

Home Services

A practical briefing, intake guide and calling script.

Home services connect a property owner or authorized manager with a provider for a defined repair, maintenance or improvement. A qualified appointment needs a real project, a serviceable location and a clear expectation of what the visit or estimate includes.

Repair & maintenance

Examples include plumbing, electrical, HVAC, pest control and routine upkeep. Match urgency and trade; emergencies should go to an appropriate emergency provider.

Property improvements

Roofing, windows, remodeling, insulation and other projects need dimensions, condition and scope. A lead agent should not diagnose structural or safety problems.

Estimate & scheduling

Confirm the requested service, decision-maker, property access and time window. Ask the provider about diagnostic charges, licensing, insurance and written estimates.

Costs and estimates

These are project prices, not insurance premiums. A maintenance visit and a whole-roof replacement cannot share one credible average. Record the scope and budget; ask for a written estimate separating labor, materials, permits and any visit fee. An illustrative \$200 service visit must never be represented as the provider's actual price.

Age and decision-making authority

Use an adult homeowner, landlord or authorized property manager. A tenant may report a need, but work authorization and payment responsibility must be confirmed.

Intake & qualification

Potential fit for review

- A real project in the provider's trade and coverage area
- Authorized decision-maker and feasible appointment
- Honest expectations about price and scope

Stop, disqualify or refer

- Unsafe emergency requiring immediate assistance
- Unsupported trade, no property authority or no permission
- Claims that approval, financing or government rebates are guaranteed

Information to collect

- ZIP and service address only as needed for serviceability
- Property type, ownership or management authority
- Problem, project size, urgency and any known safety concern
- Preferred dates, access requirements and contact permission
- Budget expectations and whether an estimate or paid service visit is requested

Training material, not legal, medical, financial or insurance advice. The campaign owner must obtain current professional compliance approval before use, including calling permissions, suppression, state rules, licensing, disclosures and recipient identity. Never call after an opt-out. Never invent consent, source history, prices, health facts or eligibility. Do not collect payment credentials, Social Security or Medicare numbers in initial screening.

Frontier calling script

OUTBOUND ONLY TO LAWFULLY CONTACTABLE RECORDS after campaign approval and suppression checks.

01 Greetings & introduction

- Hello, my name is [Agent first name], and I am with Leads Cell. This is a marketing call about home services. Is now a convenient time for a brief conversation?

02 Reason for the call

- I can ask a few brief questions about your interest in home services and, if you wish, connect you with a service specialist. I cannot confirm eligibility, prices or outcomes.

03 Permission to continue

- Would you like to continue? You can decline or ask us not to contact you. Wait for an affirmative response; if declined, stop. This question does not cure an unlawful initial call.

04 Eligibility / needs questions

- Which repair or improvement are you considering?
- What ZIP is the property in?
- Are you the owner or authorized manager?
- Is this urgent, or are you gathering estimates?
- When would a provider be able to discuss the project with you?
- May I connect you to confirm scope, availability and any estimate fee?

Transfer & verifier

05 Permission & disclosure before transfer

- With your permission, I can connect you now to [actual receiving person or organization], a service specialist, about home services. May I share the answers you just provided for that conversation? There is no obligation to purchase or engage a service. Wait for a clear response and record it through the approved process.
- Identify the real recipient before transfer. Use the approved campaign-specific disclosures, recording notice and applicable consent process. Do not claim that a spoken yes overrides a Do Not Call request.

06 Warm handoff

- To receiving team: I have [Prospect first name] in [state], interested in home services. With permission, here is the relevant summary: [accurate answers]. Are you available to take the conversation?
- To prospect: [Receiving person] is now on the line. They will explain their role and review the details directly. Thank you for your time. Do not tell the prospect to falsely say they initiated the call.

07 Verifier follow-through

- Thank you for staying on the line. I am [Verifier first name] with Leads Cell. You have been connected to discuss [confirmed topic]. Is that correct?
- Confirm the minimum facts, the actual receiving destination and permission. Do not repeat unnecessary sensitive questions or turn verification into pressure. Stop or return for clarification if answers differ.

If a direct transfer is approved instead of a warm transfer, identify the actual destination, obtain permission, explain any hold and confirm that the receiving team is available. Never instruct the prospect to misrepresent how the call began.

Rebuttals & references

Not interested

Understood. Thank you for your time. End the pitch; do not cycle through rebuttals after a refusal.

Do not call me

Understood. I will record your request not to receive further marketing calls from us. End the call and promptly update the suppression process.

I am busy

Of course. Would you prefer to end here, or choose a specific time for a permitted follow-up? Do not schedule without agreement.

How did you get my number?

State the actual documented source and permission accurately. If you cannot verify it, do not invent an explanation; stop and escalate the record.

I already have help or coverage

That may already meet your needs. There is no need to change it for this call. Would you like to end here? Do not interfere with existing legal representation.

What will this cost?

The receiving professional must explain the actual quote or fee agreement. I cannot promise a rate, saving, payout or approval.

I will not share personal details

That is fine. Do not provide account numbers, passwords or sensitive records on this screening call. You may verify the receiving professional and use their approved secure process.

Is this a government program?

Leads Cell is a private business, not a government agency. Explain the actual service without suggesting government endorsement.

Reference reading

[Choosing a contractor](#)

[Calling safeguards](#)