



**Situation**

Basic Overnight Quarters (BOQ) was founded to provide comprehensive corporate housing services to a critical audience—American military and federal agency personnel and/or their contractors—who need high quality accommodations so they can focus on performing their work to the best of their abilities. “Thousands of military, civilian and contracted workers are away from home for extended periods of time, overseeing and executing projects which are essential to our nation,” says Bill Foos, President & CEO of BOQ. With a distinguished record as a decorated, service-disabled veteran, Foos knows the essential role of quality housing. “Personnel who are comfortable and relaxed thanks to the effectiveness of their housing perform much better than those for whom the stress of being away from home may be exacerbated due to housing challenges.”

**Strategy**

In BOQ’s early years of growth the company literally doubled in size every few months. In order to support that with the right infrastructure, Wendt Partners was retained to develop both a business plan and strategic marketing plan for the company. Wendt



strategic consulting

branding & messaging

organizational development

integrated communications

**Awards**

Top 50 Fastest Growing Companies

Best of the Web Award for Real Estate & Construction



advise

design

engage

deliver

“They asked tough questions and worked hard to help us reach our goals. The result was a solid plan and program that was both thoroughly detailed and fully achievable—supported by an outstanding website and marketing program.”

■ **William F. Foos**  
President & CEO  
Basic Overnight Quarters LLC

Partners took on the task of analyzing and reviewing every aspect of BOQ's operations and market direction. Poring over bid documents, financials, market data and industry analysis reports, Wendt Partners developed a clear picture of the sector and the opportunities BOQ could competitively pursue. In addition, Wendt Partners looked at five industry challenges and summarized how BOQ would best address them through strategy, human resources, operations, information technology, and quality assurance. In the end, Wendt Partners provided BOQ with a comprehensive blueprint that has provided valuable support for the firm's growth efforts and financing objectives.

### Solution

Building on the solid foundation established by the BrandPlanning approach defined in the new marketing plan, Wendt Partners then proceeded to revise BOQ's communications while also providing critical, growth-oriented operational consulting. A comprehensive new website provided a powerful, easy-to-administer platform and the ability to rapidly add markets and properties to BOQ's expanding portfolio, while search-optimized content and pages enhanced visibility with target audiences. Brand-focused marketing collateral and a new trade show display focusing on the firm's three key markets rounded out a solution tailored to fuel sales growth.

### Sectors

Business-to-Business

### Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

**wendt** Partners

Implement **innovation**™

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