South Shore Basement Finishing Expands Home Theater Services

July 24, 2026

QUINCY, MA - July 24, 2026 -
South Shore Basement Finishing Company has expanded its basement home theater design and installation service, giving homeowners across the South Shore region of Massachusetts a single contractor to plan acoustics, seating, lighting, and display systems within an existing basement. The expanded service is now available throughout the company's service area and consolidates several specialties that were previously arranged through separate trades.

Basement spaces are frequently underused in family homes, and converting one into a dedicated theater room addresses entertainment and square-footage concerns at the same time. The expansion reflects steady demand among homeowners who want a private viewing room without giving up living space on the main floors of a house. Home viewing has become a larger part of household entertainment as streaming libraries have grown, and dedicated rooms let households watch without the compromises of a shared living area. Bringing design, finishing, and audiovisual work under one project reduces the coordination that has historically complicated these conversions.

"The expanded service lets a single team handle acoustics, seating, and display installation that homeowners

once had to coordinate across multiple trades," said Susan Snow, owner of South Shore Basement Finishing Company. "Combining basement finishing and waterproofing experience with audiovisual work means the room is built correctly from the foundation up."

The broadened service covers acoustic treatment and soundproofing, tiered seating with raised platforms, and a range of display options that includes fixed, retractable, and motorized projector screens as well as large-format televisions. Lighting work spans dimmable fixtures, recessed and accent lighting on smart controls, and blackout window treatments that limit outside light. Integrated wiring and ventilation for electronic components are handled as part of the same build.

Project costs vary with scope, ranging from roughly $5,000 to $10,000 for a basic configuration to more than $50,000 for installations that incorporate custom acoustics, built-in seating, and high-output projection. Timelines follow a similar pattern, with straightforward setups completed in about two to four weeks and complex builds involving custom soundproofing and intricate wiring taking six to eight weeks. The company also advises that screen width be sized to roughly one-third of the seating distance, a guideline that commonly yields screens between 100 and 150 inches for projector setups.

The expanded service begins with an assessment of the basement, including ceiling height, existing moisture conditions, and the layout available for seating and equipment. From there, the company maps sightlines, speaker placement, and wiring routes before any finishing work starts, so that structural and acoustic decisions are settled in advance. This sequencing is intended to prevent the rework that can occur when audiovisual requirements are addressed only after walls and flooring are already in place.

Below-grade rooms hold particular advantages for theater use, since the absence of large windows simplifies light control and the surrounding foundation can help contain sound that would otherwise travel through a house. Those same conditions, however, make moisture management important, because finished materials and electronics are sensitive to dampness common in basements. Addressing waterproofing alongside the theater build is intended to protect both the finish and the equipment over the life of the room.

The home theater service is offered across communities throughout the South Shore of Massachusetts, among them Quincy, Braintree, Weymouth, Hingham, and Plymouth. The company was recognized in a 2026 quality business award program for basement renovation work in the Quincy area. That background in moisture control and finishing carries directly into theater conversions, where humidity and sound isolation both affect how a room performs over time.

"Demand for at-home viewing spaces has held steady, and a finished basement is often a practical location for one," said Snow. "The aim of the expansion is to give homeowners a predictable process and a room that works well for years, not only on the first evening."

For more information, visit https://www.southshorebasementfinishing.com/basement-home-theaters/.

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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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