

Neighborhood-first target brief

Every single-family home at \$3M+ in Pacific Palisades and Brentwood, scored by nearby crime, permits, transfers and fire damage

Data as of September 25, 2026
LA County Assessor · LAPD NIBRS
LADBS · CAL FIRE DINS · FHFA HPI

Addressable homes
8,463
vs 159 contacts under crime-first

Red zone (≤0.25 mi, 90d)
2,786
door-knock & mailer first

Active permits
822
109 wildfire rebuilds

Sold since 2025
554
new owners, fresh deed

PRIORITY 1

Pacific Palisades

ZIP 90272 · median \$5.1M

2,785
homes \$3M+



392
permit, last 12 mo

180
sold since 2025

1,184
owner-occupied

409
fire-damaged

388 lots destroyed in the fire. Mail can't reach them, so owners on rebuild permits are best worked by phone. Tracerfy returns their current mailing address.

TOP TARGETS	EST. VALUE	SIGNALS	SCORE
411 Lombard Ave	\$3.6M	Rebuild Permit	83
332 Mount Holyoke Ave	\$3.3M	Rebuild Permit	83
1417 Capri Dr	\$13.0M	Permit New owner	82
1344 Monaco Dr	\$13.5M	Permit New owner	82
765 Amalfi Dr	\$9.2M	Permit New owner	80
500 Toyopa Dr	\$11.8M	Permit New owner	80
538 Chautauqua Blvd	\$30.2M	Permit New owner	80
267 Toyopa Dr	\$8.7M	Rebuild Permit	79
1316 Capri Dr	\$5.4M	Permit New owner	73
745 Napoli Dr	\$5.8M	Permit New owner	72
815 Toyopa Dr	\$4.6M	Rebuild Permit	72
1494 Pampas Ricas Blvd	\$4.8M	Rebuild Permit	72

PRIORITY 2

Brentwood

ZIP 90049 · median \$4.9M

5,678
homes \$3M+



430
permit, last 12 mo

374
sold since 2025

2,592
owner-occupied

2,723
\$5M+

Homes are standing and mail reaches them. 1,972 red-zone homes are the core of the mailer and door-knock plan. Crime spills over from Santa Monica.

TOP TARGETS	EST. VALUE	SIGNALS	SCORE
351 S Cliffwood Ave	\$12.0M	Permit New owner	86
12928 Evanston St	\$27.1M	Permit New owner	86
425 S Burlingame Ave	\$15.5M	Permit New owner	86
400 S Cliffwood Ave	\$11.7M	Permit New owner	82
11001 W Sunset Blvd	\$9.0M	Permit New owner	80
249 S Westgate Ave	\$9.7M	Permit New owner	80
12252 Dorothy St	\$7.0M	Permit New owner	77
321 S Gretna Green Way	\$7.2M	Permit New owner	76
604 S Saltair Ave	\$5.7M	Permit New owner	74
780 Linda Flora Dr	\$6.1M	Permit New owner	73
11776 Chenault St	\$3.3M	Permit New owner	72
711 S Westgate Ave	\$3.6M	Permit New owner	72

NEXT STEPS

- 1. **Trace the top of the list** with Tracerfy (≈10 credits per match) to get owner, mailing address and ranked phones. Cold calling uses only mobile numbers not flagged DNC, TCPA or litigator.
- 2. **Mail and door-knock Brentwood's red zone** using the route export (turfs of 60 homes, in street order).
- 3. **Call Palisades rebuilders** with the "new owner, renovating" opener. Oatmeal keeps working the 142-number list in parallel.

HOW TO READ IT

Value: assessor value with the Prop 13 cap removed and adjusted by the FHFA LA home price index (Tracerfy's valuation once traced).

Zones: distance to the nearest burglary, robbery or residential crime in the last 90 days. Red ≤ 0.25 mi, yellow ≤ 0.75 mi.

Score: crime proximity, recent permit, recent transfer, fire rebuild and value, combined into a 0–100 score.