

Fire Damage Lead Voicemail Templates

Three scripts. Thirty seconds each. Optimized for callback rate.

The three templates

A

Same-day

0–4 hrs post-incident · Under 25 seconds

Soft. Empathy + resource offer.

“Hi [Name], this is [Your name] with [Company]. I'm calling because I saw the incident at [Address] this morning — no pitch on this message, just wanted to let you know we offer a free boardup assessment and we're in your area today. My direct number is [number]. I'll say it once more — [number]. Happy to text if that's easier. Take care.”

B

Next-day

24–48 hrs post-incident · Under 30 seconds

Reference-driven. Offer written estimate.

“Hi [Name], [Your name] from [Company] again. I left a message yesterday about the incident at [Address]. We've been working with [carrier or adjuster name] in your neighborhood and I can have a written estimate over to you or your adjuster within 24 hours. Direct number is [number], or reply to my text. I'll try once more tomorrow.”

C

Day 3+

72+ hrs post-incident · Under 30 seconds

Scarcity. Insurance deadlines, mold risk.

“Hi [Name], [Your name] with [Company]. Calling one more time because of two things. First, most carriers want a mitigation contractor on-site within 72 hours to avoid claim complications. Second, per IICRC S500, mold risk opens at the 72-hour mark. Please give me a quick callback at [number]. If I don't hear back, I'll step away — you've got enough going on.”

Best practices

1

Speak slowly.

A 30-second script read fast sounds desperate.

2

Say the number twice.

Once at the start, once at the end. Every time.

3

State the reason first.

Within 10 seconds or they delete.

4

Never pitch price.

Pitch a next step. Price conversations happen live.

5

Offer a specific callback time.

“I'll try again tomorrow at 2” beats “call me back.”

Be first to call.

Real-time fire alerts, skip-traced contacts, live traffic cameras — under 60 seconds.

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