

Fire Damage Lead Phone Script

Tape it to the dashboard. Memorize it in a week.

The call, top to bottom

1 Opening — 5 seconds

“Hi, is this [Name]? I'm [You] with [Company] — I saw the incident at [Address] earlier today and wanted to reach out directly.”

2 Permission

“Do you have thirty seconds? I know this is a terrible time.”

3 Empathy — no pitch yet

Acknowledge it. One or two sentences. No solutions, no scope, no price. Just: I see you, this is hard.

4 Value

“We specialize in fire damage restoration — boardup, smoke removal, contents pack-out. We work directly with your insurance adjuster so you don't have to.”

5 Close — the specific ask

“Can I come by tomorrow at 10 or 2 to walk the property with you? No obligation either way.”

TIMING

Total call under 90 seconds. If you're over 2 minutes, you've moved past empathy into sales. Back up.

Objection flashcards

“We already have a contractor.”

“Fair — who? If I know them, I'm out of your way. If not, I'll leave a card for a second opinion.”

“Insurance handles everything.”

“They handle the money, not the contractor. That's still your call.”

“Not interested.”

“Understood. Only thing that can't wait is the boardup — can I send a referral?”

“Are you ambulance-chasing?”

“I'm reaching out because of the fire — first 48 hrs matter. I'd rather be upfront.”

Get the next fire lead in real time.

Verified incidents, skip-traced contacts, live traffic cameras — under 60 seconds.

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