

Home Team Electric Owner Frank Luersen Named a Second-Time Nominee for CertainPath's Mentor of the Year Award

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Frank Luersen, Owner of Home Team Electric and California C-10 Electrical Contractor License #879507, with 28 years of residential electrical experience serving the Coachella Valley and Morongo Basin, has been named a second-time nominee for CertainPath's Mentor of the Year award. The recognition goes to one contractor across a national network, and Frank Luersen is one of four nominated this cycle.

CertainPath, founded in 1999, is one of the largest contractor coaching and networking organizations in North America. It pairs independent home-service businesses across the electrical, plumbing, heating, and roofing trades with dedicated coaches, a library of training, and shared best practices, and its annual Expo brings together more than 1,500 contractors. Most of the network's recognitions track growth and revenue. The Mentor of the Year award does not. Its coaching team nominates contractors on documented feedback from other members, naming the owners who spend their own time making other businesses stronger.

That focus on contribution, rather than company size, is the whole point of the award. The selection leans on consistency across years, not a single standout moment, and the people who put a nominee forward are the members who worked next to him. For Frank Luersen, it is the second time his name has come up that way.

What he brings to that network is narrow on purpose. Home Team Electric has done residential electrical work, and only residential work, since 2006, more than 25,000 projects across the Coachella Valley and Morongo Basin. That single focus is the thing he teaches. A residential-only operation builds standards a general contractor never has reason to specialize in. The company evaluates a system first, explains what it found, and gives the homeowner the price before any work begins, then lets the homeowner decide. Technicians check connection tightness on service visits because daily heat expansion loosens terminations that were tight in January by the time June arrives. Floor savers go down before anyone steps inside a home.

The desert is the reason those standards exist. Based on the in-home evaluations its technicians conduct across valley homes, attic temperatures regularly pass 150 degrees in summer, and the sustained air-conditioning load from May through October pushes residential systems harder than milder climates ever do. Frank Luersen built the company's playbook around conditions like those, and that playbook is what other owners come to study.

Those standards run on training, not personality. Home Team Electric staffs its service calls with State-Certified Residential Specialists, a certification built on field experience, formal instruction, testing, and ongoing weekly hands-on development under California DIR certification. Contractors who visit the company come to watch how that pipeline turns a new hire into a technician a homeowner can trust inside the house.

Frank Luersen travels to other trades companies inside and outside California, and he opens his own shop to owners who want to see the systems firsthand. The people who have worked with him tend to describe the same thing: specific answers drawn from jobs he has run, not theory from a binder.

"He has never treated what he knows as something to guard," said Destiny King, Director of Marketing for Home Team Electric. "If walking another owner through how we evaluate a panel or train a technician helps that owner build a better company, Frank will give it the afternoon. He was doing that long before anyone attached an award to it."

The standard he mentors from is the same one his crews answer to in the field. Every job carries Home Team Electric's 100% Satisfaction Guarantee and Lifetime Workmanship Guarantee. If anything the company installed or repaired ever fails due to its workmanship, the company corrects it at no charge for as long as the homeowner owns the home. The work is also backed by a \$1,000,000 liability policy with a \$2,000,000 annual aggregate.

The company is rooted where it works. Four generations of the Luersen family have lived in the desert, and Home Team Electric holds a 4.9 rating from more than 16,000 homeowners, from Palm Springs, Rancho Mirage, Palm Desert, Cathedral City, La Quinta, and Indio on the valley floor to Yucca Valley and Joshua Tree in the Morongo Basin.

"This trade runs on people willing to pass along what they learned the hard way," Frank Luersen said. "Most of what actually helps a business grow doesn't come out of a manual. It comes from the jobs, the mistakes, and somebody taking an afternoon to show you. Being nominated again tells me those conversations landed somewhere."

CertainPath will name the Mentor of the Year recipient after it reviews the current nomination cycle.

Home Team Electric is a family-owned, residential-only electrical contractor founded in 2006 and based in Thousand Palms, California. It serves homeowners across the Coachella Valley and Morongo Basin and holds California C-10 Electrical Contractor License #879507. Active and verifiable through the California State License Board (CSLB) at cslb.ca.gov. Learn more at HomeTeamElectric.com.

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