

ROB MCPHEE • McPhee Associates of Cape Cod



Integrity has been the cornerstone of McPhee Associates for nearly 45 years. To second-generation company President, Rob McPhee, the home building company's clients deserve only the best treatment, every step of the way.

"Clients put a lot of trust in those who they build a house with," McPhee says. "When it comes down to workmanship and the quality of the work, you should think, 'Would I do that in my own house?' If you wouldn't do it for yourself, why would you want to do it for somebody else?"

Based in East Dennis, McPhee Associates was founded by McPhee's father, Bob, in 1972. The compa-

ny designs, builds, and remodels homes with projects running the gamut, McPhee says, from complete tear-downs, to residential subdivisions, to home maintenance services. "We go and change lightbulbs for people that can't reach them," he says. "You just take care of whatever they need."

While longevity can't be bought, says McPhee, it does take work—teamwork—as well as a level-headed approach to business to succeed in a competitive industry.

"There are cycles in the economy where business is up and down, and some business people over-extend themselves and take too many risks," McPhee says. "They don't weath-

er the storms when the economy falls. We've always tried to be really conservative and realistic and make reasonable decisions."

This philosophy even includes acknowledging when the firm just isn't the right fit for a potential client. "As much as we don't want to miss out on an opportunity, it



has to work as a true, two-way street," McPhee explains.

Having grown up in the business, McPhee says building homes is something he has always enjoyed. "It's a chance to work with somebody on the single biggest purchase of their life. There's a lot of gratification that goes along with it," he says. There's also great satisfaction, he adds, in getting to work alongside his father, continuing his family's legacy.

"It's exciting to continue his hard work and support the name and the reputation that he's worked hard for," McPhee says. "If it worked for him, it works for us."



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