

Our Story

Founded in 2009, The Basic Basement Co. provides homeowners in New Jersey and Eastern Pennsylvania with a low-cost option for basement finishing.

Owners Stuart Perlman and Dominick Natoli established The Basic Basement Co. to provide customers with a cost-effective option for basement finishing without sacrificing quality and service.

Since it's launch, the company expanded to meet high-demand for other services, including flooring installation, egress windows and doors, and plumbing repairs and installations.

As a testament to the value and quality of work, The Basic Basement Co. has been recognized 10 times since 2012 with the Angi Super Service Award and has an A+ rating from the Better Business Bureau.



Exceptional Quality Affordably Priced

Some home remodeling companies offer low initial pricing to get customers to commit to a project. Many times, homeowners realize after the project starts that they are being charged extra for common – and often required – items, such as code-required electric.

That's not how we conduct business. Our written price guarantee ensures that the agreed-to contract price is what you pay.

Plus, to make your basement finishing project affordable, we offer financing, with basement finishing for as low as \$199/month.



Core Principles

Our customer-centric approach – implemented since the company's inception – is based on these established principles:

- To have a clean, courteous estimator arrive promptly within the scheduled timeframe
- To understand what you want
- To meet or exceed your expectations
- To make finishing your basement a pleasant experience
- To have a concise conversation to address your wants and needs
- To conduct a thorough examination of your basement to determine your floor plan
- To provide you with a detailed written proposal prepared for you on the spot
- To earn your business

Contractors operating in New Jersey are required by the state to register their business with the Division of Consumer Affairs. If a contractor is not licensed, they cannot apply for building, zoning, or any other permit required by your local township. In other words, they are not able to complete your project legally.

NOT AN ELECTRICIAN'S OR PLUMBER'S LICENSE

STATE OF NEW JERSEY
New Jersey Office of the Attorney General
Division of Consumer Affairs

THIS IS TO CERTIFY THAT THE
Home Improvement Contractors
HAS REGISTERED

TOTALLY BASEMENTS LLC DBA THE BASIC BASEMENT CO / THE BASIC BATHROOM CO / THE BASIC KITCHEN CO
Dominick Natoli, Stuart Perlman
122 Park Avenue
Manalapan, NJ 07726

FOR PRACTICE IN NEW JERSEY AS A(N): Home Improvement Contractor

01/26/2023 TO 03/31/2024
VALID

13VH05389400
LICENSE/REGISTRATION/CERTIFICATION #

Signature of Licensee/Registrant/Certificate Holder

ACTING DIRECTOR

PLEASE DETACH HERE

IF YOUR LICENSE/REGISTRATION/CERTIFICATE ID CARD IS LOST
PLEASE NOTIFY:
Home Improvement Contractors
P.O. Box 45016
Newark, NJ 07101

TOTALLY BASEMENTS LLC DBA THE BASIC BASEMENT CO / THE BASIC BATHROOM CO / THE BASIC KITCHEN CO
YOUR LICENSE/REGISTRATION/CERTIFICATION NUMBER IS 13VH 05389400 . PLEASE USE IT IN ALL
CORRESPONDENCE TO THE DIVISION OF CONSUMER AFFAIRS. USE THIS SECTION TO REPORT ADDRESS
CHANGES. YOU ARE REQUIRED TO REPORT ANY ADDRESS CHANGES IMMEDIATELY TO THE ADDRESS NOTED
BELOW.

Home Improvement Contractors
P.O. Box 45016
Newark, NJ 07101

PRINT YOUR NEW ADDRESS OF RECORD BELOW.
YOUR ADDRESS OF RECORD IS THE ADDRESS THAT WILL PRINT ON
YOUR LICENSE/REGISTRATION/CERTIFICATE AND IT MAY BE MADE
AVAILABLE TO THE PUBLIC.

HOME ☐

BUSINESS ☐

TELEPHONE
INCLUDE AREA CODE

PRINT YOUR NEW MAILING ADDRESS BELOW.
YOUR MAILING ADDRESS IS THE ADDRESS THAT WILL BE USED BY
THE DIVISION OF CONSUMER AFFAIRS TO SEND YOU ALL
CORRESPONDENCE.

HOME ☐

BUSINESS ☐

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PLUMBERS' LICENSE
SIGNATURE
ACTING DIRECTOR