



Home Team Electric Named 2026 BBB Torch Awards for Ethics Finalist

September 25, 2026

THOUSAND PALMS, CA - September 25, 2026 -

The residential electrical contractor is one of four finalists in its category, and BBB will announce the winners at the Hilton Irvine on October 29

Home Team Electric is one of 28 finalists for the 2026 Orange County and Inland Empire Torch Awards for Ethics, and Better Business Bureau Serving the Pacific Southwest will announce the winners on October 29. Based in Thousand Palms, the family-owned electrical contractor works only in homes.

The BBB Torch Awards for Ethics recognize companies that display an outstanding level of ethics and integrity, according to the bureau. BBB says those companies generate a high level of trust among their employees, their clients and their communities.

BBB says finalists are selected by an independent panel of volunteer community leaders, using criteria set by the International Association of Better Business Bureaus. Each entry is judged on its own against four areas, from the character of a company's leadership to its impact on its community. The judges then interview the finalists in person to set the final scores, which decide the winners. The 2026 program has eight categories,

with three or four finalists in each.

BBB's finalists page lists Home Team Electric with three other finalists in its category and links the company's name to its BBB business profile. That profile shows an A+ rating, BBB accreditation since December 7, 2007, and zero complaints closed against the company in the last three years. BBB requires each accredited business to affirm that it meets and abides by eight standards, including advertising honestly, telling the truth, being transparent and honoring promises.

Home Team Electric applies that same standard of transparency to its pricing. Homeowners are given the full price before work begins, and once that price is approved, it doesn't change because the job takes longer than expected. The company uses straightforward, by-the-job pricing rather than billing by the hour.

Frank and Corrine Luersen founded Home Team Electric in 2006. The purpose Frank Luersen set at the start was to build a residential-only electrical company that treats the people inside every home the way he'd want his own family treated.

Frank Luersen, Home Team Electric's owner and general manager, has 28 years of residential electrical experience serving the Coachella Valley and Morongo Basin. Born and raised in the desert, the oldest of eight, he is a third-generation desert resident and has coached youth soccer for 25 years through the Morongo Basin Youth Soccer Association.

"We're incredibly grateful to be recognized as a finalist for this award. Home Team Electric has always been a family business, and for us that means treating our clients, our team and the communities we serve the way we'd want our own family treated. To have that recognized by the BBB is a real honor, and it's something we're very thankful for. We'd be proud to bring this award home to the communities that have trusted us for 20 years and have the chance to celebrate it with them," said Frank Luersen, founder and owner of Home Team Electric.

BBB Serving the Pacific Southwest will announce one winner from each category at its Orange County and Inland Empire ceremony on Thursday, October 29, 2026, in the Crystal Ballroom at the Hilton Irvine. Orange County Container Services, Pacific Solstice Integrative Clinic and Sunrise Group Inc. are the other finalists in Home Team Electric's category.

Media Availability: Interviews with Frank Luersen and the Home Team Electric team are available on request through the press contact below.

About Home Team Electric

Home Team Electric is a family-owned and operated residential electrical contractor based in Thousand Palms, California. Since 2006, the company has served more than 16,000 homeowners throughout the Coachella Valley and Morongo Basin, from Palm Springs to Twentynine Palms. Founded by Frank and Corrine Luersen, Home Team Electric specializes exclusively in residential electrical service, repair and installation. Visit hometeamelectric.com. California C-10 Electrical Contractor License #879507. License information can be verified at cslb.ca.gov.

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For more information about Home Team Electric, contact the company here: Home Team Electric??Destiny King? - Director of Marketing & Strategy (760) 248-8709 destiny@hometeamelectric.com 72091 Woburn Court, Ste A, Thousand Palms, CA 92276?

Home Team Electric

Home Team Electric is a family-owned and operated residential electrical contractor serving homeowners across the Coachella Valley and Morongo Basin since 2006. California C-10 License #879507. More than 16,000 desert homeowners served.

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