



Be first to every fire in your territory.

Real-time fire & damage lead intelligence for restoration contractors — with verified owner contacts, live scene footage, and automated outreach.

100,000+ incidents tracked

776 counties · every state

On your map in minutes, not days

The first contractor on scene wins the job

How most restoration leads work today

- County records and permit data arrive **days or weeks** after the fire — the job is already signed.
- Purchased lead lists are **sold to you and your competitors** at the same time.
- Keeping eyes on every fire department in your territory by hand doesn't scale — and nobody's watching at 2 AM.
- Even when you hear about a loss, finding the **right owner and a working phone number** takes hours.

With FirstLeads

- Incidents detected by our **proprietary monitoring network** — on your map within minutes of the alarm.
- Verified owner contacts, property value, and equity — **one click, compliance pre-checked**.
- Your whole territory watched **24/7**, with alerts to your team the moment a fire matches your filters.
- Call, postcard, and CRM handoff — **the same hour, not the next week**.

Every source that knows about a fire — fused into one feed

100k+

Fire & damage incidents processed to date

25,700

New leads in the last 30 days alone

776

Counties covered, across all 50 states + DC & territories

<30 min

From incident to an alert in your inbox

Real-time detection

Our proprietary monitoring network picks up fire incidents the moment crews respond — 24/7, coast to coast.

AI verification & damage scoring

Every incident is verified and scored by AI — severity, damage indicators, confirmed address — before it reaches your map.

Scene intelligence

45 fire-department social accounts (1,000+ posts/mo), 4,300+ live traffic cameras, and coverage across 649 cities — layered onto every lead.

HOW IT WORKS

From fire pin to booked job — one workflow

- 1 Find** — the lead appears on your live map, filtered to your counties and damage levels.
- 2 Verify** — fire-department photos, a minute-by-minute incident timeline, and live nearby cameras confirm it's a real, workable loss.
- 3 Unlock** — one click reveals the owner: phones, emails, mailing address, plus full property & equity intelligence. Compliance pre-checked.
- 4 Reach out** — call the verified numbers; a postcard goes to the household automatically the same day.
- 5 Automate** — alerts fan out to email, SMS, Slack, Google Sheets, and your CRM. The next lead works itself.

Your live map — every fire, as it happens

- **Active and resolved incidents** render live on the map — you see the fire *while it's burning*, not in next week's county report.
- **Damage filters: Low / Medium / High** — focus on the losses worth a crew.
- Incident types: **Structure · Residential · Commercial · Flood/Water**.
- **County & city filtering** locks the map to your exact territory, with up to 35 days of searchable history.
- Every pin opens a full incident record with a **minute-by-minute timeline**: **dispatched** → **on scene** → **knocked down**.

YOUR VIEW, FILTERED LIVE

Pierce County X

King County X

Residential ✓

Commercial ✓

High ✓

Medium ✓

Last 35 days



Residential Structure Fire

HIGH DAMAGE

4187 Alderwood Ln SE, Puyallup, WA 98374 · Pierce County

Dispatched	6:42 AM	Units	8 on scene
On scene	6:47 AM	Status	Active
Knockdown	7:15 AM	Confidence	Verified



On-scene report: "Heavy smoke and flames from the attached garage... extension into the attic. Second alarm requested."



Unlock contact info



Send Postcard

STEP 2 · VERIFY

The scene, in pictures — captured automatically

Real fire-department posts, matched to real leads on the map. Click any link to open the lead in FirstLeads.



CAL FIRE San Luis Obispo · Paso Robles, CA
"Residential Structure Fire... firefighters are actively working the incident."

[View this lead in FirstLeads](#)



Central Pierce Fire & Rescue · Puyallup, WA
"...crews found a mobile home with smoke and flames visible..."

[View this lead in FirstLeads](#)



Indianapolis Fire · Indianapolis, IN
"6 adults and 5 children displaced from 4 units after heavy fire..."

[View this lead in FirstLeads](#)

Damage photos & scene video

Knockdown & containment updates

Displacement · evacuations · road closures

All attached to the lead on your map

Every update lands on the same lead



Puget Sound Fire · Kent, WA — first post: "...found the back side of the house on fire and fire in the attic area."



Update, same incident: "Smoke from the fire could be seen from over a mile away..."

[View this lead in FirstLeads](#)

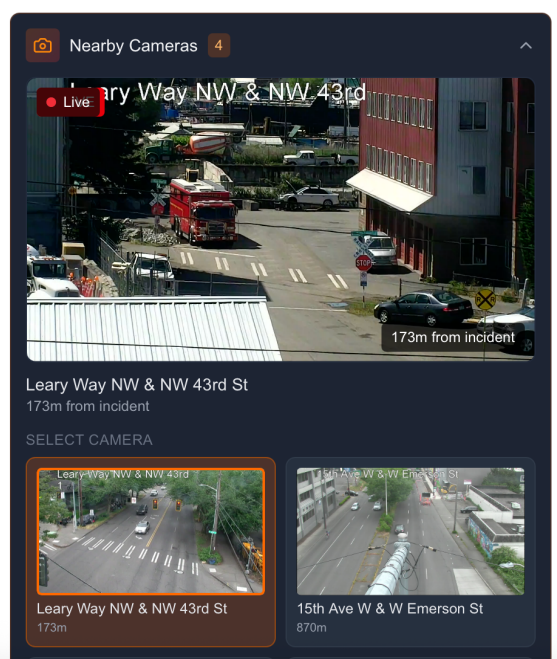
- Departments post **time-of-call, knockdown, cause, and evacuation details** — FirstLeads threads every update onto the matching incident.
- Posts with **street addresses are geocoded and pinned** — even in areas where official data is thin.
- A photo of flames through the roof tells you it's a **full restoration job, not a pan fire** — before you send anyone.
- Expanding beyond X/Twitter: **Facebook & Instagram** department pages and community groups.

Nobody on your team has to refresh six fire-department feeds at 2 AM. **FirstLeads is already watching.**

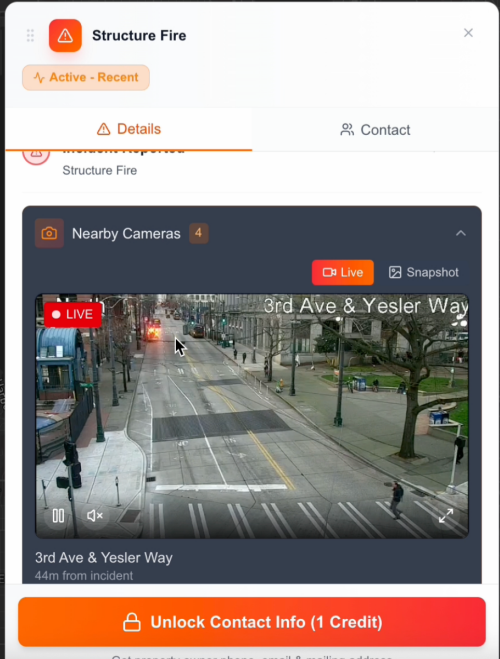
STEP 2 · VERIFY (LIVE)

Live cameras — see the scene before you roll

4,300+ live traffic cameras, surfaced automatically inside every fire popup and ranked by distance. Premium exclusive.



● **Live · 173 m from the incident** — engine on scene at Leary Way NW & NW 43rd. Four nearby cameras to choose from, thumbnails included.



● **Live · 44 m from a downtown structure fire** — live video and snapshot modes, right inside the popup, one scroll above Unlock Contact.

You'll know if it's worth dispatching a crew **before you even pick up the phone.**

The right owner, the right number — one click

Michael R. & Susan K. Thompson

Owner · verified across independent data sources · owner-occupied

✓ Compliance checked

PHONE	TYPE · CARRIER	SCORE	FLAGS
(253) 555-0134	Mobile · T-Mobile	94 · reachable	Clean
(253) 555-0198	Mobile · Verizon	88 · reachable	Clean
(253) 555-0287	Landline · CenturyLink	71	⚠ DNC
(206) 555-0142	Mobile · AT&T	63	Clean
(425) 555-0177	VoIP	32	⚠ DNC

✉ m.thompson84@example.com · susan.thompson@example.net · +1 more

- Multiple sources, one verified answer — every unlock cross-references independent data providers, property records, and carrier lookups, so your odds of reaching the actual owner go up dramatically.
- Owner name, up to 6 phones, 3 emails, and mailing address per unlock.
- Federal DNC registry check on every number; litigator scrub; bankruptcy & death-record flags. We do the compliance homework so you don't have to.
- Line type, carrier, reachability, and a quality score — call the 94 first, skip the 32.
- Bulk unlock, CSV export, copy, or push straight to your CRM.

Know they can fund the job — before you knock

Valuation & equity

Est. value	\$612,000
Range	\$580k – \$645k
Equity	\$418,000 (68%)
LTV	32%

Property profile

Type	Single family · 2 story
Built	1994 · reno 2016
Size	4 bd / 2.5 ba · 2,340 sqft
Roof / heat	Comp shingle · forced air

Mortgage & deed

Last sale	Jun 2011 · \$289,000
Mortgage	2019 refi · \$194,000
Rate / lender	3.6% · Evergreen Home Lending
Permits	Roof (2016) · Water heater (2021)

✓ Owner-occupied

✓ USPS deliverable

Not vacant

Not absentee

Demographics: household, income band, net-worth band

Equity tells you they can fund the rebuild. Owner-occupied tells you who answers the door. **You know both before you knock.**

The same intelligence — pointed at any address

Look up owners, residents, and property details for **any U.S. address** — no incident required.

 4193 Alderwood Ln SE, Puyallup, WA 98374

RESULTS — NEXT DOOR TO THE FIRE

Daniel Okafor · Owner	(253) 555-0221 · reachable
Facilities Manager · Rainier Logistics	d.okafor@example.com
Est. value \$598k · equity 54%	Owner-occupied · built 1996

- **Owners, residents, and full property detail** for any address — phones, emails, DNC flags, valuation, equity.
- Person enrichment: **job title, company, LinkedIn** — know who you're talking to.
- **Canvass the street after a fire** — smoke and water damage don't stop at the property line.
- Storm-swath prospecting, referral checks, commercial owner lookups.

Direct-mail postcards — fire pin to mailbox, one click

We're sorry about the fire on Alderwood Ln.

Our team helps Pierce County families restore fire & smoke damage — insurance-billed, board-up within hours.

Your Company Name · (253) 555-0100

Fire address, city, date, incident type, and damage level auto-fill per lead — designed with your branding during onboarding

- **"Send Postcard" lives on the map popup** — prefilled with the fire address, addressed to the household.
- **Auto-send** — every new High-damage lead in your counties can get a card the same day, automatically.
- **Never double-mail a victim:** if a card already went to that address, the button disables and shows the date.
- Your own postcard templates, front and back — **we design them with you** during onboarding.
- Runs on your own PostGrid or Postalytics account — **postage at vendor cost, zero markup from us.**

Your call reaches one owner. **Your postcards reach every affected household — the day of the fire.**

Your territory, on autopilot

- Instant alerts in **<30 minutes** of the incident — email & SMS the moment a lead matches your filters.
- Daily digests & weekly summaries at the hour and day you choose.
- Extra recipients — your sales team, dispatch, ops — everyone gets pinged at once.
- One alert fans out to **every channel simultaneously**: Email, SMS, Slack, Google Sheets, auto-postcards.
- Alert regions by county/city + damage level + incident type — **we configure them with you on day one**.



SMS · 6:58 AM

🔥 FirstLeads: HIGH damage residential fire — 4187 Alderwood Ln SE, Puyallup (Pierce). 8 units. Unlock: firstleads.ai/dashboard...

fire-leads



FirstLeads APP 6:58 AM

🔥 New HIGH-damage lead — Residential Structure Fire

4187 Alderwood Ln SE, Puyallup, WA · Pierce County

Dispatched 6:42 AM · 8 units · "heavy smoke and flames from attached garage"

View on map

Unlock contact

↳ thread · 2 updates: knockdown 7:15 AM · damage photos posted by @CentralPierce

Plugs into the tools you already use

 fire-leads-2026 · Sheet1 — rows append live as leads match your alerts

LEAD ID	INCIDENT TIME	TYPE	ADDRESS	CITY	COUNTY	EST. DAMAGE	FIRSTLEADS URL
a9f2...c41	Jul 14, 6:42 AM	Residential Fire	4187 Alderwood Ln SE	Puyallup	Pierce	High	firstleads.ai/dashboard...
b7e0...9d2	Jul 13, 11:04 PM	Structure Fire	1522 SE Marion Ct	Tacoma	Pierce	Medium	firstleads.ai/dashboard...

Google Sheets

Connect with Google, pick a tab, and leads append in real time — no duplicates, ever.

HubSpot

Unlocked contacts push straight into your pipeline — field mapping set up for you.

Slack

Alerts in the channels your crew already watches — threaded updates as incidents evolve.

CSV / bulk export

Works with any CRM — bulk unlock and export in two clicks. Custom hookups available.

Use a tool we didn't list? **Tell us during onboarding — we'll work with you to integrate it.**

One booked job pays for the year

Typical residential fire-restoration jobs run \$10k–\$50k+. If FirstLeads gets you to **one job** your competitors would have won, it's paid for itself.

BUILT FOR RESTORATION

Pro

\$697/mo

Agents · investors · insurance

- 700 unlock credits/mo
- Resolved fires · 7-day history
- 5 alerts · daily/weekly digests

Premium

\$1,497/mo

Restoration contractors · adjusters

- **Active fires — exclusive**
- **Unlimited** contact unlocks
- **Instant alerts** + live cameras
- 10 alerts · 35-day history · 5 recipients

Enterprise

Custom

Multi-market · franchise · TPA

- Full REST API · multiple seats
- 20+ alerts · 90-day history
- White-label · 99.9% SLA · dedicated AM

YOUR LAUNCH OFFER

A special rate while we integrate FirstLeads into your workflow

50% off your first 2 months

Your integration period, at half price — while we wire FirstLeads into your team's daily workflow. Full price only starts once you're fully up and running.

Premium: \$748/mo during onboarding

Pro: \$348/mo during onboarding

Available when you activate within 7 days of your demo.

- **White-glove onboarding, unlimited calls** — we're not handing you a login and walking away.
- We configure your **counties, alerts, and damage filters** on the first call — live before you hang up.
- We connect **Slack, Google Sheets, and your CRM**, and design your **postcard templates** with you.
- Ongoing support for workflow changes and new team members — **for as long as you're a customer.**

Our goal is simple: by the end of month two, FirstLeads is how your team finds work — and the discount has already paid for itself many times over.

NEXT STEPS

The next fire in your territory is minutes away. Be the first call the owner gets.

1 • Say the word

We'll configure your counties, damage filters, and first alerts live on this call — you leave with a working system.

2 • Connect your team

Slack, Sheets, CRM, and postcard templates set up in your first onboarding session — usually within 48 hours.

3 • Win the next job

Your 50% onboarding rate is locked in for months one and two. One booked job and it's already paid for the year.



firstleads.ai