Home Services commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Ninety-Six Degrees

HVAC · Adult (30-45) · Neutral American · 15 seconds

Ninety-six degrees and your AC just quit? Don't sweat it. Well, sweat a little. Then call Frostbank.

Same-day service, seven days a week.

Frostbank Heating and Air. Cool again, today.

Bugs Be Gone

Pest control, jingle · Any · Neutral American · 15 seconds

Ants in the pantry? Spiders in the tub? Something in the attic that goes bump at night?

One quick call to Buglock, and they're history. Guaranteed gone.

[Jingle]

Buglock, Buglock, bugs be gone!

The Door That Won't

Garage doors · Adult (30-45) · Neutral American · 15 seconds

Garage door stuck halfway? Again? You press the button, it thinks about it, and then it just... doesn't.

Call Liftright. We fix it fast, and we fix it right.

Liftright Garage Doors. Up and running.

Come Home to Clean

Cleaning · Young adult (18-25) · Neutral American · 15 seconds

Imagine walking in the door to a spotless kitchen. Shining floors. Fresh sheets on the bed.

Sparkhaven Cleaning makes it happen, weekly, every other week, or just once.

Sparkhaven Cleaning. Come home to clean.

Your Roof Is Working

Solar · Adult (30-45) · Neutral American · 15 seconds

Your roof sits in the sun all day, doing nothing.

Morninglight Solar can put it to work. A free home assessment, clear answers, and expert installation.

Morninglight Solar. Let your roof pull its weight.

Possum in the Roof

Pest control · Adult (40-55) · Australian · 15 seconds

Scratching in the ceiling at two a.m.? That's a possum. Or it's rats. Either way, you're not sleeping.

Call Gumleaf Pest Co. We'll sort it, humanely and properly.

Gumleaf Pest Co. Sorted by sundown.

Big Bill Says

HVAC · Mature (55+) · Southern US · 30 seconds

Hey, y'all, it's Big Bill! And if your AC is blowing hot air, well, so am I, but I can fix yours!

At Big Bill's Heating and Cooling, we answer the phone, we show up on time, and we tell you straight whether it needs a repair or a replacement.

And I'll treat your house like it was my mama's. She'd have it no other way.

Big Bill's Heating and Cooling. Call Big Bill. He'll fix it!

The Ceiling Was Dripping

Plumbing, testimonial · Adult (30-45) · Neutral American · 30 seconds

So I'm making dinner, and I hear this... drip. From the ceiling. Above the stove.

I called Pipewright Plumbing, and honestly, I expected a two-day wait. Mike was there in an hour. He put down those little booties so he wouldn't track mud. He showed me the leak, told me the price before he started, and fixed it that night.

Pipewright Plumbing. I've got their magnet on my fridge now.

After the Hail

Roofing · Adult (40-55) · Neutral American · 30 seconds

After a hailstorm, a roof can look fine from the driveway and still be damaged up close.

Summit Shingle Roofing offers a free inspection. We'll climb up, take photos, and show you exactly what we find. If you need repairs, we'll help you work with your insurance.

And if your roof is fine, we'll tell you. We won't sell you a roof you don't need.

Summit Shingle Roofing. Straight answers from the top.

Worth Every Tuesday

Cleaning, duet · Adult (30-45) · Neutral American · 30 seconds

Cast: OWEN JESS

OWEN Jess. Something's wrong with the house.

JESS What do you mean?

OWEN The counters. I can see the counters.

JESS Mm-hm.

OWEN Is that... the floor? We have a floor?

JESS Tidy Tuesday Maids came today.

OWEN Who?

JESS A cleaning team. Every Tuesday. Kitchen, bathrooms, floors, the works.

OWEN I'm going to cry. Is that a candle? Did they light a candle?

JESS That one was me.

OWEN Can they come Wednesday too?

JESS Tidy Tuesday Maids. Your house, only better. Every Tuesday.

Over the Fence

Landscaping, duet · Adult (40-55) · Neutral American · 30 seconds

Cast: DOUG RAY

DOUG Morning, Ray. Lawn looks... good.

RAY Thanks, Doug.

DOUG Real good. Suspiciously good. What's your secret?

RAY No secret. I just call Greenfold Landscaping.

DOUG You don't mow?

RAY They mow. They edge. They plant. They even did those flower beds.

DOUG I've been out here since six.

RAY I know. I heard you.

DOUG My wife keeps pointing at your yard.

RAY They do beds, Doug. Just call.

DOUG What's their number?

RAY Greenfold Landscaping. Lawn care and design. Give Doug a break.

Forty Years, One Roof

Roofing, testimonial · Mature (55+) · Neutral American · 30 seconds

I've owned this house forty years. I've done most of the work on it myself. But I'm seventy-three, and I'm not getting on the roof again. My wife made that very clear.

So we called Stormcap Roofing. They showed up when they said. They explained every step. They finished in two days, and they cleaned up better than I would have.

Stormcap Roofing. Even the fussy ones are happy.

Raccoon Eviction Notice

Pest control, wildlife · Adult (25-40) · Neutral American · 30 seconds

Here, in the attic, the wild raccoon prepares its nest. It has found insulation. It has found warmth. It has found your Christmas decorations.

Soon, it will invite friends.

Or you could call Critter Quit. We safely remove raccoons, squirrels, bats and other uninvited guests, then seal up the way they got in, so they don't come back.

Critter Quit. Wildlife out. Peace and quiet in.

A Proper Garden

Landscaping · Mature (55+) · Neutral British · 30 seconds

A proper garden doesn't just happen. It's pruning in February, planting in April, and knowing exactly when to leave well alone.

At Pennyworth Lawn and Garden, we look after lawns, borders and hedges, all year round. Weekly visits, seasonal tidies, or a full redesign, if you fancy it.

And whatever state it's in now, we won't judge the hydrangeas.

Pennyworth Lawn and Garden. A proper garden, properly kept.

Our Roof Works Now

Solar, testimonial · Mature (55+) · Neutral American · 30 seconds

I was sure solar was too complicated for us. My husband was sure it was a scam.

Then Brightmorrow Solar came out, looked at our roof, and walked us through everything. No pressure. No jargon. They handled the permits and the installation.

Now I check the app every morning, like it's the weather. My husband checks it twice.

Brightmorrow Solar. Ask us anything. Then decide.

The Car Is Hostage

Garage doors · Adult (30-45) · Neutral American · 30 seconds

My car is being held hostage. By my garage door. It won't open. It won't negotiate. It just hums.

I have a meeting in twenty minutes. I've tried the remote. I've tried the button. I've tried asking nicely.

Hinge and Spring Garage Door will repair broken springs, cables and openers, usually the same day.

My car has been released. Unharmed.

Hinge and Spring Garage Door. We'll get you rolling.

First Cold Night

HVAC · Adult (30-45) · Neutral American · 30 seconds

You know the first cold night of the year. You flip on the heat, and there's that smell of dust burning off, and you think, I hope this thing still works.

Don't hope. Schedule a furnace tune-up with Snowpeak Comfort Air. We'll clean it, check it, and catch the little problems before they turn into a January emergency.

Snowpeak Comfort Air. Warm up to fall.

Mudpuddle Plumbing, Call Us Quick

Plumbing, jingle · Adult (25-40) · Neutral American · 30 seconds

Clogged sink? Running toilet? Water heater making noises like a haunted house?

Hey, it's Mudpuddle Plumbing, and we fix it all. Leaks, drains, disposals, water heaters. We show up in a clean truck, on time, and we don't leave until it's done right.

Emergency? We're open all night, and on weekends. Just call.

[Jingle]

Drip, drip, drip? Don't make it a flood. Call us quick! It's Mudpuddle!

Getting the Deposit Back

Cleaning · Young adult (18-25) · Neutral American · 30 seconds

Moving out of your apartment? Here's what's standing between you and your security deposit. The oven. The shower grout. Whatever is behind the fridge. You don't want to know.

You could spend your whole weekend scrubbing. Or you call Pristine Nest Cleaning. Our move-out cleaning covers the kitchen, bathrooms, floors and inside the appliances, so you can hand back the keys with confidence.

Pristine Nest Cleaning. Clean exit.

The Quiet Damage

Pest control · Adult (40-55) · Neutral American · 30 seconds

Termites don't knock. They don't make much noise at all. They just work, quietly, inside your walls, sometimes for years before you notice.

Nightwatch Termite and Pest finds it. Our licensed inspectors check your foundation, your crawl space, and your woodwork, and explain exactly what we see. If you need treatment, we'll lay out a plan that makes sense for your home.

Nightwatch Termite and Pest. Book your inspection today.

Before the Boiler Packs In

HVAC, boiler · Adult (40-55) · Scottish · 30 seconds

Here's a guarantee for you. If your boiler's going to pack in, it will not be in July. It'll be a Sunday night in January, with snow on the ground and your in-laws staying over.

So get it serviced now. Braeburn Boilers will check it, clean it, and keep it running, and if it does break, we'll come out, even on a Sunday.

Braeburn Boilers. Warm hoose. Happy hoose.

Shinemore on a Saturday

Cleaning · Adult (30-45) · Irish · 30 seconds

Three kids, one dog, and a husband who thinks the hoover is decorative. My house was never clean. Never.

Then my sister put me onto Shinemore Cleaning. Every second Friday, they come in and do the lot. Kitchens, bathrooms, floors, the stairs.

And what did I get? My Saturday back. I haven't hoovered in months. Not once.

Shinemore Cleaning. Your home, sorted, and your weekend too.

Three Generations of Guzmans

HVAC, family business · Adult (40-55) · Neutral American · 60 seconds

My grandfather started Guzman Family Heating and Air with one van, one toolbox, and a phone number he painted on the side himself. He spelled 'heating' wrong. We still have a picture.

My father took it over in the eighties, and now it's my turn. My son works with us too, mostly on the air conditioning, because he says the attics are good cardio.

A lot has changed. We install high-efficiency heat pumps and smart thermostats now. We have scheduling online. But some things haven't changed at all.

When you call Guzman, a Guzman answers. We still answer that phone at night, on weekends, and on holidays, because a furnace doesn't care that it's Thanksgiving.

We'll give you an honest estimate before we start, and if you only need a repair, we won't sell you a new system.

Guzman Family Heating and Air. Three generations keeping this town comfortable. And yes, we can spell 'heating' now.

Drain Dragon

Plumbing · Adult (30-45) · Neutral American · 60 seconds

Is there a monster in your pipes? A gurgling, glugging, backing-up beast that lurks in the dark?

It's time to call Deacon's Drain and Sewer!

You know the signs. The shower that turns into a wading pool. The kitchen sink that drains slower than rush hour traffic. The basement floor drain making noises that honestly should be reported to someone.

Deacon's has the tools to tame it. We send a camera down the line, so you can see what's really going on. Then we clear it out with high-pressure water jetting, and get your drains running like new.

Tree roots? Handled. Grease clogs? Gone. Mystery objects your toddler flushed? We've seen it all. We have a whole shelf of them at the shop.

Open twenty-four hours a day, seven days a week, because clogs don't keep business hours.

Don't let the drain monster win. Call Deacon's Drain and Sewer. Deacon's! We go deep so you don't have to!

Up on the Ridge

Roofing, duet · Adult (40-55) · Neutral American · 60 seconds

Cast: CARLA WALT

CARLA How's it looking up there, Walt?

WALT Not bad! Better than you'd think.

CARLA The whole kitchen ceiling had a water stain.

WALT Yep. Found it. You've got some flashing lifted around the chimney. Water gets under it every time it rains.

CARLA Is that bad? Do I need a whole new roof?

WALT Nope. Your shingles have got years left in them. It's a repair.

CARLA Really? The other company said I needed a whole replacement.

WALT Well, the other company wasn't up here with a camera. I'll send you the photos, so you can see it yourself.

CARLA That's... honestly a relief.

WALT I'll reseal the flashing, check the gutters while I'm here, and you'll have a written warranty on the work.

CARLA And the ceiling?

WALT We'll leave you the name of a good painter. Oh, and Carla?

CARLA Yes?

WALT There's a frisbee up here from about nineteen ninety-five.

CARLA That's my brother's! He'll want that.

WALT Hightop Roofing. Honest answers from up top.

Four Seasons in the Yard

Landscaping · Adult (30-45) · Neutral American · 60 seconds

Spring, in the yard, smells like cut grass and fresh mulch. It's the first cup of coffee on the patio. It's seeing the tulips you forgot you planted.

Summer is long evenings. Kids running through the sprinkler. A lawn that stays green even when August doesn't want it to.

Fall is the maple turning red. It's a thousand leaves on the lawn, and nobody wants to rake them.

And winter is the quiet. The walk cleared. The shrubs tucked in.

At Rake and Robin Landscaping, we take care of it all, all year long. Spring cleanup and planting. Mowing, edging and watering in summer. Leaf removal and aeration in the fall. And snow clearing when the flakes fly.

Our crews are local, they're careful, and they'll treat your yard like it's their own.

You just get to enjoy it.

Rake and Robin Landscaping. Every season, taken care of.

Solar, Straight Up

Solar · Adult (25-40) · Neutral American · 60 seconds

Let's talk about solar. No pitch. Just straight answers.

Does it work on cloudy days? Yes, less than on sunny ones, but it still makes power.

Is it complicated? It doesn't have to be. At Brightbank Solar, we handle the design, the permits, the installation and the connection to the grid. You just approve the plan.

Is it right for every home? Honestly, no. It depends on your roof, how much shade you get, and how you use electricity. That's why we start with a free home assessment. If solar doesn't make sense for your house, we'll tell you. We'd rather lose a sale than sell you something that doesn't fit.

And if it does make sense, we'll show you the real numbers for your home, and walk you through your financing options, clearly.

No pressure. No mystery math.

Brightbank Solar. Straight answers, under the sun.

Overhead Ollie Rides Again

Garage doors · Adult (40-55) · Neutral American · 60 seconds

In a town where garage doors grind, squeal and just plain quit, one man rides to the rescue.

They call him Overhead Ollie.

Okay, real talk. I'm Ollie. I've been fixing garage doors in the Fairview area for over twenty years, and I love it. Broken springs, snapped cables, openers that stopped listening to the remote. I fix them fast, and I fix them right.

Need a brand new door? I'll bring samples to your driveway, so you can see the color against your actual house, not a picture in a catalog. Insulated doors, carriage-style doors, windows, no windows. Whatever you like.

I'll give you a price before I start. No surprises.

And my trucks are stocked, so most repairs get done in a single visit. One trip, done, and you're parking inside by suppertime.

So when your door won't budge, don't panic, partner.

Call Overhead Ollie's Garage Doors. Ollie's on the way.

She Asked the Right Questions

Roofing, testimonial · Mature (55+) · Southern US · 60 seconds

When my husband passed, I figured out quick that some folks think a widow is an easy mark.

The first man who came out told me the whole roof was shot and he needed a deposit, cash, that day. Honey, I've been lied to by better.

So I asked around church, and three different people told me to call Carrow and Sons Roofing.

Young Danny Carrow came out. He climbed up, took pictures, and showed me every one at my kitchen table. He said I needed to replace one section and the gutters, not the whole thing. He wrote it all down, price and all, and said get another quote.

I did. His was fair. So I hired him.

Done in three days. Every nail picked up. And Danny came back after the first big rain, just to check.

Carrow and Sons Roofing. They'll tell you the truth. I'd know.

The Wedding Day Toilet

Plumbing, testimonial · Adult (40-55) · Neutral American · 60 seconds

My daughter got married in our back yard last June. Tent, lights, string quartet. We'd planned it for a year.

Two hours before the ceremony, the downstairs toilet overflowed. Then the upstairs one wouldn't flush. Then something in the basement started making a noise I can only describe as ominous.

A hundred and twenty guests arriving, and one working bathroom. Which was about to stop working.

My wife was in the kitchen, very calmly holding a cake knife.

I called Brasswell Plumbing. On a Saturday. The guy who answered said, 'Wedding? Say no more.' Luis was in our driveway in thirty-five minutes. Main line clog, tree roots. He cleared it, ran every tap in the house, and was gone before the bridesmaids came downstairs.

Nobody knew. Not one guest.

He saved the day. And possibly my marriage.

Brasswell Plumbing. For the days that can't go wrong.

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