

Project 2 (Permits) — re-run anchored on recorded deeds

LA · zips 90210, 90077, 90049, 90046, 90272 · single-family · run 15 Sep 2026 · companion workbook:
Project2_DeedBased_Run.xlsx

TL;DR

- **The homeowner is now taken from the recorded deed (grantee), not from the permit.** 53 single-family homes in the 5 zips closed at \$5M+ with a deed recorded in the last 90 days; all 53 have grantee name, deed type, recording date, price, and 31/53 (58%) have phone/email attached to the grantee.
- **The old approach was returning the wrong people.** Deed check on all 27 \$3M+ permits from the last 12 months: **0 belong to a new buyer.** 19 are intra-family/trust/quit-claim transfers and 8 are owners who bought 1–26 years ago. Most are Palisades fire rebuilds by long-time residents (e.g. 16630 Cumbre Verde Ct, the “hit” shown in the first run, has been in the same family since 2021).
- **Intersection today is ~0.** Only 1 of the 53 new buyers has a post-closing LADBS permit, and it is a \$3,750 seismic retrofit. New buyers at this price point typically file 6–18 months after closing, so the pipeline should **monitor the 53 grantees for permits over time** rather than expect same-quarter overlap.
- **Cost of this run: \$10.50** (Tracerfy credits). Permit data was free (LADBS open data).

1. What changed vs. the first Project 2 run

Item	First run (permit-based)	This run (deed-based)
Who is the “homeowner”?	Whoever a skip-trace returned for the permit address (assessor roll / whoever lives there)	The grantee on the most recent recorded deed for the parcel
Proof of “just purchased”	None (assessor sales layer lags ~2 yrs)	Deed type + recording date + sale price for every row; only arms-length Grant/Trustee’s deeds ≤ 90 days old are counted
Permit link	Permit found first, owner guessed afterwards	Exact APN join; permit must be issued/submitted on or after the recording date
Result on the same permits	5/5 “owner hits” presented as leads	0/27 permits are on parcels bought in the last 12 months — the hits were long-term or intra-family owners

2. What was pulled

Dataset	Filter	Rows	Source / cost
Closings (deeds)	SFR, arms-length sale ≥ \$5M, recorded 17 Jun – 15 Sep 2026, 5 zips	53	County recorder deed file via Tracerfy Bulk Property Data — \$5.30
Permits on those 53 parcels	LADBS, any permit issued/submitted 2026, exact APN match	1	data.lacity.org (free)
\$3M+ permits	LADBS, single-family, valuation ≥ \$3M, last 12 months, 5 zips	27 (26 parcels)	data.lacity.org (free)
Deed on each permit parcel	Latest recorded document, grantee, price, contacts	26	Tracerfy Property Snapshot — \$5.20

3. The 53 new buyers (deed grantees)

Breakdown	Count	Note
By zip	90210: 20 · 90049: 16 · 90272: 8 · 90077: 5 · 90046: 4	Recording dates 22 Jun – 2 Sep 2026
Deed type	Grant Deed 49 · Trustee’s Deed 4	All arms-length; no quit-claims / intra-family in this set
Buyer type	Person(s) 33 · LLC / Trust 20	LLC/trust rows need SOS / trustee resolution before outreach
Contact attached to grantee	31 of 53 (58%)	Phones carry DNC + TCPA-litigator flags; emails are ranked, not deliverability-checked

Post-closing LADBS permit	1 of 33 City-of-LA parcels	501 Ocampo Dr — \$3,750 seismic retrofit issued on the recording date; weak signal
Permit source not covered	20 (Beverly Hills) + WeHo rows	BH CitySmart / WeHo Accela portals were not queried — see gaps

4. The 27 \$3M+ permits, owner verified from the deed

Ownership (from latest deed)	Permits	Meaning for outreach
Intra-family transfer / trust / quit-claim (no sale)	19	Same household for years; the transfer is estate planning, not a purchase
Arms-length sale > 12 months ago	8	Long-term owners (bought 2010–2022); several are LLC-held estates
Arms-length sale ≤ 12 months	0	—
Arms-length sale ≤ 90 days (target)	0	—

25 of 27 permits are “Bldg-New” wildfire rebuilds in 90272 (Pacific Palisades). These are real construction leads, but they are not *new homeowners*; if Sauron wants them, that is a separate “rebuild” list.

5. Gaps and next steps

Gap	Fix
Beverly Hills + West Hollywood permits (20+ of the 53 deeds)	Scrape BH CitySmart and WeHo Accela by APN/address, or add Shovels / PermitStack (paid). Until then those rows can only be “new owner”, not “new owner + permit”.
Deed freshness	Tracerfy’s deed file refreshes monthly (latest recording here: 2 Sep). For a weekly cadence, pull the LA County recorder index directly or use ATTOM’s daily deed feed.
Timing mismatch	Keep the 53 grantees as a watch-list and re-run the LADBS APN check weekly; the permit typically arrives months after the deed.
LLC / trust buyers (20)	Resolve to principals via CA Secretary of State / trustee names on the deed before skip-tracing.
Contact quality	Contacts are tied to the grantee name, but ~20–40% of vendor phones/emails are stale; run an email verifier on the shortlist.