

# MASTERING THE TRADE



## ROB MCPHEE

President

McPhee Associates of Cape Cod

*Rob McPhee, president of McPhee Associates of Cape Cod, is not only grateful to carry on the formidable legacy his father created, but he is dedicated to carrying it into the future, ensuring they remain at the forefront of the Cape's premier custom home building companies. With a passion for craftsmanship and a dedication to exceeding client expectations, McPhee's leadership has transformed the brand that continues to craft client's dreams into architectural marvels. Meet Rob and get a glimpse into the work ethic and values he inherited and how they continue to cultivate and shape this iconic firm.*

~ Julie Craven Wagner

**CCH:** *You assumed and earned the responsibilities of a business originally built by your father. Tell us about the responsibility of carrying on his hard work and vision as well as relying on the lessons he passed on to you.*

**RM:** I feel honored and privileged to be able to carry on and to build upon my father's legacy. In 2022, we celebrated 50 years in business, which is a huge accomplishment for any business. I officially joined the McPhee team in 2000, after graduating from college a few years before, but I grew up working in the business and on job sites during the summer. I think much of our success over the years boils down to how we approach our partnerships—whether that's a client, an employee or another small business or vendor. We see the value in fostering long-lasting relationships through hard work, mutual respect, and open communication. And, of course, we always strive to be the best at what we do. We are always honing our trade.

**CCH:** *McPhee Associates of Cape Cod has earned an understanding in the community that the product you deliver, as well as the experience your clients receive, is of the highest quality. What sort of principles and tenets do you communicate to your team in order to achieve those results?*

**RM:** Details matter. What's the old saying? Measure twice, cut once. Well, that can be applied to everything from carpentry to communication. It saves time and creates a better end product all the way around.

**CCH:** *As you build your team, what have been some of the most important qualities you look for?*

**RM:** For us, we look for someone who is a good communicator, has a positive attitude, likes to learn, takes pride in their work and is looking for a team to join and grow with for the long term.

**CCH:** *Just as you learn from those who came before you, what would you like to pass down to the next generation in this industry?*

**RM:** Keep learning and honing your craft and be adaptable. There will be times when you need to pivot and find an alternative solution to an issue. After the pandemic, I think we can all appreciate the importance of this.

**CCH:** *What do you think are some of the most important goals in mind when leading a business through the Cape's unique building industry?*

**RM:** Creating and maintaining a reputation for expert craftsmanship and building and supporting long-lasting relationships and partnerships would be two of the most important goals for those of us in the building industry.

**CCH:** *The future presents a variety of challenges that will require ingenuity and critical thinking to overcome. What do you see as some of the biggest looming challenges McPhee Associates may meet with the greatest chances for success?*

**RM:** I believe attracting and retaining trade talent will continue to be a challenge for the building industry, but we have a great company culture built on integrity, hard work and communication. I am extremely proud of the team we have built here.

**McPhee Associates of Cape Cod,**