Basement Finishing Company Expands Residential Service Area to Whitman

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QUINCY, MA - November 20, 2026 -
South Shore Basement Finishing Company has extended its basement finishing, remodeling, and waterproofing operations into Whitman, Massachusetts, a Plymouth County town of roughly 15,500 residents about 20 miles south of Boston. The expansion, announced this month by owner Susan Snow, opens scheduling for residential and commercial projects inside the town immediately.

The addition closes a gap between communities the contractor has served for several years, including Abington, Hanson, Rockland, East Bridgewater and Brockton, each of which borders Whitman or sits within a short drive of it. Crews assigned to those towns will now take Whitman projects on the same routing, which shortens lead times for site visits and material deliveries. Whitman covers about seven square miles on the western edge of the South Shore, was incorporated as a separate town in 1875, and took its present name in 1886.

Census Bureau data records 15,121 residents in the 2020 count, a July 2025 estimate of 15,526, and 5,742 households in the town. American Community Survey figures for 2020 through 2024 put the owner-occupied housing rate at 71.4 percent and the median value of owner-occupied homes at $472,700. Detached

single-family houses account for 58.1 percent of the roughly 5,980 housing units on record.

The age of that stock is the factor most relevant to the expansion. About 36 percent of Whitman housing units stand in buildings constructed in 1939 or earlier, and the median construction year across the town is 1957. Foundations of that period, many of them fieldstone or early poured concrete, are more susceptible to seepage and humidity than newer construction, which places moisture assessment ahead of framing and finish work on most below-grade projects.

Median home values in the town rose from about $300,500 in 2011 to $456,400 in 2023, while construction since 2000 accounts for less than 10 percent of the housing supply. Limited new inventory and higher values tend to shift household spending toward expanding existing floor area, and finished basements are among the few routes to added living space that do not alter a building's footprint.

"Close to four in ten houses in Whitman went up before 1940, and the basements under them were never built as living space," said Susan Snow, owner of South Shore Basement Finishing Company. "Water has to be controlled before a single wall is framed, because finish materials installed over an unresolved moisture problem will fail."

Work available under the expansion covers design and layout planning, interior and exterior waterproofing, drainage systems and vapor barriers, insulation, drywall, flooring and ceiling installation, and electrical and plumbing upgrades for basement bathrooms, bedrooms, offices and media rooms. Projects are handled as full conversions or as single elements such as drainage repair, and the sequence begins with a site assessment, followed by a written scope and budget and then construction.

Basement conversions in Massachusetts fall under the state building code, and work that adds sleeping rooms, bathrooms or new electrical circuits generally requires permits and inspections through the municipal building department. Ceiling height, egress openings, and smoke and carbon monoxide alarm placement are the provisions most frequently triggered when below-grade space is reclassified as habitable. Permitting for projects in the town runs through the Whitman building department.

Snow said interior remodeling inquiries on the South Shore typically increase as exterior projects wind down in the fall. "Basement schedules tend to fill from October onward, since the work continues through winter when outdoor construction cannot," Snow said.

The company works across more than two dozen municipalities between Milton and Plymouth, and Whitman's position near the center of that territory was cited as the reason for adding the town rather than extending farther from the existing base. Details on project types, the service area and scheduling are available from South Shore Basement Finishing Company.

For more information, visit https://www.southshorebasementfinishing.com

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South Shore Basement Finishing Company

South Shore Basement Finishing is a Quincy, MA-based contractor specializing in basement finishing, remodeling, renovation, waterproofing, and custom design for homeowners across Massachusetts' South Shore. Visit southshorebasementfinishing.com

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