**A brown building with many windows

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**Powering Communities: The Story of PRH Group’s Growth and Impact**

Entrepreneurship is often born from experience, opportunity, and a willingness to take a leap of faith. For Letisha Randall and LaQuanda Haskins, co-owners of PRH Group, the journey into business ownership was an unexpected but rewarding path. What began as an idea among friends and family has grown into a nationwide electrical construction company, making a significant impact on storm restoration and infrastructure development.

**A Business Rooted in Experience and Family Ties**

The foundation of PRH Group is built on decades of experience in the energy industry. Letisha and LaQuanda’s husbands are journeymen linemen, experts in power restoration and electrical systems. With backgrounds in engineering and social work, the two women were initially hesitant about stepping into entrepreneurship. However, they recognized an opportunity to leverage their collective knowledge and build a business that could create jobs and provide essential services.

Their husbands, best friends since ninth grade, had spent years working in the field, identifying inefficiencies and gaps in the industry. Over time, the idea of starting their own company became more than just a discussion—it became a mission.

**Taking the Leap into Entrepreneurship**

Initially, Letisha and LaQuanda continued working in their respective careers while PRH Group got off the ground. They juggled full-time jobs, family responsibilities, and their growing business, often taking Zoom meetings during lunch breaks and handling payroll after hours. But as PRH Group expanded, the demands became too great to balance both worlds.

In 2021, they made the bold decision to step away from their careers and go all in on PRH Group. It was a nerve-wracking transition—leaving behind stable paychecks and benefits for the uncertainty of business ownership—but they trusted their vision.

**What PRH Group Does**

PRH Group specializes in electrical construction, with a strong focus on storm restoration. When hurricanes, tornadoes, and other natural disasters cause massive power outages, PRH Group’s crews are deployed to restore electricity and rebuild infrastructure. Their work is vital—helping communities recover and ensuring homes, hospitals, and businesses can return to normal operations.

In addition to emergency response, PRH Group is expanding into “blue sky” work—infrastructure maintenance, new construction, and utility projects that aren’t tied to disaster recovery. This growth is a major step in creating long-term stability and opportunities for the company and its employees.

**Challenges and Triumphs**

Starting a business is never easy, and PRH Group faced its share of hurdles. From navigating the logistics of storm restoration to learning the ins and outs of government and corporate contracts, every step required adaptation and resilience.

One of the biggest challenges was balancing personal and professional lives. The business required constant attention, but Letisha and LaQuanda were also committed to their families. Over time, they found ways to create structure, delegate tasks, and prioritize their time, ensuring success in both business and family life.

**Lessons in Leadership and Growth**

PRH Group’s success is built on strong leadership and a deep understanding of what it takes to run a people-first business. Letisha and LaQuanda emphasize key lessons for other aspiring entrepreneurs:

1. **Bet on Yourself** – Taking the leap into entrepreneurship is scary, but investing in yourself is always worth it.
2. **Build a Strong Team** – Surrounding yourself with experienced, dedicated professionals makes all the difference.
3. **Embrace Growth and Change** – Expanding beyond storm restoration into infrastructure work is setting PRH Group up for long-term success.
4. **Balance is Key** – Managing a business while raising a family requires strategic planning and a support system.
5. **Networking Matters** – Attending industry conferences and making connections has opened doors to new contracts and business opportunities.

**Looking Ahead**

As PRH Group continues to grow, the company is focused on expanding its services, securing direct contracts with utility providers, and exploring opportunities in clean energy. Letisha and LaQuanda are also working to create a workplace culture that values employees, fosters leadership, and makes a lasting impact on the industry.

Their journey is proof that entrepreneurship isn’t always planned—but when opportunity knocks, those willing to take the risk can build something truly remarkable. PRH Group is more than a business; it’s a mission to power communities, provide jobs, and create a legacy of excellence in the electrical industry.