

# Keating-Moore Construction – Passionate to the Core

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*“A life without passion is a crime.”*  
~Sean ‘P. Diddy’ Combs

The fact that a wildly successful entrepreneur and entertainment mogul made this statement is evidence that no matter what the business, passion is the first key to success. Passion is defined as intense enthusiasm: a strong liking or enthusiasm for a subject or activity. Successful artists, entrepreneurs, business people and athletes the world over know that passion is comprised of much more than mere enthusiasm. Passion isn't about money, fame or recognition. True passion is a love of the endeavor, whatever that endeavor may be.



(L to R) Joe Keating & Tim Moore twenty-five years ago at one of their first construction projects in Palm Beach County.

Joe Keating and Tim Moore of Keating-Moore Construction have a passion for building that can only be called overwhelming. Real passion is contagious. Their love of building and the process of interacting with clients and subcontractors is shared by the entire Keating-Moore team. Much as a gardener tends a garden for the sheer joy of seeing earth yield life, Joe Keating and Tim Moore build out of a love for seeing imagination yield structural works of art. Joe Keating states, “Going all the way back to the very early days, I wake up eager to get to work. That’s the consequence of loving what you do.” He continued, “My passion is one thing. The added bonus is getting to feed off the passion an owner brings to the project. There is electricity which is palpable throughout the entire building process.”



(L to R) Joe Keating & Tim Moore. Today, Keating-Moore, accomplished and passionate builders of signature estate homes.

Real passion is proactive. Keating-Moore Construction is at the forefront of new trends in building. Their quest to “do it better” is fueled by a burning desire to build the absolute finest projects anywhere, period. The proactive nature of passion carries over to client interaction and service as well. Tim Moore states, “Some builders would rather see the dentist than speak to their owners on a daily basis. Our philosophy is different. Our owners are as much or as little a part of the project as they wish. We take great pride in putting ourselves in partnership with them. Good partnerships are about communication.” Good communication is proactive.

Real passion is energetic. When visiting a Keating-Moore Construction project you can feel it. There is energy in the air. The excitement for the project and the anticipation of the finished product is visible in every person on the site. Custom carpenters are at work shaping and reshaping and in one memorable case destroying. This author once watched a master carpenter knock a pecky cypress fireplace mantle from its resting place. It was hard to understand why he did it because it looked glorious to the untrained eye. When questioned as to his motive, the carpenter replied, “Oh, this can be much better.” This mindset is pervasive throughout Keating-Moore’s project teams. Every day they ask themselves: Can we build it better? This is their passion.

Joe Keating and Tim Moore started their construction career as carpenters. When they speak of those days there is wonderment in their voice. They say, “We just loved building things.” It’s clear that sentiment carries over into their business, which they built from scratch and stewarded to the top of the heap over the last 25 years in South Florida. “If we stayed in Wisconsin and grew corn, our corn would be the tallest. If we chose to farm for our livelihood, then we’d be the best damn farmers on the belt,” states Keating. It’s this type of gumption (read passion) that has led Keating-Moore Construction to build for one of South Florida’s most discerning and demanding client sets. It’s clear these homeowners want builders who share their passion for life.

A Google search revealed in excess of 2.1 billion results for the word passion. Clearly Keating-Moore Construction is not the only company or individual who believes the word is of import. Asked if he thought a life without passion was a crime Tim Moore commented, “Maybe not a crime for which you should be put in jail.” He continued, “But you wouldn’t do well on our team. You’d stand out.”

**Passion:** everyone claims it; very few understand it and even fewer have it. Keating-Moore Construction—Passionate about building the dream.