

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.



Pulido Cleaning and Restoration started out as a home-based carpet cleaning business 31 years ago and has since grown into a full service cleaning and restoration company. They now offer services that include water and fire damage repair, mold and smoke odor removal, content restoration, carpet cleaning, plumbing, board up service and tarp for roof fires. They really are a one stop shop for residential and commercial restoration.

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

This pandemic has deeply affected our business in several facets. One being the fact that we are a service based business that works in homes and commercial properties in a time that we have all been asked to stay home and not allow people in homes and properties. While we are essential, we are composed of three departments, emergency services, repairs, and contents, the 2 latter have been affected the most. Although we have seen some slow down even in the case of the emergency services department, people are home all day and catching things like slab leaks or a leaking water heater much faster and the claim volume, both in quantity and severity is down. This is great for people in their homes as they are able to catch it before it becomes serious damage, but it affects our business. As far as the repairs department, we have pushed back many of our projects, completing the work only necessary to give a safe living or working environment, like a working bathroom or kitchen. When it comes to contents, people do not want their contents being handled and then brought back into their home. As a result, many of the cosmetic portions of our work have been deferred to a later date and while we do clean all contents thoroughly to restore them back to pre-loss condition, if it can wait, it is getting pushed as well. On an operational point, we have several team members with young children who found themselves now playing new roles and learning to work from home and adjusting our meetings and discussions to be able to accommodate everyone and keep our team members engaged and productive. In a positive light, it has affected us in the sense that we are expanding our services and able to use some of our resources to help our community!

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

Since we often serve in an emergency services capacity in the sense that we take care of damages resulting from water, fire, mold, etc., we are always practicing one of our core values, safety, and we have really focused in on those practices to ensure full proper protection for not only our team but for those residing or working in the buildings we enter. We have also implemented distancing procedures such as virtual inspections via FaceTime with the client, as well as with our team. If our emergency services team is on site we can have them video chat with our repairs estimators and relay what needs to be done as well as the measurements so the estimator does not have to make another trip out, 2 birds 1 stone as they say! We are also doing virtual document signing and using the point of entry closest to the damaged area to limit exposure throughout the property. As referenced earlier, we have also expanded our services, we are offering disinfectant application to help our fellow local businesses get back up and running and doing what they do best. We did lots of research to find the best product we could use to be both effective and safe! The product we use is EPA certified hospital grade, the building is safe for re-entry in one hour, and it leaves behind no harsh chemical residue, this is a really wonderful addition to our services that we can use in many capacities in the future, for now we are focusing on the community businesses so we can be conservative with the product and make sure we have it when it is needed.



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

We absolutely believe there will be some good we take out of this going forward, the efficiency of having estimates done in conjunction with the emergency services crews being onsite is a great tool we can use for property owners who may not have the time or availability to have different appointments throughout the course of their job. The virtual document signing is also something we will continue on with and the disinfectant will also be used going forward to make things easier and cleaner for the public we work with day in and day out.

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

With adding a new service, we can definitely invest into the many other capacities disinfecting can benefit our clients. We will be investing into education and equipment to form what we hope will be a great service to help our clients and the community and also create a new revenue stream. One of our mottos is 'people over profit' and I have recently heard people saying 'what profit??' and that is an interesting point. In order to continue to serve the way we want to and help our community and keep our team members gainfully employed, there has to be some sort of profit there. We will continue to invest in research and products and industry associations that we can learn from and stay ahead of the curve in restoration as a whole. We truly believe that continuing to find these great avenues that not only help us grow and sustain, but also truly benefits those we work with, is the best way to ensure our survival.

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

The immediate impact COVID has had on us is adaptability:

- in handling challenges each department has been faced with, we have had to adapt and be flexible when necessary while prioritizing keeping our team members employed and finding new revenue sources
- in not being able to go into properties unnecessarily, we have adapted to different ideas and ways of serving our clients while keeping them and our team members safe
- in some team members requiring work from home flexibility, we have adapted to using Zoom and other video conferencing to sustain productivity

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

You can support us by allowing us to support you! As the phases of reopening move forward, disinfecting before opening is one way we can really help you get your doors open safely and by getting that done, you are supporting us as well! We are very hopeful that this will be a win/win for us and everyone who needs it. You can also support us by referring us to anyone you think may need this service done, and remembering us if you are ever faced with property damage resulting from things like water, fire, mold, or vandalism. We are here to help you in any way we can and would love the support of our community. Thank you so much!

To contact Pulido Cleaning & Restoration, call 951-296-9090 or visit their website [here](#).

