CONTENT RECOVERY SPECIALISTS
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CRS Fire Opportunity Contact Guide

First 60 Days After a Fire: Who to Contact, How to Reach Them, and Where the Opportunity Lives

Meet them where they're at. Show them you care. How we approach a homeowner is as important as the service we provide.

Stage 1 | Day 0–1 | Immediate Response

Potential Contacts
- Homeowner / occupant
- Fire personnel
- Red Cross

Best Methods
- Calm in-person introduction
- Gentle phone contact if appropriate
- Lead with empathy and help

Opportunity Focus
- Build trust
- Explain CRS contents specialty
- If trust is gained, refer a trusted restoration partner if needed

Stage 2 | Days 1–3 | Early Claim Setup

Potential Contacts
- Homeowner
- Insurance carrier
- Adjuster / claims team
- TPA

Best Methods
- Phone call
- Email / text follow-up
- Gather claim information

Opportunity Focus
- Capture claim details
- Position CRS early
- Monitor scene release status

Stage 3 | Days 3–14 | Best Window to Win the Job

Potential Contacts
- Restoration contractor
- Estimator / project manager
- Homeowner
- Adjuster / TPA

Best Methods
- Read the yard sign / no-trespassing sign
- Call the office or project manager
- On-site visit
- HubSpot research and follow-up email

Opportunity Focus
- Once a restoration company is assigned, their sign often shows who has the job
- Use the sign to gather intelligence and contact the restoration partner
- Pursue the contents work or build a relationship where one does not exist

Stage 4 | Days 10–20 | Scene Release + Pack-Out Window

Potential Contacts
- Project manager / estimator
- Homeowner
- Adjuster / TPA

Best Methods
- Confirm scene release status
- Fast mobilization call
- On-site coordination

Opportunity Focus
- If contents remain onsite, direct work may still be open
- If CRS is selected, mobilize quickly
- If already assigned elsewhere, shift to relationship-building

Stage 5 | Days 15–30 | Relationship Building Onsite

Potential Contacts
- Project manager
- Foreman
- Crew
- Office contact

Best Methods
- In-person introduction
- Office follow-up
- Schedule the next meeting

Opportunity Focus
- Learn who chooses contents partners
- Identify pain points with current vendors
- Position CRS for the next loss

Stage 6 | Days 30–60 | Future Opportunity Development

Potential Contacts
- Contractor leadership
- Adjusters
- Carrier / TPA contacts

Best Methods
- Call / email follow-up
- Office visit
- HubSpot nurture

Opportunity Focus
- Build long-term referral relationships
- Offer overflow, commercial, or large-loss support
- Convert the lead into future value

What to Collect

- Address
- Carrier
- Claim #
- Adjuster / claims team
- TPA
- Restoration company
- Project manager
- Current contents provider
- Scene released?
- Contents assigned?
- Next action in HubSpot

Total Loss Opportunity

- Homeowner, adjuster, and PM still need help
- Offer inventory support and documentation
- Use CRS technology to ease the burden
- Identify salvageable items when possible
- Make the process easier for the homeowner and adjuster

Key Rule

First 2 weeks: pursue the job.

After contents are removed: pursue the relationship.