

MURRIETA PIVOTS

All businesses in the City of Murrieta have felt the effects of COVID-19 and the stay-at-home orders. Murrieta Pivots offers a question and answer to discuss how they have met the challenges that the pandemic has presented to their businesses.



Everyone has probably found themselves driving along the 15 freeway and laughing at the clever We Care billboards along the way, but this is a serious business. For over 20 years, We Care Plumbing, Heating, Air and Solar, located at 41085 Golden Gate Circle, has been a model of growth and expansion in Murrieta and are open 24/7 for your residential and commercial needs.

How deeply has the COVID-19 pandemic affected your business?

Our revenues have been reduced by 50% from a typical year. We were forced to furlough team members in order to survive. It breaks my heart to have employees at home rather than working. Thankfully we are considered an essential business because a leak in your gas or water lines or broken air conditioner can lead to a safety issue. This allows us to keep as many people as we can. We had to be creative and stagger shifts/ cut hours temporarily. I feel bad for the businesses that had to close completely down.

Have you applied for and/ or received funding from any of the Federal or State programs such as the SBA's Payroll Protection Plan (PPP) or Economic Injury Disaster Loan (EIDL)?

We applied for the PPP but have not heard from the bank. We signed up the very first day with Chase on the first stimulus package with still nothing to report.

What changes or improvements have you made to your business model since the beginning of the COVID-19 pandemic?

We jumped right into safety measures by wearing masks, gloves and floor savers. Thankfully we had a lot of hand sanitizer bottles that we use for giveaways at home shows and meetings. We purchased a couple thousand more bottles from a local company. We also have fogging machines that we use to sanitize our vehicles. We practice social distancing and have employees that can work home virtually during this time period. With the lack of work happening we have been able to add better systems to make us efficient.

Do you anticipate that these changes will make it easier to do business with the public going forward?

I don't think the masks will make our job easier but all the other precautionary measure will make us all cleaner. Cleanliness is next to Godliness. As far as creating systems and tracking will benefit us in both the short and long term.

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What investments will you need to make going forward to ensure the survival and growth of your business going forward?

We will keep marketing to let people know we are here and open. We will keep investing in training to remain a top premier service company. Invest in our team to retain the best of the best.

Briefly, describe the immediate impact that the COVID-19 pandemic had on your business?

When COVID-19 hit a lot of homeowners were not very receptive to the concept of having a company send employees to their home to provide service. We had a lot of homeowners reschedule until the pandemic found a vaccine or the spread stopped. We had to make moves to find a way that we could show homeowners that we are going above and beyond the safety precautionary measures so they would feel comfortable with us.

What is the most important way the citizens of Murrieta and Southwest Riverside County can support your business?

First off, I would like to thank all the people out there that have used our services which has allowed us to grow. We have been in business for over 20 years with over 100 vehicles on the road. Summer is coming so now is the time to have that repair or replacement done if you are at home because of COVID-19. If not, we can accommodate your schedule.

We are running a campaign to support local businesses. Shop local promotion is when you purchase a gift card at your favorite local restaurant, hair stylist or nail salon we will match up to \$50. Some restrictions apply that will be on our website at WeCareTeam.com. Businesses are hurting and we want to help. To contact We Care, call 888-892-5991.

