



## *A Woman owned Construction Business*

“Obsessive with details” said client Olivia of Weston. Is that a compliment? asks Lisa LaGambina owner of a successful basement remodeling company.

After 20 years of designing and managing for male owned construction companies, Lisa decided to build her own dream; Custom Basements of New England, LLC established 2011. Her team of 26 skilled carpenters, electricians, plumbers and management staff have just completed her 400th finished basement.

Custom Basements has added value and enjoyment to homes with 200 sq. ft. gyms and playrooms to 2200 sq. ft. complete apartments and entertainment suites extending from Cape Cod to New Hampshire. They offer a traditional plaster build out or a mold proof/acoustical panelwall system at reasonable prices.

Utilizing your basement space is the most cost-effective way to add living space to your home but could be disastrous if you do not use the appropriate materials. Custom Basements understands that building in a subterranean space has significant challenges requiring basement specific materials. Metal stud framing, breathable walls, waterproof flooring will guard against mold development.

Lisa attributes her success to “operating with complete integrity” which runs throughout every aspect of her business. “We keep our promises and take our business very personally with consideration to each homeowner’s lifestyle and unique needs.” Working with the homeowner, Lisa will design a floor plan and execute the space to fulfill the client’s expectation with little regard for the road of least resistance.

Custom Basements has risen to a David and Goliath challenge by competing with large franchise organizations and continues to disrupt the marketplace. “We are not the McDonalds of basement remodeling with clever sales people coming into your home.” Her business model respects the process for homeowners to compare companies, products and pricing.

Lisa is grateful that her business has reached critical mass after several years of building her brand with 90 hour work weeks (a work ethic for which she credits her mom). She now enjoys the abundance of referrals and a bit more time for her ocean retreats!

Lisa can’t wait to meet her next 400 clients and looks forward to “Obsessing” over their remodel details...

- Mold/Mildew Resistant • On Time - On Budget • Basement Specific Materials
- Sound & Thermal Controlled • Eco-Friendly & Green Products
- Lifetime Transferable Warranty • Quality Products • Reasonable Prices

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