

# McPhee Associates of Cape Cod

## *Celebrates 50 Years of Business*

By Christina Galt



According to the Harvard Business Review, some 70 percent of family-owned businesses fail after the second generation takes over. So what does it take for a second generational business to survive? “Key values,” says Rob McPhee, president of McPhee Associates, Inc.

2022 marks 50 years of business for McPhee Associates of Cape Cod. “My father, Bob McPhee, started the business in 1970 and officially incorporated McPhee Associates in 1972,” says McPhee. “He built this business from the ground up, into what it has become today.” Fast forward from its humble roots of new construction work, the company has expanded to architectural design work, renovations, additions, teardowns, and property management services.

Today, McPhee is the proud president of the company his father began all those years ago. “I was exposed to the business from a very young age,” notes McPhee. “I was going out in the dump trucks with the guys on the crew,

going to the lumber yards to pick up stock, digging holes, pouring concrete, cleaning up job sites—all before I even had my driver’s license.” During those years, McPhee learned the value of being part of a team. “Over the summers in college I would work in the field on the Cape, driving the truck around, doing all sorts of fieldwork seeing it from the field operations side,” he explains. After graduating from college and spending some time away from the Cape, McPhee made his move back home in 2000 to start at his family’s business full time. Together, the father-son duo has created a family business that is known all over Cape Cod.

This past December, McPhee Associates, Inc. was awarded the Builder Member of the Year award from the Home Builders and Remodelers Association of Cape Cod (HB&RACC), whose mission is to support homeownership on Cape Cod and its trade members through legislative, educational business, and civic endeavors. “This award really means the world to us and we think the world of the association,” says



Bob and Rob McPhee

McPhee, a former president of the association. “We were really surprised and extremely honored. It meant a lot that people in this industry, whoever takes that vote, gave us this kind of recognition for the year.” McPhee says, “It all goes back to when my dad started the business. He inspired those key values—the work ethic, communication, and the significance of providing good quality services at a fair price—that this award recognizes. All of these values are instilled in our team members at McPhee. And when you have a good team, you can accomplish a tremendous amount.” He continues, “We have a great group of people who take pride in what they do. This award is attributed to the team and the shared values that are crucial to the success of our business.”

McPhee notes, “It is hard to believe it has been 50 years. I know a lot of businesses don’t survive a second generation, the failure rate is much higher as businesses turn over to future generations. So, what my father and I have built, and the team we have—it’s just nice to see.”

Moving forward, McPhee Associates does not have grand plans for the future when it comes to expansion, “Our goal for the business is to just continue to refine and be the best we can be for our clients. Most of our business is repeat referrals, which is really the best kind of business we feel we can get. We do the right thing for our clients and hopefully they will recommend us to their family or friends.” He says, “We strive for long term relationships with our clients, because without their trust in us we would not be able to do what we do.”

For more information, visit [mcpheeassociatesinc.com](http://mcpheeassociatesinc.com). McPhee Associates Inc. is located at 1382 MA-134 in East Dennis. 📍

## *A History of Success*

### 2021 BRICC Awards

- Gold** Excellence in Remodeling, Whole House Remodel or Large Addition
- Silver** Excellence in Design & Construction of Specialty Rooms or Buildings

### 2016 BRICC Awards

- Silver** Excellence in Remodeling, Single-Family Home
- Silver** Excellence in Remodeling, Bathroom

### 2014 BRICC Awards

- Gold** Best Kitchen Remodel
- Gold** Best New Single-Family Home
- Gold** Best Outdoor Living Design

### 2012 BRICC Awards

- Gold** Best Bathroom Remodel
- Gold** Best Historic Renovation
- Gold** Best Logo



2021 BRICC Award, Gold  
Excellence in Remodeling, Whole House Remodel or Large Addition  
Photo by Dan Cutrona

*“This has been a really fun project for us, and we’re actually working there again right now on another phase. The couple that bought the home had a vision for multiple phases for the property. Originally the home did not have that wow factor, so it’s nice to see how far the home has come. The homeowners have a great eye for design, so between the new trim, flooring, kitchen and powder room renovations, and landscaping, the home has been completely transformed.” ~ Rob McPhee*



2021 BRICC Award, Silver  
Excellence in Design & Construction of Specialty Rooms or Buildings  
Photo by Dan Cutrona