

Home Team Electric Advances in Better Business Bureau Torch Awards for Ethics Process

June 10, 2026

THOUSAND PALMS, CA - June 10, 2026 -

Home Team Electric, a family-owned, residential-only electrical contractor serving the Coachella Valley and Morongo Basin since 2006, has advanced in the Better Business Bureau Torch Awards for Ethics. The recognition places the company among the businesses an independent panel is reviewing for one of the program's top honors in the BBB Pacific Southwest, Central and Inland California region.

The Torch Awards for Ethics are judged by an independent, volunteer panel of business and community leaders, including past recipients, and the award can't be bought or sponsored. Entries are scored on the four criteria the Bureau weighs equally: character, culture, customers, and community. Each is rated on a ten-point scale, and the panel reads documented examples instead of marketing claims.

To enter, a company must have operated at least three years and hold a B rating or higher with the Better Business Bureau, with entries grouped by company size. Home Team Electric applied during the 2026 window in March and April. It currently holds an A+ rating and has worked in residential electrical service, and nothing else, since 2006. In that time it has completed more than 25,000 residential projects, from Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, La Quinta, and Indio on the valley floor to Yucca Valley, Joshua Tree, and Twentynine Palms in the Morongo Basin.

The application asked for written responses and documented examples of how the company's ethics show up in daily operations, internal culture, homeowner interactions, and community involvement. Measured against the Bureau's four criteria, here is what the company put on paper.

Character starts with the owner. Frank Luersen has spent 28 years in residential electrical work in this desert, though he has not worked in the field himself since 2018. The standard he set, residential work and nothing else, still governs how the company runs.

Culture shows up as training. Home Team Electric staffs its 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. The people who set foot in a homeowner's house are the ones who carry that standard now.

Under customers, the criterion BBB uses for how a company treats the people it serves, the company points to one process. It evaluates a system first, explains what it found, and puts the price on the table before any work begins. The homeowner decides from there. Every job then 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.

Transparency under that same criterion also means what a company chooses to tell a homeowner about their own system. Based on the in-home evaluations its technicians conduct across valley homes, Home Team Electric documents conditions specific to this desert. Daily heat expansion loosens wire terminations between January and June. Fine desert dust settles into electrical panels and builds resistance. Aluminum wiring runs through many mid-century homes on the valley floor, and aluminum-to-copper connections corrode faster in dry desert air. In the Morongo Basin, well pump circuits on rural Yucca Valley and Joshua Tree properties have to be sized for the distances those runs cover.

Community, the fourth criterion, is literal here. Four generations of the Luersen family have lived in the desert, and the company has worked the same two service areas, and only those, since 2006. The homeowners it serves are the same people its technicians pass at the grocery store.

The Bureau's framework looks past satisfaction scores at how a company makes decisions internally, trains its people, and engages its community. In residential electrical work, that can include code compliance, permitting, disclosure of what an evaluation turns up, and how a technician handles a safety finding inside an occupied home.

"Most of what they asked us to document happens where a homeowner never sees it," said 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. "How we train a technician. How we write down what we find. How we talk to each other when something on a job isn't right. Putting that on paper was worth doing no matter how the award lands."

The Better Business Bureau expects to name finalists in the weeks before its regional event in September 2026 and to announce recipients for the BBB Pacific Southwest, Central and Inland California region on October 29, 2026.

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 works exclusively in residential electrical service, including panel upgrades, rewiring, EV chargers, surge protection, dedicated circuits, and emergency service. The company holds California C-10 Electrical Contractor License #879507. Active and verifiable through the California State License Board (CSLB) at cslb.ca.gov.

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