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.

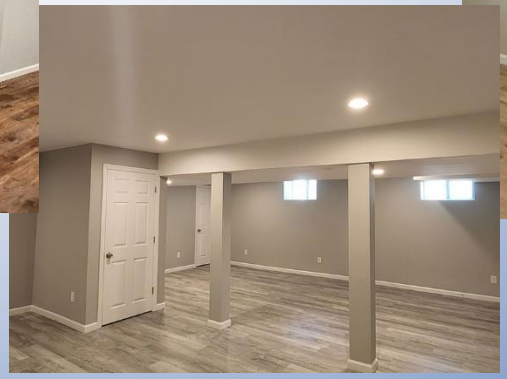
As a testament to the value and quality of work, The Basic Basement Co. has been recognized 10 times since 2012 with the Angi Super Service Award and has an A+ rating from the Better Business Bureau.

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

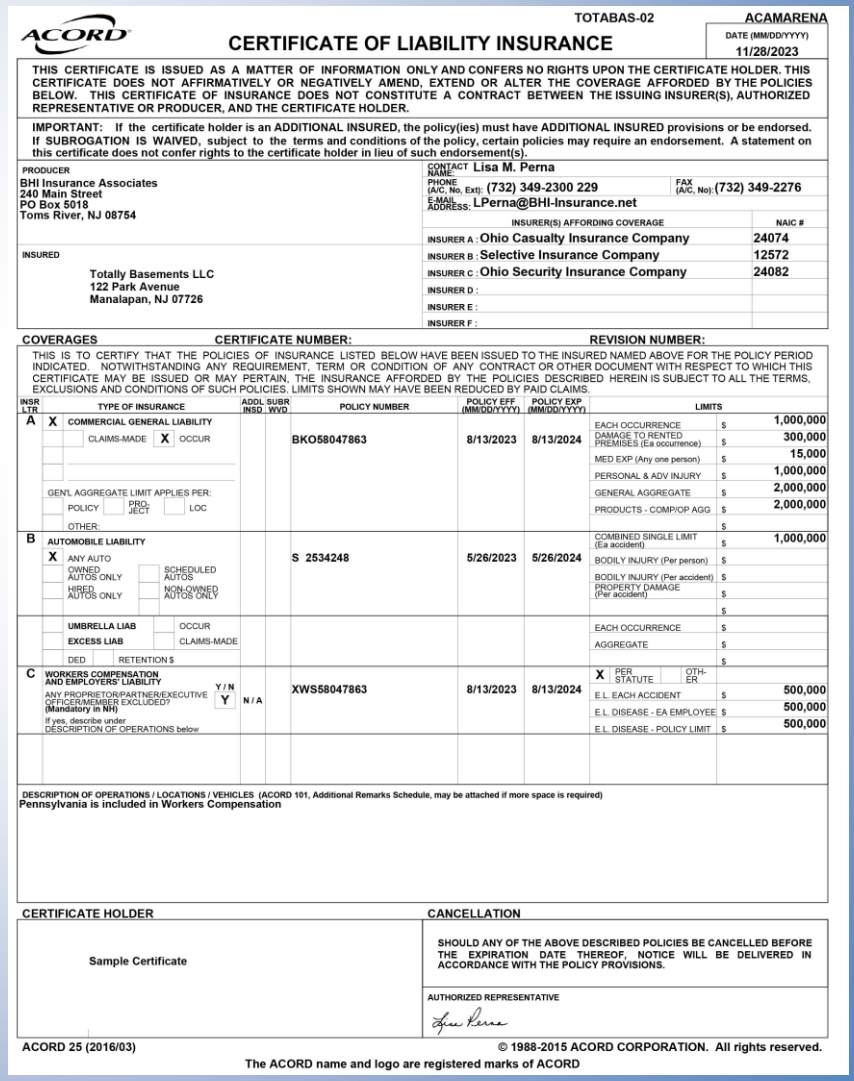
Certification of Insurance

Any business performing work on your property should have active general liability and workers compensation insurance policies.

A general liability policy covers potential damages to your home or property, and should provide at least $1,000,000 of coverage.

A worker's compensation policy covers injuries to anyone working on your property. If a contractor does not have an active workers compensation policy and a worker gets injured on the premises, you could be liable for their medical expenses.

More than 50% of contractors do not have proper insurance coverage due to the high cost of these policies.



TOTABAS-02 ACAMARENA

ACORD

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 11/28/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
BHI Insurance Associates
240 Main Street
PO Box 5018
Toms River, NJ 08754

CONTACT NAME: Lisa M. Perna
PHONE (A/C, No, Ext): (732) 349-2300 229 FAX (A/C, No): (732) 349-2276
E-MAIL ADDRESS: LPerna@BHI-Insurance.net

INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A :	Ohio Casualty Insurance Company	24074
INSURER B :	Selective Insurance Company	12572
INSURER C :	Ohio Security Insurance Company	24082
INSURER D :		
INSURER E :		
INSURER F :		

INSURED
Totally Basements LLC
122 Park Avenue
Manalapan, NJ 07726

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY							
	CLAIMS-MADE X OCCUR			BKO58047863	8/13/2023	8/13/2024	EACH OCCURRENCE	$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 300,000
							MED EXP (Any one person)	$ 15,000
							PERSONAL & ADV INJURY	$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 2,000,000
	POLICY PRO-JECT LOC						PRODUCTS - COMP/OP AGG	$ 2,000,000
	OTHER:							$
B	AUTOMOBILE LIABILITY							
	X ANY AUTO						COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
	OWNED AUTOS ONLY / SCHEDULED AUTOS			S 2534248	5/26/2023	5/26/2024	BODILY INJURY (Per person)	$
	HIRED AUTOS ONLY / NON-OWNED AUTOS ONLY						BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
								$
	UMBRELLA LIAB OCCUR						EACH OCCURRENCE	$
	EXCESS LIAB CLAIMS-MADE						AGGREGATE	$
	DED RETENTION $							$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						X PER STATUTE OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y / N: Y	N / A		XWS58047863	8/13/2023	8/13/2024	E.L. EACH ACCIDENT	$ 500,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$ 500,000
							E.L. DISEASE - POLICY LIMIT	$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Pennsylvania is included in Workers Compensation

CERTIFICATE HOLDER
Sample Certificate

CANCELLATION
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
Lisa Perna

ACORD 25 (2016/03)

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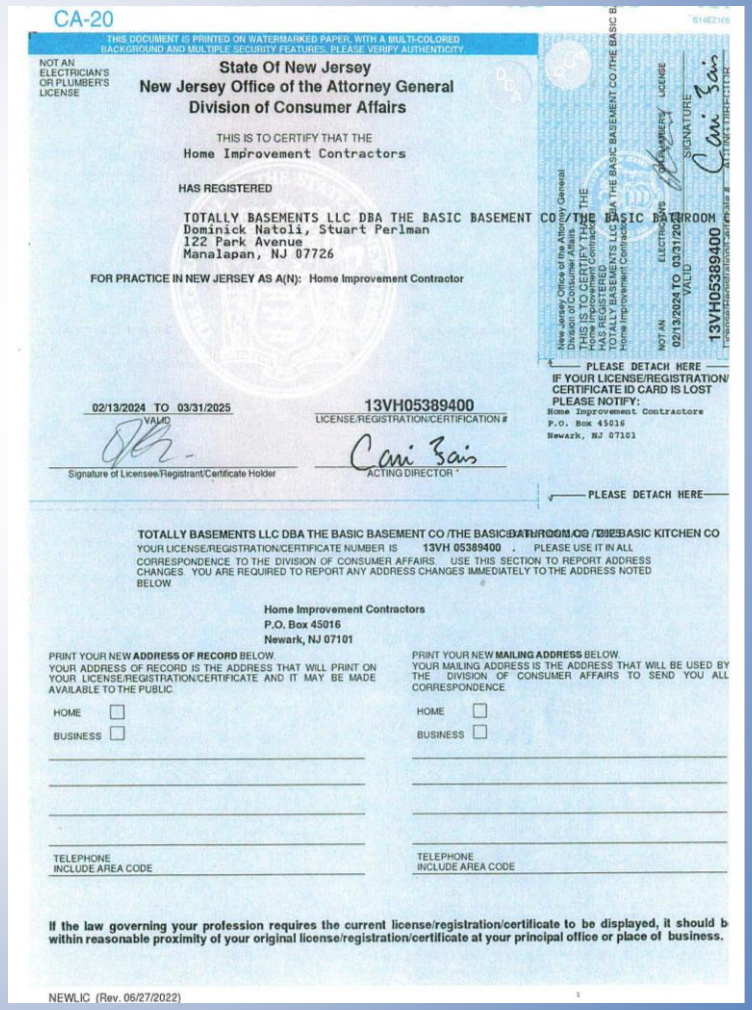
License

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.



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THIS DOCUMENT IS PRINTED ON WATERMARKED PAPER, WITH A MULTI-COLORED BACKGROUND AND MULTIPLE SECURITY FEATURES. PLEASE VERIFY AUTHENTICITY

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
Dominick Natoli, Stuart Perlman
122 Park Avenue
Manalapan, NJ 07726

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

02/13/2024 TO 03/31/2025
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

PLEASE DETACH HERE

TOTALLY BASEMENTS LLC DBA THE BASIC BASEMENT CO /THE BASIC BATHROOM CO /THE BASIC KITCHEN CO

YOUR LICENSE/REGISTRATION/CERTIFICATE 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 ☐

TELEPHONE
INCLUDE AREA CODE

If the law governing your profession requires the current license/registration/certificate to be displayed, it should b within reasonable proximity of your original license/registration/certificate at your principal office or place of business.

NEWLIC (Rev. 06/27/2022)