



# Where the Generations Come Home

By Monica Intrabartolo

PHOTO: ALC CORONA  
This traditional 11-room,  
5,500-square-foot Cape-  
style home overlooks  
Cape Cod Bay.  
Builder: McInnes  
Associates of Cape Cod,  
designed by Northside  
Design Associates



The house features four bedrooms, including first- and second-floor master suites, and four full and two half baths.



A LOT OF GOOD things can happen during the course of a generation or two. Just ask Bob McPhee, founder of McPhee Associates of Cape Cod. Or, check with one of the many delighted clients for whom his company has designed and built a home. Better still, consult one of their children, who by no coincidence chose to engage the all-inclusive services — and consummately rewarding homebuilding experience — that distinguish McPhee Associates as one of the most trusted, conscientious and respected builders in coastal Massachusetts.

While demographers loosely define a generation as approximately 30 years fraught with countless technological and sociological differences, Bob sees it as a seamless, overlapping time frame that perpetuates his original design/build philosophy and dedication to customer service. Thus, Bob and his son, Rob, are operating a family business whose services literally span generations of customers.



PHOTOS © RIZ CORSAKI



Builder: McPhee Associates of Cape Cod; designed by Northside Design Associates



McPhee Associates also goes beyond providing superior design/build services. The company forms partnerships with customers to assure their needs — as well as the highest building and ethical standards adhered to by the builder — are effectively achieved. Located in East Dennis, MA, McPhee Associates provides design/build, remodeling/renovation, historic restoration and property management services. Bob established the company in 1978 and just finished celebrating its 40th anniversary.

Bob's inspiration to become a residential contractor developed during his college years as a result of working for a homebuilder.

"I find it very gratifying to work with clients on probably the largest single expenditure they will experience in their lives," Bob says. "There are very few jobs I can think of that allow you to interact closely with your customers and share with pride the satisfaction achieved by fulfilling a client's dreams. Our customer relationships last for years."



PHOTOS © RIZ CORSAKI





Builder: McPhee Associates of Cape Cod. Architect: Meshamkin French Architects Inc. Sophisticated craftsmanship and architectural details are found in this quaint Cape Cottage.



From its inception, Bob's business model entailed a philosophical doctrine that would endure for, yes, a generation to come.

"I wanted to do more than just build nice homes for people," says Bob. "When you realize that clients have selected you to create the biggest and most important investment of their lifetimes and the memories that will evolve from it, homebuilding takes on a greater meaning. We've been fortunate to work for clients who have had a good grasp of what they wanted and how we were able to adapt our capabilities to facilitate their needs and individual preferences.

"I've found that there is no substitute for establishing a partnership with each customer from day one of every project. That is how a strong bond of trust can be built along with the home."

That trust has led to a steady stream of referrals, not just among satisfied customers' friends, but with their immediate families as well.

"Along with my son, Rob, who has generated his own following, we're into the next generation of giving customers precisely what they want in a home, along with a more pleasurable homebuilding experience," Bob says. "We're very proud of that. ... It is a very rewarding feeling."

Rob became involved in the business during his youth, when he would ride the dump trucks picking up debris on job sites. Like his dad, he ventured away from the Cape Cod area after college graduation, to Florida, where he met his future wife. While there, Rob, too, longed for the unique coastal living environment in which he was raised; so, back home he came.

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Builder: McPhee Associates of Cape Cod; architect: Royal Barry Wilts Associates



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"Being able to work with my father in an established company with a great reputation certainly made life easier for me. I was able to stay ahead of the curve in my development because I learned from my Dad what pitfalls to avoid. Not only did he give me a hands-on opportunity to learn the business, but he showed me the value of teamwork — how partnering with customers and working well with our own personnel makes all the difference."

The company's essential services, such as design, project management and carpentry, are performed in-house. McPhee



Associates also relies on a talented group of subcontractors, many of whom have worked with the firm from the company's inception — more than a generation past. Most of the company's employees also have spent the bulk of their careers with McPhee Associates.

Bob explains the importance of teamwork and accountability to the company's continued success.

"There are no prima donnas here and never will be," Bob says. "On each project, everyone knows his or her role and how to best contribute to the whole job. The team also realizes that pride of craftsmanship and effective collaboration with each other is vital in achieving clients' goals."

#### A Generation Ahead in Design Planning

McPhee Associates' design services team blends technology and creativity to form a more effective, efficient and client-friendly way of planning a home. After visiting the client's property and developing a topographical survey plan, McPhee Associates produces an outline of ideas incorporating requirements from the client and recommendations from the design team. Floor plans and elevations are formulated to the client's wishes. Unlike traditional renderings that coldly sit on flat paper, these plans are computer generated and displayed in 3-D form onto a screen for the client to review. The images depict exterior





Builder: McPhee Associates of Cape Cod; architect: D. Jane Hewitson Architect



PHOTO © IRE O'BRIEN

of Cape Cod for a challenging renovation project: Best Bathroom Renovation, Best Historic Renovation Project and Best Logo. Rob, former president and still an actively involved member of the Home Builders & Remodelers Association of Cape Cod, echoes his father's sentiments about the personal satisfaction that comes with acclaim.

"Whether it's our customers, a building association or a trades group, there is no replacement for the feeling of satisfaction and pride you get from being recognized for your hard work," says Rob.

In addition, McPhee Associates was acknowledged by the Chatham Historical Society as well as the Home Builders & Remodelers Association of Cape Cod for the renovation of an 1850s Cape Cod home in the historic village of Chatham.

"This project illustrated how a strong partnership between the builder and the client can really pay off," Bob says.

Bob's firm belief that "the book is never closed when you build a house" was partially responsible for the creation of the company's property management division, which provides a number of home improvement, cleaning, maintenance, winterization and spring cleanup services to clients.

"Especially in the Cape's rugged marine environment,

architectural details and elevations in their lifelike best. Clients can view their homes through windows or from any room, at any angle, allowing for an ultra-realistic prelude of what to expect.

"In the old days, customers would stare at architectural drawings until their eyes glazed over," says Bob. "Now, when they see everything in 3-D, it's a real treat to see their eyes light up while looking at the 'virtual house' and imagining the possibilities that lie in store for their new lifestyles."

As a testament to its high level of expertise, McPhee Associates has garnered prestigious awards and recognition — including three awards from the Home Builders & Remodelers Association



PHOTO © IRE O'BRIEN

Designed and built by McPhee Associates of Cape Cod



PHOTO © IRE O'BRIEN

The finest of materials, finishes and details are found in every home built by McPhee Associates of Cape Cod.



PHOTO © IRE O'BRIEN

This beautiful home is located in the Windward development, East Dennis, MA. Designed and built by McPhee Associates of Cape Cod

"We have built homes in the past, and when we happened upon McPhee Associates and Bob McPhee, we knew we were in for an experience that we never dreamed possible. From the moment we met Bob, and to this day, he has always been upright and most helpful — from the planning stage through construction and after completion of the project. We have been in our home for 14-plus years, and as we like to maintain our investment, Bob has always been there to give good advice and recommendations as needed. Windward Community is a very unique and close-knit group of neighbors. We believe that Bob handpicked all of us for this community. We are all very proud of our McPhee homes and this neighborhood."

— FRANK AND GILLIAN RODGERS



PHOTO © IRE O'BRIEN

The Windward development, in East Dennis, MA, is a 53-lot subdivision that features exquisite homes in the heart of Cape Cod. Designed and built by McPhee Associates of Cape Cod





Windward East is a prestigious year-round residential community located in the quaint north side village of East Dennis. Windward East offers 13 wooded, 1-acre home sites just minutes from beautiful bay beaches, a protected deep-water harbor, and two 18-hole community golf courses. Protective covenants ensure new homes are designed and constructed to be compatible with the traditional Cape- and New England-style homes that already exist in Windward.



seasonal homeowners who could be many miles from their homes hunger for repair and maintenance services they can trust," Bob says. "Our property management team gives these homeowners the peace of mind they deserve."

McPhee Associates is currently developing 13 elegant single-family homes on 1-acre sites on the quaint north side village of East Dennis. The project, Windward East, is an extension of the original, built-out Windward development begun in 1983. The first home of the new section is completed and occupied, while the model home is planned to be available for touring in fall 2013. Future plans call for a nearby nine-unit condominium project, to be known as Windward Village, comprised of 1,700-square-foot, single-family homes that will be "condominiumized" by land, according to Bob.

"This project allows us to address the growing number of customers who are downsizing and minimizing maintenance, yet still desire generous living areas and an excellent location," he says.

"It is important to note that we are not limited to working on our own developments," Bob says. "We cover the majority of Cape Cod building new homes and performing major renovations, additions and property management services. We can generate plans for any project or work from plans generated by others."

McPhee Associates' positioning tagline reads: "We're more than builders. We're your partner." To that, one might add: "For generations to come."

For more information about McPhee Associates of Cape Cod, call (508) 385-2704 or visit [www.McPheeAssociatesInc.com](http://www.McPheeAssociatesInc.com). Its team would welcome the opportunity to meet with you and discuss your building needs. ■

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