

Terminal AI GTM Lab x Sauron — Data Source Review

Plain-English breakdown of every data source considered for Project 1 (Recent Crime x \$5M+ Homes) and Project 2 (Permits). Checked live on Sept 2, 2026.

TL;DR

- **6 of the 8 sources in the brief are available for free** and were tested successfully. The 2 that aren't: a "local news API" (no single free source) and MLS closing data (needs a license or a paid vendor).
- **We can find crimes and \$5M+ homes for free** — but crime 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, not LAPD.
- **The biggest gap is homeowner names, emails and phone numbers** — none of this is in public data. It requires a paid property-data vendor (e.g. ATTOM) plus a contact-lookup ("skip trace") vendor. Budget roughly \$0.10–\$0.25 per home for contact info.
- **Updates are bi-weekly, not weekly**, for the LAPD feed. A true weekly cadence needs a paid crime aggregator or the Sheriff/news feeds.
- **Permits: all three counties (LA, SF, Miami-Dade) are free and working.**

Available

Partial / caveats

Not available

1. The 8 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 instead; (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 it's annual summary numbers — no addresses or dates. Only 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 in the downloadable data. Also, 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—\$	There's no single "local news API." Options: GDELT (free, global news index), NewsAPI.org (free developer tier), or scraping LA Times / KTLA / Patch / Beverly Hills Courier. Feasible, but requires building a small monitoring job.
LA County permit data	Building permits: address, type, value, date	Available	Free	City of LA (LADBS) has a full public feed. Unincorporated county areas are covered by a separate feed (EPIC-LA). Beverly Hills and West Hollywood run their own permit systems with no public feed.
SF permit data	Building permits	Available	Free	Full public feed from DataSF, back to 2013.
Miami-Dade permit data	Building permits	Available	Free	Public feed covering the last 3 years, refreshed weekly. City of Miami has its own separate feed.
MLS closings (RETS / ATTOM / PropStream)	Recent home sales & prices	Not available (free)	\$\$	RETS is discontinued industry-wide. Direct MLS access needs a licensed agent/broker and a data agreement. ATTOM offers this through a paid API (30-day free trial). PropStream is a point-and-click tool, not a true API.

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; we calculate it from the 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
Shovels.ai / PermitStack / SignedOff	Permits	Paid / free tier	Multi-city permit data, including security-related permits (gates, cameras, alarms)
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