

Pre-Run Requirements & Feasibility Check

Consolidated from the "Terminal AI GTM Lab x Sauron" doc (body + 12 comments, Sept 1–3) and Alexander's notes of Sept 3. Every item below was checked hands-on on Sept 3, 2026 (LADBS portal, LA County Assessor, LAPD feed, Beverly Hills portal, news feeds).

TL;DR

- Contractor / builder name (non-negotiable): FEASIBLE, free.** The live LADBS permit-detail page lists the Contractor (company + license no.), Architect and Engineer for every permit. The public data feed no longer includes it (dropped Jan 2025), so we pull the feed for the list, then fetch the detail page per permit. Verified on a \$4.2M Pacific Palisades new-build permit (Contractor: Mardyks & Co Inc, Lic. 1025120-B).
- Homeowner name: FEASIBLE at \$0 for small volumes, cheap at scale (updated after deeper dig).** LA County is legally barred from putting owner names online (Gov. Code 6254.21), so no LA gov site or API has them. But: (a) **Regrid** carries owner name + owner mailing address for 100% of LA parcels — verified on their free LA sample file (e.g. "MCKILLOP, JANET F AND MATTHEW — 14613 Bestor Blvd, 90272"); a free Starter account gives 25 lookups/day in their app, and the API/county file is low-cost. (b) **FEC donor records** (free, public API + bulk file): name, street address, employer, occupation — 22,457 distinct donor records in our 5 zips for the 2024 cycle alone; matching by street address gives us names for the many wealthy owners who donate. (c) Owner names are free *in person* at any Assessor office or via the Assessor's per-property contact form (manual). See §7.
- Homeowner email: no free public source exists, period** — no government record contains a homeowner's email. Best free-ish path: FEC/Regrid name + employer → work email via Hunter.io free tier (50/mo) or pattern-guessing; personal email/phone needs a skip-trace vendor (BatchData, Tracerfy ≈ \$0.10–0.20/record). People-search sites (TruePeopleSearch, FastPeopleSearch) block automation (403 / CAPTCHA). See §7.
- Owners only, no renters: FEASIBLE.** Two signals: LA County Assessor **Homeowners' Exemption** flag (free — claimed only by owner-occupants) and ATTOM `absenteeInd = 0` `OWNER OCCUPIED`. Also exclude LLC/trust owners per the doc.
- Land vs. building value: FEASIBLE, free.** Assessor returns `Roll_LandValue` and `Roll_ImpValue` separately. Caveat: these are Prop-13 assessed values, often far below market — use ATTOM AVM for true "home worth".
- Crime filter: FEASIBLE.** Mapped the 20 requested crime types to LAPD NIBRS codes + residential premise codes; 194 matching residential incidents in West LA division since Jul 1. Beverly Hills and West Hollywood are still not in LAPD data.
- News: recommend Google News RSS (free) for now,** NewsAPI.org paid if we need volume. GDELT was unreliable in testing (rate-limited / timeouts).
- USPS: not useful for us** — its API is restricted to mailing/shipping validation only and returns no owner data. Skip.
- Weekly CSV deliverable is **removed** per Alexander.

Feasible / free

Feasible with paid source

Not feasible

1. Field-by-field feasibility (what Grace asked us to confirm)

Required field	Status	Source	How / notes
Type of crime	Free	LAPD <code>NIBRS</code> feed <code>nibr_description</code>	Filtered to the 20 requested types (mapping in §4)
Date of crime	Free	LAPD <code>date_occ</code> , <code>date_rptd</code>	Feed refreshed bi-weekly; latest record Aug 22 as of today
Zip code of crime	Derived	LAPD lat/lon → reverse-geocode	No zip in feed; we compute zip from <code>hndrdth_lat/lon</code> (hundred-block accuracy)
Area name of crime	Free	LAPD <code>area_name</code> + Assessor <code>ClusterName</code>	LAPD gives division ("West LA"); neighbourhood ("PAC PALISADES") comes from the nearest parcel
Type of ownership (LLC / person)	Free (low volume) / cheap	Regrid owner + <code>owntype</code> (98%); ATTOM <code>owner.corporateindicator</code>	Assessor has no owner at all. Regrid owner string shows "LLC"/"TRUST" (e.g. "...TRS ... LIZARRAGA TRUST" in sample). Filter LLC/trust out per doc
Home address	Free	Assessor <code>SitusFullAddress</code>	Verified
Home worth — land vs. building	Free	Assessor <code>Roll_LandValue</code> , <code>Roll_ImpValue</code> , <code>BaseValue_Land/Imp</code>	Both components returned separately. Assessed ≠ market (Prop 13). Example: 16921 Bollinger Dr shows land \$1.97M, improvements \$0 (fire loss). Add ATTOM AVM for market value
Homeowner name(s)	Free (low volume) / cheap	Regrid (free app, 25/day; API paid) · FEC donor API (free) · ATTOM	Not on any LA gov site (state law). Regrid has owner + mailing address for all LA parcels (verified in sample). FEC gives name + street address for donors. Details §7
Homeowner email(s) / phone(s)	Paid (free tier for work email)	Hunter.io free 50/mo (work email from name + employer) · BatchData / Tracerfy skip-trace for personal	No public record holds emails. PDL free tier hides contact fields. People-search sites block bots. Details §7
Owner-occupied (exclude renters)	Free (+paid confirm)	Assessor <code>Roll_HomeOwnersExemp = 7000</code> ; ATTOM <code>absenteeInd</code>	Homeowners' exemption can only be claimed on a principal residence → owner lives there. ATTOM adds "OWNER OCCUPIED / ABSENTEE" and owner mailing address (≠ property address → likely rented)
Contractor / builder (company that pulled the permit)	Free (scrape)	LADBS permit detail page	Verified. "Contact Information" table lists Contractor, Architect, Engineer with license numbers. URL pattern: <code>ladbsservices2.lacity.org/OnlineServices/PermitReport/PcisPermitDetail?id1=25010&id2=10000&id3=06004</code> . Works with plain HTTP (no login). Legacy feed (to Jan 2025) also has <code>contractors_business_name</code> , <code>license</code> , <code>principal_*_name</code> , <code>applicant_relationship</code>
Builder name for closings	Paid	ATTOM sales history + permit cross-ref	Match recent sale → permits on same APN → contractor

Closing date / price	Paid	ATTOM /sale/snapshot , /saleshistory	No free MLS; RETS discontinued
Permit filed date / value	Free	LADBS feed submitted_date , issue_date , valuation	Verified; filter valuation::number >= 3000000
Estate managers / architects / family-office principals	Partial	Architect + Engineer: LADBS detail page (free). Others: LinkedIn / PDL / OpenCorporates	Architect and engineer are verified on the permit page. Estate managers and family-office principals are not in any public record — enrichment only
HOA / type of home (nice-to-have)	Free	Assessor UseDescription , DesignType , beds/baths/sqft, LotView , LotGolf	Type of home available. HOA membership not public

2. Portals checked manually (NOLA-equivalents for LA)

Portal	Status	Findings
LADBS Permit & Inspection Report ladbsservices2.lacity.org	Usable	City of LA (Bel Air, Brentwood, Palisades). Per-permit detail page with contractor/architect/engineer, status history, inspections. No search API, but the detail URL is deterministic from the permit number in the open-data feed, so it is fully scriptable
LA County Assessor Portal portal.assessor.lacounty.gov	Usable	Undocumented JSON endpoint /api/parceldetail?ain=... returns ~80 fields incl. land/improvement split, base-year values, exemption type, beds/baths, lot attributes. No owner name.
LA County Parcel GIS (ArcGIS)	Usable	Already in dashboard; supports zip + value filters and radius queries (for the 1-mile crime match)
Beverly Hills "CitySmart" Property Info cs.beverlyhills.org/cs	Scrape	Building permits 1989–present searchable by address/APN/permit no. No API; interactive JSP app → needs a browser-automation scraper. Not attempted in depth yet
West Hollywood permit portal	Blocked	permits.who.org returned 403 to automated requests; needs manual look or paid aggregator (Shovels.ai / SignedOff)
LA County Registrar-Recorder	Fee-based	Deeds (owner + closing) exist but bulk/online access is paid; ATTOM resells the same data

3. News API recommendation

Option	Cost	Tested	Verdict
Google News RSS	Free	Works	Recommended to start. Query burglary "Pacific Palisades" OR "Bel Air" ... when:30d returned relevant local items (Patch, NBC LA) instantly. No key, no limits in practice. Headlines + link only
NewsAPI.org	Free dev / \$449+ mo prod	Not run	Recommended if we need full-text search, source filtering and production volume
GDELT 2.0 DOC API	Free	Flaky	Rate-limited to 1 req / 5 s and timed out twice in testing. Not reliable for a scheduled job
Bing News Search	Paid (Azure)	Not run	Viable alternative to NewsAPI

4. Crime-type filter → LAPD NIBRS mapping

Requested crime	NIBRS code	LAPD description to match
Burglary / attempted burglary, Home invasion	220	"Burglary - Residential", "Burglary"
Trespassing / unlawful entry, Prowling / loitering	90J	"Trespass - Occupy Property Without Consent", "Trespass - Refuse To Leave Property"
Package theft / porch piracy, Mail theft, Property theft	23D, 23H	"Theft From Building", "Grand Theft", "Petty Theft - All Other Larceny"
Vehicle break-in	23F	"BFMV - Burglary From Motor Vehicle", "TFMV - Theft From Motor Vehicle"
Vehicle theft	240, 280	"Grand Theft Auto", "Take Vehicle Without Owner's Consent"
Vehicle-part theft	23G	"Theft Of Motor Vehicle Parts/Accessories"
Robbery / armed robbery, Follow-home robbery	120	"Robbery", "Carjacking"
Assault / violent attack	13A, 13B	"ADW", "Battery", "Assault W/Deadly Weapon" (exclude IPV/domestic-violence variants)
Vandalism / property damage, Door or gate tampering	290	"Vandalism ..."
Arson	200	"Arson"
Stalking / harassment	13C, 90Z	"Criminal Threats", "Stalking"
Peeping / voyeurism	90Z	"Peeking ...", "Disorderly Conduct - Peeping"
Casing / suspicious surveillance, Suspicious person or vehicle	—	Not a crime record. LAPD only publishes reported offenses, not calls-for-service. Would need LAPD CFS data or Citizen / Ring Neighbors (no API)

Premise filter (premis_desc): "Single Family Home", "Residence / Home / Driveway", "Victim's Residence", "Driveway (Residential)", "Other Residence". Exclude apartment/condo codes. **Result:** 194 matching incidents in the West LA division since Jul 1 2026 (53 residential burglaries, 24 grand thefts, 21 felony vandalism...).

5. Consolidated requirements checklist for the next run

Project 1 — Recent Crime x \$5M+ Homes (LA only)

- Zips: 90210, 90077, 90049, 90046, 90272. (LAPD covers 90077 / 90049 / 90272 only — 90210 / 90046 need BHPD / LASD source; flag as gap)
- Crime types: only the 20 listed (mapping \$4); premise = residence / single-family only
- Radius: 1 mile from incident → expand to 2.5 mi if too few; soft bound
- Homes: single-family, assessed or AVM ≥ \$5M; report land value and improvement value separately
- Owners only: require Homeowners' Exemption or ATTOM owner-occupied; exclude LLC / trust owners (keep the flag)
- Output fields: crime type, date, zip, area, ownership type, address, land value, improvement value, market value (AVM), owner name(s), email(s), phone(s)
- No weekly CSV / Slack for now

Project 2 — Permits (LA only, same zips)

- Construction permits ≥ \$3M valuation, single-family, filed in period; closings ≥ \$5M in last 90 days (ATTOM)
- **Must have:** homeowner name (ATTOM/Regrid) and contractor / builder company + license (LADBS detail page)
- Also: architect, engineer (LADBS), permit filed/issued date, land vs. improvement value, owner email/phone (skip-trace)
- Owners only — same owner-occupied / non-LLC rule
- Beverly Hills / WeHo permits: scrape CitySmart or use Shovels.ai / SignedOff; decide before run

7. Deeper dig: free routes to homeowner name & email (what we actually tested)

Route	Result	Evidence / notes
LA County Assessor portal / open data / GIS	No name	Assessor FAQ: owner info "freely available in person" or via Property Data Sales, but "prohibited from providing such information on our public website" (Gov. Code 6254.21). Applies to every CA county.
LA Registrar-Recorder (deeds)	Offline only	"This office does not provide online access to our real estate records or indexes." Grantor/grantee index is free in person at Norwalk; copies via LexisNexis (fee).
LA Treasurer/Tax Collector	Blocked	Site returns Incapsula "Access Denied" to our requests; bills show no owner name online anyway.
Regrid (parcel aggregator)	Name + mailing addr	LA County coverage page: Owner Name 100%, Mailing Address 99%, Owner Type 98%. Verified in their free 20-row LA sample: MCKILLIP, JANET F AND MATTHEW 14613 BESTOR BLVD PACIFIC PALISADES ; another row shows mailing ≠ situs (absentee/renter signal). Free Starter account = 25 lookups/day in the app (manual). API / LA County bulk file are paid but far cheaper than ATTOM. Regrid's own note: CA law limits owner names "in many places" — LA is populated.
FEC individual contributions	Name + street + employer	Free API (api.open.fec.gov/v1/schedules/schedule_a) returns contributor_name, contributor_street_1, contributor_zip, employer, occupation; e.g. 90272 → "SATTERFIELD, CYNTHIA 14721 W SUNSET BLVD SELF EMPLOYED REAL ESTATE". Bulk file (indiv24.zip, 4 GB) yields 22,457 distinct donor rows in 90210/90077/90049/90046/90272. Limits: DEMO_KEY 40 req/hr (we hit it) — a free personal key gives 1,000/hr; bulk file lacks street, so address match must go through the API. Only covers people who donated federally.
LA City Ethics contributions (Socrata m6g2-gc6c)	Name + zip only	Has contributor name, city, zip, employer — no street, so it can only corroborate a name, not match an address.
LADBS permit detail (owner-builder permits)	Sometimes	Legacy feed has applicant_relationship; when it is "Owner"/"Owner-Builder" the applicant is the homeowner. Current detail page lists Contractor / Architect / Engineer, not owner (checked 2 permits).
People-search sites (TruePeopleSearch, FastPeopleSearch)	Blocked	HTTP 403 to scripts; Cloudflare "verify you are human" in the browser. Usable by hand only, and their terms bar automated use.
People Data Labs free tier	No contact data	100 records/mo free, but since Jan 2025 emails/phones are masked to true/false on free plans.
Hunter.io free tier	Work email	50 credits/mo, no time limit. Input = name + company domain (we get employer from FEC). Work email, not personal.
USPS	—	Address validation only; no occupant/owner data.

Bottom line: Name is solvable free at low volume (Regrid app + FEC) and cheap at volume (Regrid API/bulk). Email has no free public source; recommend one skip-trace vendor at ≈ \$0.10–0.20/record on the final shortlist only (tens of homes/week, so a few dollars a week), with Hunter free tier for work emails as the \$0 fallback.

8. Decisions / purchases needed before the run

Item	Blocking?	Why
ATTOM API key (30-day trial OK)	Yes	Only source for owner name, LLC flag, owner-occupied, AVM, closings. Blocks both projects' owner fields
Skip-trace vendor choice (BatchData / Tracerfy / Melissa / PDL)	Yes	Email + phone
Beverly Hills / WeHo crime + permit source	No	Can run 3 of 5 zips today; add BHPD/LASD + CitySmart scrape after
News source (Google News RSS)	No	Free, works now
Radius 1 mi → 2.5 mi rule	No	Agreed in comments