly CSV is out of scope.

Live dashboard: datasources-site-xuycdhcf.devinapps.com/dashboard-project1.html · Technical detail & API docs: [/prerun.html](#), [/api-project1.html](#) · Prices from vendor websites, Sept 4, 2026.