Home Warranty

A practical briefing, intake guide and calling script.

A home warranty is commonly a service contract for specified systems or appliances. It is different from homeowners insurance. The contract determines covered failures, exclusions, service procedures and dollar caps; ordinary interest in coverage does not mean an existing breakdown will be accepted.

Systems

An offered contract may address specified heating, cooling, electrical or plumbing components. Covered parts and exclusions need careful comparison.

Appliances

Some contracts include selected kitchen or laundry appliances. Brands, condition, maintenance requirements and pre-existing issues can matter.

Contract limits

Review waiting periods, repair-versus-replacement terms, payout caps, exclusions and the service-call charge. Coverage is not an unrestricted promise to replace everything.

Costs and estimates

Request the current annual or monthly contract price plus the service-call fee and coverage caps. Budget illustration only: a hypothetical $600 annual contract plus two $100 service fees totals $800 before uncovered costs. This is not a market quote or an offered plan.

Age and decision-making authority

Speak with an adult homeowner or authorized decision-maker. Property location, type and contract rules usually matter more than the person's age.

Intake & qualification

Potential fit for review

- A supported property and interest in understanding a service contract
- Decision-maker willing to review exclusions and fees
- Accurate description of current equipment condition

Stop, disqualify or refer

- Opt-out or unsupported property
- Expectation that all pre-existing breakdowns are automatically covered
- A promise that the service contract replaces insurance

Information to collect

- Property ZIP/type and decision-making authority
- Systems and appliances the prospect wants considered
- Current contract and renewal timing
- Known current failures, stated honestly
- Preferred budget and permission to discuss contract terms

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 warranty. 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 warranty 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

• Are you looking to understand coverage for systems, appliances or both?

• What ZIP and property type should the provider review?

• Do you own the home or have authority to choose a contract?

• Do you already have coverage, and when does it renew?

• Are there existing problems the provider should know about?

• May I connect you to review the actual price, limits and service fees?

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 warranty. 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 warranty. 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

Service-contract basics

Calling safeguards