


suburban life

Michelle
PFEIFFER
pg. 28

+
**Also
Inside:**
Women of
Philadelphia,
top dentists,
and more



Meet the female leaders
behind **Groovy Hues Painting**
of Philadelphia, who earn clients'
trust through sophisticated systems,
top-notch client service, and
immaculate results.

pg. 44

by **Jennifer Updike**
photos by **Jody Robinson**



Coloring Outside the Lines

Meet the female leaders behind **Groovy Hues Painting of Philadelphia**, who earn clients' trust through sophisticated systems, top-notch client service, and immaculate results.

Perhaps no city in America embodies blue-collar pride more than Philadelphia, where the skilled trades drive much of the region's economy.

Those jobs have long been considered "man's work"—everywhere, not just in the Philadelphia area—but that trend is slowly being upended.

Research from the U.S. Bureau of Labor Statistics shows the number of women entering the skilled trades enjoy a significant increase year after year. Groovy Hues Painting of Philadelphia, the company founded by entrepreneur Matt Rathgeb more than two decades ago, stands at the forefront of that shift.

Groovy Hues has already transformed the way home services clients are used to being treated: honest and timely communication with homeowners, the sharing of ideas among staff, and a commitment to excellence in every aspect of a project. With a woman-led executive team, Groovy Hues continues to reshape what professionalism looks like in the home services industry.



Whether it's an interior transformation on the Main Line or a large-scale commercial project in Philadelphia, Groovy Hues Painting of Philadelphia demonstrates what happens when elite craftsmanship meets empathetic, organized leadership.

The guidance of Sales Leader Michelle Reilly, Operations Manager Leah McCray, and Chief Marketing Officer Marina Brenko has enabled Groovy Hues to emerge as a leader across Philadelphia, Bucks, Montgomery, and Delaware counties. They have done so by prioritizing a vital ingredient that many companies in the painting business tend to neglect: the client's peace of mind.

"We really care about our clients," Reilly says. "We have their best interests at heart, we want to provide the highest-quality job, and we want to provide the best client experience, because that's what they deserve. We're in their home, so it's a very intimate experience and it should be treated as such."

Built on Relationships

For Reilly, the Groovy Hues difference begins long before the first drop of paint is poured. In addition to overseeing the entire sales team, she serves as a sales consultant focused on building business in Philadelphia and on the Main Line. Besides being a client's primary point of contact throughout the process, she views her role as an advocate for the homeowner. The relationships do not end once the job has reached its completion. Reilly enjoys checking in with every client every year on the anniversary of their job being completed, which is company policy.

"We just call in to see how they're doing and how everything is looking," she says. "It's a good time to catch up, because we do develop a relationship with our clients. It's nice to say hello and see how everything is holding up. That's why this job is so rewarding. We get to know people and can help them address their concerns."

While Reilly acts as a guide for the client from consultation to completion, McCray ensures that everything runs smoothly behind the scenes. A lifelong Philadelphian and Temple University graduate who is proud to work in the neighborhoods she grew up in, McCray manages the intricate details of every project, from crew scheduling and material logistics to coordination across departments.

In an industry where women have traditionally been underrepresented, McCray strives to set an example while simultaneously learning from the other female leaders at the helm.

"It's inspiring to work in an environment where your age and gender aren't barriers, but assets," she says. "There's such inclusion here. We all come from different backgrounds and different industries, and we're definitely open to each other's ideas. We want to improve the process to the best of our abilities with the knowledge that we have."

High-quality craftsmanship, delivered through a lens of female leadership and obsessive attention to detail, is what truly defines Groovy Hues.

"We treat each other like family and our clients like friends," McCray says. "We want them to be blown away not just by the color



FROM TOP: Chief Marketing Officer Marina Brenko, Operations Manager Leah McCray, and Sales Leader Michelle Reilly

on the walls, but by the professionalism of the people in their hallways."

A Solid Foundation

With a background in economics and management from her native Ukraine, Brenko brings a distinct international perspective to Groovy Hues. She moved to the United States in 2009 and decided to apply her strategic marketing expertise to the home services industry. In her mind, the Groovy Hues brand is built on a foundation of transparency and trust.

"People buy from people they trust," she explains. "My goal is to pull back the curtain and show clients exactly who we are before we ever step foot into their home. Through education and thoughtful storytelling, we help homeowners feel informed and confident—not sold to. We aren't just a service; we're a culture of excellence built around long-term relationships."

While Rathgeb provided the spark for this culture, he has empowered this trio of leaders to guide the company forward. By fostering an environment where every person is valued, every voice is heard, and every detail matters, Groovy Hues has established something rare in the trades: relationships that are rooted in trust, care, and consistency, lasting long after the final walkthrough is complete.

Whether it's an interior transformation on the Main Line or a large-scale commercial project in the city, Groovy Hues demonstrates what happens when elite craftsmanship meets empathetic, organized leadership. The result isn't just beautifully painted spaces; it's a new standard for how the work is done.

"Hearing how happy clients are at the end of a project means everything to us," Reilly says. "We help them make their house into a home, and it changes everything." ■

Groovy Hues Painting of Philadelphia

Professional Interior & Exterior Painting
Residential & Commercial
Serving Philadelphia, Bucks, Montgomery,
and Delaware Counties | (267) 653-6488
groovyhues.com/philadelphia-pa