South Shore Basement Finishing Company Expands Service Area

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QUINCY, MA - August 21, 2026 -
South Shore Basement Finishing Company has extended its residential and commercial basement finishing services into Pembroke, Massachusetts, adding the Plymouth County town to a footprint that already spans more than two dozen South Shore communities. The step gives Pembroke property owners a local source for basement design, remodeling, and waterproofing work that has often required contractors from neighboring towns.

The company works across the region south of Boston, serving communities that include Quincy, Weymouth, Hingham, Marshfield, Duxbury, and Plymouth. Pembroke sits within that corridor, and its addition brings the firm's full slate of lower-level services to the town rather than a narrower selection. The company describes the town as a logical fit for a market it was already reaching in adjacent areas.

Pembroke is a South Shore suburb of the Boston area, situated roughly halfway between Boston and Cape Cod, and recorded 18,361 residents in the 2020 census. The town is largely rural in character with pockets of suburban neighborhoods, and its median household income of about $120,000 in that census sat above the statewide figure. The community includes the Bryantville, North Pembroke, and East Pembroke

neighborhoods, a mix that spans longtime residences and newer suburban development. Those conditions point to a base of owner-occupied homes where added below-grade living space is a frequent objective.

Finished basements have become a common way for New England homeowners to gain living space without the cost and permitting steps of a full above-grade addition. Below-grade work carries particular technical demands in the region, where seasonal groundwater and humidity can reach lower levels, and the expansion pairs finishing with moisture control on each project. That pairing is meant to address a recurring concern in coastal Plymouth County housing.

Basement conversions have drawn steady interest nationally as a route to added usable square footage, and finished lower levels commonly recover part of their cost at resale. In coastal Massachusetts, many houses combine older construction with high water tables, and contractors in the region increasingly treat drainage and vapor control as a baseline expectation rather than an upgrade. The Pembroke expansion follows that pattern by folding moisture management into every renovation the company books in the town.

Work available to Pembroke residents covers complete design and build projects, custom wall systems, flooring and lighting, window and egress installation, and the conversion of unfinished areas into bedrooms, bathrooms, home offices, media rooms, and entertainment spaces. Waterproofing and mold-resistant materials are treated as standard components rather than separate add-ons.

"The expansion gives Pembroke homeowners a single local contractor for basement finishing and waterproofing, which shortens timelines and keeps design and moisture control coordinated," said Susan Snow, owner of South Shore Basement Finishing Company. "Demand from the Pembroke area has grown steadily, and setting a defined presence there was a logical next step."

South Shore Basement Finishing Company was named a winner in the 2026 Quality Business Awards for basement renovation in the Quincy, Massachusetts market, a designation the company points to as it extends comparable standards to Pembroke. Its service area now reaches close to thirty communities across Plymouth and Norfolk counties, with Pembroke among the more recent additions.

Scheduling for Pembroke projects follows the same consultation and estimate process the company uses across its territory, starting with an on-site assessment of the space and its moisture conditions. Scope, materials, and timelines are set before work begins. Commercial lower-level projects in the town follow the same intake, giving business owners the same design and waterproofing coordination offered to households. The company states that the Pembroke rollout does not alter service standards in the communities it already covers.

For more information, visit https://www.southshorebasementfinishing.com/basement-finishing-pembroke-ma/

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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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