

The GSA logo is a white star inside a blue square, with the letters 'GSA' in white to its left.The GSA logo is a white star inside a blue square, with the letters 'GSA' in white to its left.

# DOING BUSINESS WITH GSA

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## **The GSA Schedules Program: What You Need to Know!**

Pamela Smith-Cressel & Anthony Caruso  
Small Business Specialist  
Office of Small and Disadvantage Business Utilization

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# Today's Agenda

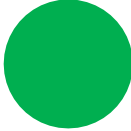
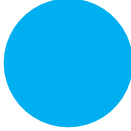




- Overview of GSA's Office of Small and Disadvantage Business Utilization
- Importance of Market Research Prior to becoming a Schedules Supplier
- Prerequisites for Becoming a GSA Schedules Supplier
- Outline the process to get on a Schedule



# GSA Overview



-  GSA's mission is to deliver value and savings in real estate, acquisition, technology and other mission support services across the Federal government.
-  GSA is the Federal government's procurement expert, helping other agencies acquire space, products, and services needed from commercial sources.
-  The Public Buildings Service, (PBS), provides real estate space, architecture, interior design, and construction to Federal agencies.
-  Our Federal Acquisition Service (FAS) delivers a vast number of commercial goods and services, at the best value, across government.



# GSA OSDBU Overview

According to the Small Business Act as amended by Public Law 95-507, the Office of Small & Disadvantaged Business was established to:

- Advocate, within each Federal Executive Agency, for the **maximum practicable** use of all designated small business categories within the Federal Acquisition process.
- Ensure inclusion of small businesses as sources for goods and services in Federal acquisitions as prime contractors and subcontractors.
- Manage the small & disadvantaged business utilization programs for OUR respective organization.



# GSA OSDBU LOCATIONS



- Region 1: Boston, MA
- Region 2: New York, NY
- Region 3: Philadelphia, PA
- Region 4: Atlanta, GA
- Region 5: Chicago, IL
- Region 6: Kansas City, MO
- Region 7: Ft. Worth, TX
- Region 8: Denver, CO
- Region 9: San Francisco, CA
- Region 10: Auburn, WA
- Region 11: Washington, DC



# Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Jerry Smith	<a href="mailto:Jerry.smith@gsa.gov">Jerry.smith@gsa.gov</a> 617-565-8102	R1	CT, MA, ME, NH, RI,VT
Deborah Tarleton	<a href="mailto:Deborah.tarleton@gsa.gov">Deborah.tarleton@gsa.gov</a> 617-565-5231	R1	CT, MA, ME, NH, RI, VT
Janice Bracey	<a href="mailto:Janice.bracey@gsa.gov">Janice.bracey@gsa.gov</a> 212-264-1294	R2	NJ, NY, PR, VI



# Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Helena Koch	<a href="mailto:Helena.koch@gsa.gov">Helena.koch@gsa.gov</a> 215-518-9778	R3	DE, MD, NJ, PA, WV (NJ/services all territories south of Princeton/ MD: services every county except Montgomery & Prince George's counties/VA: services every county except Fairfax, Loudon & Prince William Counties)
Chasity Ash	<a href="mailto:Chasity.ash@gsa.gov">Chasity.ash@gsa.gov</a> 404-215-6856	R4	AL, FL, GA, KY,MS,NC,S C,TN
Major George Jr.	<a href="mailto:Major.george@gsa.gov">Major.george@gsa.gov</a> 404-215-6740	R4	AL, FL, GA, KY,MS,NC,S C,TN



# Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Maureen Cruz	<a href="mailto:Maureen.cruz@gsa.gov">Maureen.cruz@gsa.gov</a> 312-353-1100	R5	IL, IN, MI, MN, OH, WI
Kimberly Hutchinson	<a href="mailto:Kimberly.hutchinson@gsa.gov">Kimberly.hutchinson@gsa.gov</a> 312-353-1889	R5	IL, IN, MI, MN, OH, WI
Anthony Outley	<a href="mailto:Anthony.outley@gsa.gov">Anthony.outley@gsa.gov</a> 614-374-0133	R5	IL, IN, MI, MN, OH, WI





# Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Bill Strobel	<a href="mailto:William.strobel@gsa.gov">William.strobel@gsa.gov</a> 816-926-3258	R6	IA, KS, MO, NE
LaVida Barnes	<a href="mailto:Lavida.barnes@gsa.gov">Lavida.barnes@gsa.gov</a> 817-978-0441	R7	AR, LA, NM, OK, TX
Albert Garza	<a href="mailto:Albert.garza@gsa.gov">Albert.garza@gsa.gov</a> 817-978-2828	R7	AR, LA, NM, OK, TX
Tony Gregg	<a href="mailto:Tony.gregg@gsa.gov">Tony.gregg@gsa.gov</a> 817-978-0542	R7	AR, LA, NM, OK, TX



# Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Eric Rettig	<a href="mailto:Eric.rettig@gsa.gov">Eric.rettig@gsa.gov</a> 303-462-5119	R8	CO, MT, ND, SD, UT, WY
Anthony Caruso	<a href="mailto:Anthony.caruso@gsa.gov">Anthony.caruso@gsa.gov</a> 213-894-3210	R9	AS, AZ, CA, CM, EA, GU, HI, NV
Lori Falkenstrom	<a href="mailto:lori.falkenstrom@gsa.gov">lori.falkenstrom@gsa.gov</a> 510-637-1413	R9	AS, AZ, CA, CM, EA, GU, HI, NV
Pamela Smith- Cressel	<a href="mailto:pam.smith-cressel@gsa.gov">pam.smith- cressel@gsa.g ov</a> 213-894-3210	R9	AS, AZ, CA, CM, EA, GU, HI, NV <sup>24</sup>



# Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Enshanae Hill-Nomoto	<a href="mailto:Enshanae.hill-nomoto@gsa.gov">Enshanae.hill-nomoto@gsa.gov</a> 253-931-7978	R10	AK, ID, OR, WA
Ralph Buchanan	<a href="mailto:Ralph.buchanan@gsa.gov">Ralph.buchanan@gsa.gov</a> 202-969-5647	R11	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)



# Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Jerome Greene	<a href="mailto:Jerome.greene@gsa.gov">Jerome.greene@gsa.gov</a> 202-288-3360	CO/HQ	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)
Kevin Pope	<a href="mailto:Kevin.pope@gsa.gov">Kevin.pope@gsa.gov</a> 202-501-0246	CO/HQ	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)
Rob Reyes	<a href="mailto:Robin.reyes@gsa.gov">Robin.reyes@gsa.gov</a> 202-412-0481	CO/HQ	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)

# Website Assistance





# GSA Responds to COVID-19

Helping federal, state, and local partners meet their missions.

**26.8**  
**MILLION**  
PROTECTIVE GLOVES



**424,396**  
MASKS AND FACE SHIELDS



**97,615**  
MEALS  
READY-TO-EAT  
(MRES)



**143,000**  
**GALLONS**  
DISINFECTANT & CLEANING  
SOLUTIONS



**125,000**  
**GALLONS**  
HAND SANITIZER



**17,884**  
LAPTOPS FOR  
AGENCY PARTNERS



**11,014**  
BEDS AND COTS



# What Do We Need: Interested in Helping the Response?

- EPA-Approved Cleaning Supplies
- Masks - be they cloth, surgical, or N-95
- Gloves
- Face shields
- Goggles
- Hand sanitizer and soap
- Companies willing to help screen entrants to facilities (taking temperatures, asking questions).

**If you have a response to any of these needs, please email:**  
**[covid19support@gsa.gov](mailto:covid19support@gsa.gov)**



# How to Do Business with the Federal Government in Unprecedented Times

***I don't have a GSA schedule, but I have a good response to a COVID-19 requirement. What is the best strategy to move forward with GSA, since getting on a schedule takes time and past performance. What steps can we logically take?***

- Work with your local PTAC to develop a GSA Schedule Offer
- Register on SAM.gov, ensure you sign up for the Disaster Response Registry
- Monitor [www.sam.gov](http://www.sam.gov) and agency websites for non schedule COVID solicitations
- Identify contact existing schedule contract holders developing prime/subcontract arrangements to provide the service or product. Visit GSA eLibrary to view all Schedule contract holders





# How to Do Business with the Federal Government in Unprecedented Times

What changes did GSA put in place to better utilize small businesses through this pandemic?

- **GSA Response to COVID- we had 4 major workstreams:**
  - Support the acquisition workforce
  - Make it easier to obtain needed supplies and services
  - Support our industry partners as they support us, especially small businesses
  - Fully enable an acquisition telework environment
- **In the policy front, to support our industry partners:**
  - Class deviations to accelerate payments to 15 days
  - Class deviation to raise ceiling on progress payment
  - Class Deviation to implement 3610 of CARES Act, paid Leave
  - Contractor On and Off Boarding Policy to address how contractors can use their own IT equipment in cases where GSA couldn't provide it
  - We stood up a COVID-19 page on Acquisition.gov



# How to Do Business with the Federal Government in Unprecedented Times

What services do you foresee the government needing the most as federal employees return back to the Federal buildings?

- **Key supplies we expect will be needed might include:**
  - Cleaners, disinfectants, wipes, soaps
  - Laptops, monitors, keyboards, disposable keyboard covers
  - PPE (such as cloth masks) as needed for enterprise-wide buys
  - Screening/cleaning services as needed for GSA buildings
  - Touchless conference room tech
  
- **Key services that might be needed include:**
  - Screening services
  - Contract tracing services
  - Changes/increased demand in cleaning frequency and intensity

# Website

- ✓ -Visit [Coronavirus.gov](https://www.coronavirus.gov) for the latest official information from the Coronavirus (COVID-19) Task Force at the White House.
- ✓ -Visit the Centers for Disease Control (CDC) for [official Coronavirus \(COVID-19\) health information](https://www.cdc.gov/media/releases/2020/s0508-covid-19-health-info.html).
- ✓ -Visit [USA.gov](https://www.usa.gov) for additional Coronavirus (COVID-19) Information
- ✓ -FEMA: FEMA has a website that contains information as to how a person/company can help during this time <https://www.fema.gov/coronavirus/how-to-help> .In addition, there is information under "How To Help - Private Sector" that provides an email address for contractors to sell medical supplies or equipment to the federal government.
- ✓ -Contract Opportunities: [www.SAM.gov](https://www.sam.gov) has Contract Opportunities that an eligible contractor can search & apply to <https://sam.gov/search?index=opp>
- ✓ -VA Schedules: If the contractor is looking to get on a VA Federal Supply Schedule. VA has a website that provides information for Prospective Contractors <https://www.va.gov/opal/nac/fss/prospective.asp>

# Accessing Procurement Opportunities

## *Steps to Developing Leads in the Federal Market*

Which Federal Agencies are purchasing my product or service?

How much are they buying?  
Have they awarded any set-asides?

Who are my competitors?  
Who holds the current contract?

What contracts are set to expire that I can compete for in the future?

*The Unknown can cause Frustration & Disappointment*

## Let the Data Refine Your Overall Strategy!

- Use Data to Develop a Targeted Strategy
- Choose the Right Event to Attend
- Maximize Time at Matchmaking Events
- Know which Agency Forecast Tools to Use
- Become More Efficient
- And much more!

# FPDS-NG Overview



## Federal Procurement Data System - Next Generation

- **What's reported to FPDS-NG?** Agencies are required to report on all contract actions using appropriated funds whose estimated value is \$3,500 or more as specified in FAR 4.6 Contract Reporting.
- **Where the data is from:** Contracting Officers enter the procurement data directly, or the data is fed from 90+ agency contract writing systems
- **Oversight:** Operated by GSA IAE with Governance from Acquisition Committee for eGov, Procurement Committee for eGov, Financial Assistance Committee for eGov, and IAE CCB

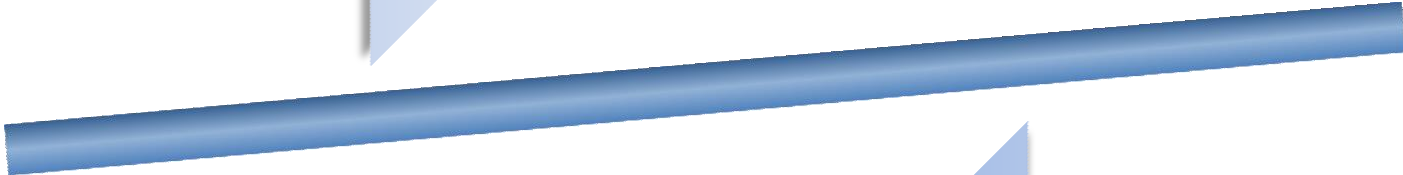
For more details visit: [www.sam.gov](http://www.sam.gov)

# What is needed to use FPDS? Your Product Service Code (PSC)



## NAICS

1. Industry Classification used to identify specific types of industry.
2. NAICS is a broad classification
3. The NAICS is **what** you do

- 
1. PSC's can help you narrow down exactly what your business does
  2. PSC's are specific and can yield better data for market research and analysis
  3. Your PSC is **how** you are doing it



## PSC



# FPDS-NG



## Federal Procurement Data System - Next Generation

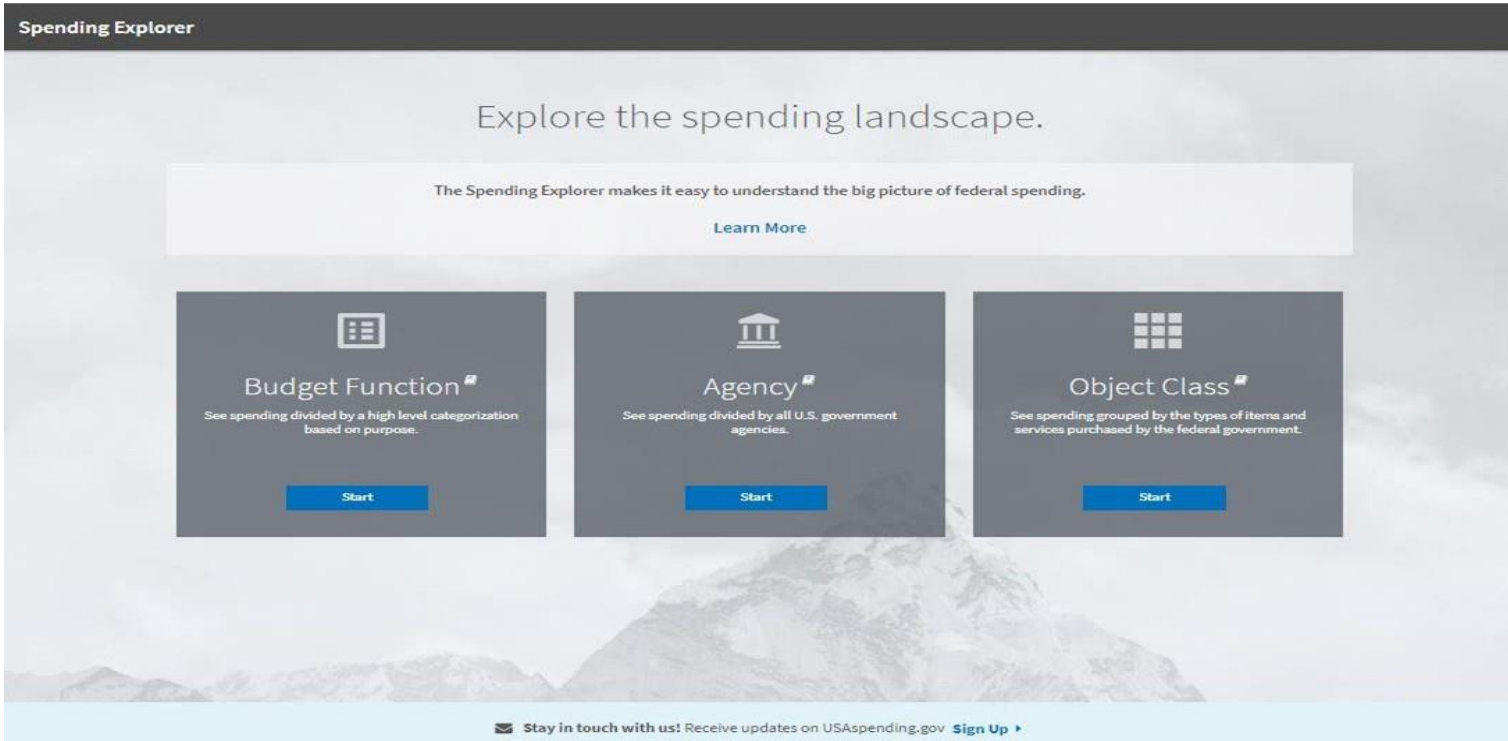
### WHERE TO FIND HELP:

- **FPDS-NG Data dictionary:**  
From [www.sam.gov](http://www.sam.gov), click on *Worksite* submenu, find the *Data Dictionary* from Left Navigation *V1.5 Specifications* section.
- **Report Manual of how to use Ad-hoc Reports:**  
From [www.sam.gov](http://www.sam.gov), click on *Training*, find the *Report Manual* from *Right Manuals* section.
- **Help Desk:**
  - Phone: 866-606-8220



# USA Spending

- USA Spending is another tool that can be used for conducting marketing analysis. It is a government source for data on federal grants, contracts, loans, and other financial assistance.

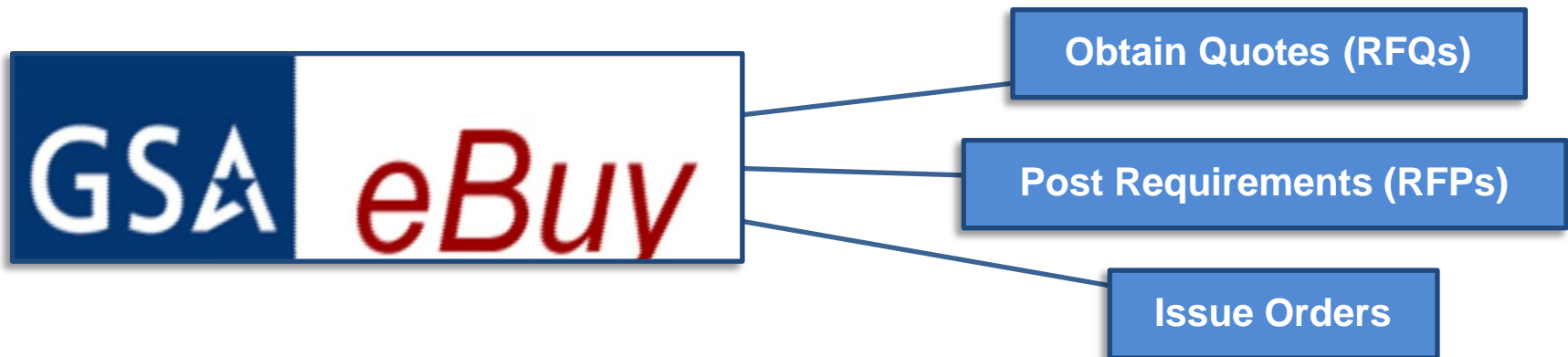


The screenshot shows the 'Spending Explorer' website. At the top, it says 'Spending Explorer' in a dark header. Below that, the main heading is 'Explore the spending landscape.' A white box contains the text 'The Spending Explorer makes it easy to understand the big picture of federal spending.' with a 'Learn More' link. Below this are three dark grey cards, each with an icon and a 'Start' button. The first card is for 'Budget Function' (icon: list), the second for 'Agency' (icon: building), and the third for 'Object Class' (icon: grid). Each card has a brief description of what the data represents. At the bottom, there is a light blue footer with an email icon and the text 'Stay in touch with us! Receive updates on USASpending.gov. Sign Up >'

For more details visit: [www.usaspending.gov](http://www.usaspending.gov)

# What is GSA e-Buy?

- GSA e-Buy is an online RFQ System that allows ordering organizations to post a Request for Information (RFI), Request for Quote (RFQ), and Request for Proposal notice via email to all sellers in the specified category.
- GSA e-Buy streamlines the ordering process by allowing RFQs and Responses to be exchanged electronically between Federal agencies and GSA contract holders.



## *The Benefits of e-Buy*



*“Best Value” purchase decision*

*RFQ-management tool saves time and money*

*Efficient, streamlined acquisition process*

*Fulfills “notification to all” requirement*

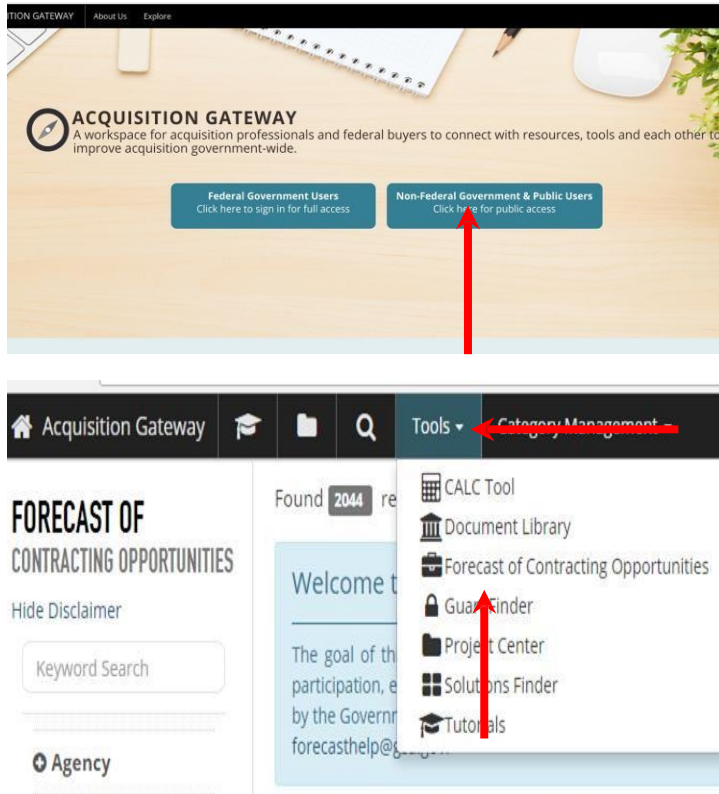
*Ease of use*

*Potential for market research*



# Forecast of Contracting Opportunities

## How to Access the Forecast Tool:



## Background:

- Launched in March 2016
- Focuses on acquisition planning and increases awareness of potential prime and subcontracting opportunities.
- The goal is to help both GSA buyers and vendors easily communicate around potential contracting opportunities.
- The tool includes information for GSA and the Department of Interior.
- The goal is to have all Federal agencies use the tool.

For more details visit: <https://hallways.cap.gsa.gov>



# Forecast of Contracting Opportunities

Acquisition Gateway | Tools | Category Management | Hi, Guest | About Us | Help | Sign In

Found 411 results of 2044

## FORECAST OF CONTRACTING OPPORTUNITIES

Hide Disclaimer

236220

- Agency
- Place of Performance
- Acquisition Strategy
- NAICS Code
- Projected Solicitation Quarter
- Contract Type

Results to CSV

Welcome to the Forecast of Contracting Opportunities Tool!

### Search by NAICS Codes

The goal of this tool is to provide a dashboard of upcoming federal contracting opportunities. All projected procurements are subject to revision and are not a commitment by the Government to purchase the described products and/or services. Questions regarding a projected procurement should be addressed to the point of contact listed in the record. If you have any questions about the tool itself, contact us at forecasthelp@gsa.gov.

### Filter Options

Administrative Quarters

Construction of New Administrative Quarters Building at the BLM Rosebud Facility

<b>Listing ID:</b> 7417	<b>Agency:</b> Department of the Interior
<b>Organization:</b> Bureau of Land Management	<b>Award Status:</b> Awarded
<b>Place of Performance:</b> Rosette, UT	<b>Type of Awardee:</b> Total Small Business
<b>Minimum Value:</b> \$544,051.00	<b>Maximum Value:</b> \$544,051.00
<b>Contract Type:</b> Firm Fixed Price	<b>NAICS Code:</b> 236220
<b>Acquisition Strategy:</b> Set-aside - Total Small Business	<b>Estimated Award Date (FY-QTR):</b> 2017-3rd

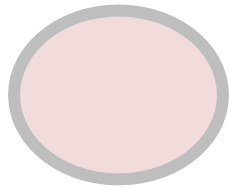
View Details

Redevelopment of the Sand Flats Administrative Facility

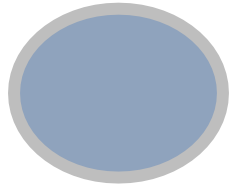
Download to Excel

# Forecast of Contracting Opportunities

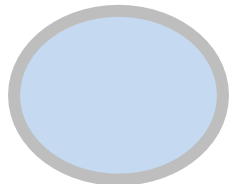
## Additional Features Planned:



*Add “Award Status” and “Contract Value Min/Max” to filters*



*Subscribe to specific listings (based on NAICS)*



*An archive of previous listings*



# Forecast of Contracting Opportunities

## GAO CONSOLIDATION PROJECT

**Listing ID:** 7374  
**Description:** Construction Tenant Improvement / Consolidation  
**Agency:** General Services Administration  
**Organization:** PBS-Public Buildings Service  
**Region:** 09-Pacific Rim Region  
**Award Status:** Acquisition Planning  
**Place of Performance:** Oakland, CA  
**Type of Awardee:** 8(a) (Part of Small Disadvantaged Business),To Be Determined  
**Contract Type:** Firm Fixed Price  
**NAICS Code:** 236220  
**Acquisition Strategy:** Sole Source 8(a) Program (Part of Small Disadvantaged Business)  
**Procurement Method:**  
**Competition Strategy:**  
**Estimated Value:** >= \$1,000,000.00 < \$5,000,000.00  
**Delivery Order Value:**  
**Current Fiscal Year Projected Obligation:**  
**Incumbent Contractor Name:**  
**Contract Order Number:**  
**New Requirement or Exercise of Option or Re compete:** New Requirement  
**Estimated Award Fiscal Year and Quarter:** 2018-1st  
**Link to Solicitation in FedBizOpps:**  
**Estimated Solicitation Date:**  
**Point of Contact Name:** Nikolaos Mitsiopoulos  
**Point of Contact Email:** nikolaos.mitsiopoulos@gsa.gov  
**Small Business Technical Advisor:** Pamela Smith-Cressel  
**Additional Information:**  
**Last Modified Date:** 2017-06-30 12:50:55

# SOURCES SOUGHT NOTICE

SMALL BUSINESS GENERAL CONSTRUCTION  
CONTRACTOR

ELEVATOR MODERNIZATION FRANK HAGEL  
FEDERAL BUILDING RICHMOND, CA.

***THIS IS A SOURCES SOUGHT SYNOPSIS FOR  
SMALL BUSINESS ONLY.***

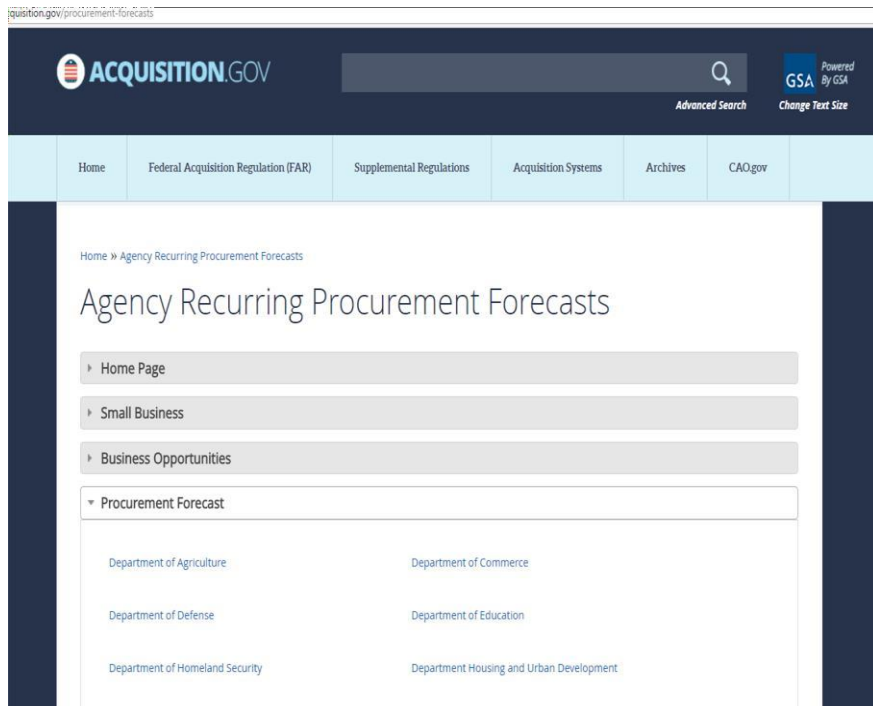
This is NOT a Request for Proposal or Invitation for Bids and does not constitute any commitment by the Government.





# Other Agency Forecasts

## Forecast Listings for Federal Agencies



## Background:

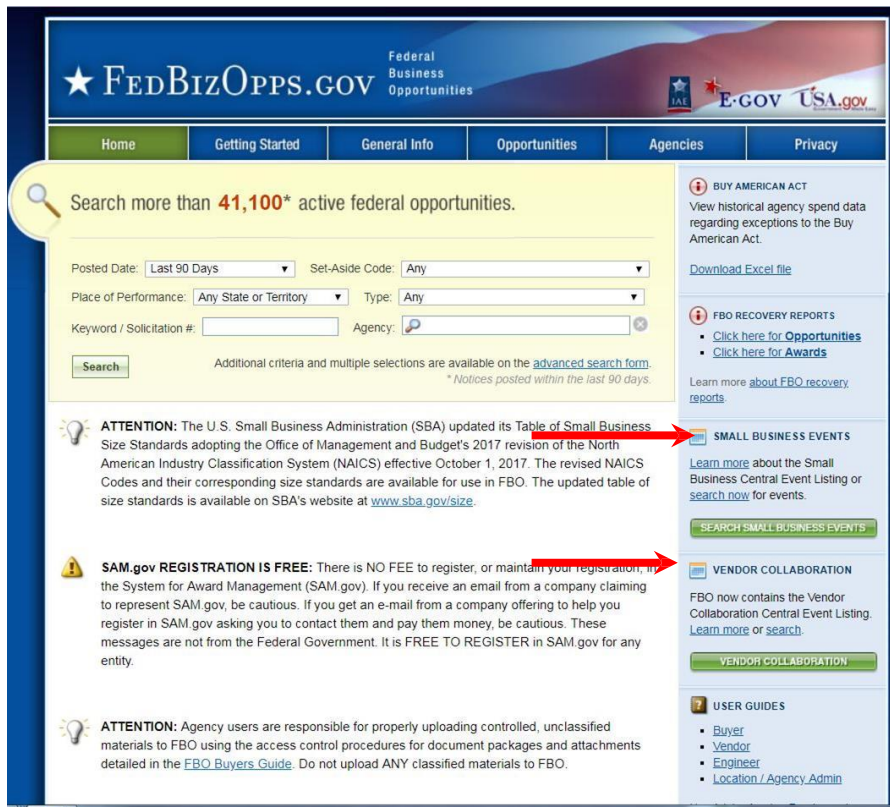
- Visit GSA's Acquisition Portal to view other agency forecasts.
- Provides insight to forecasted procurements outside of GSA and the Department of Interior.
- Great way to view what other opportunities are forthcoming.

For more details visit: <https://www.acquisition.gov/procurement-forecasts>



# SAM.gov

## FedBizOpps Website :



## Features :

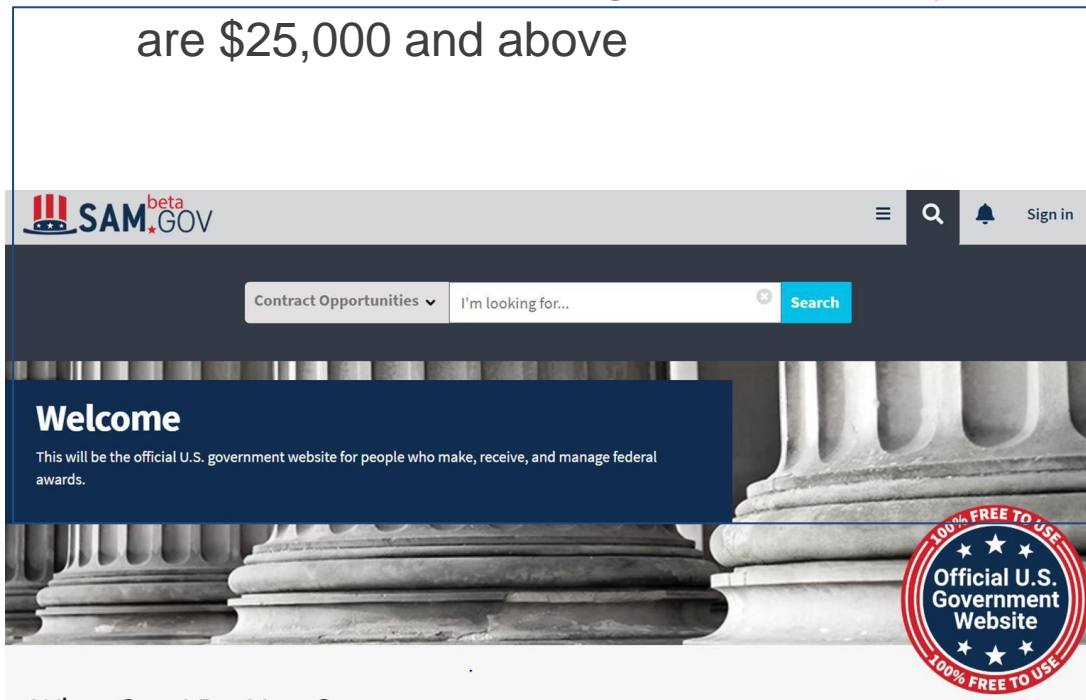
- Lists all open contracting opportunities over \$25,000 across multiple Federal agencies.
- Search for opportunities in the RFI, Sources Sought, and RFQ stages.
- Offers the Vendor Collaboration Central Event Listing.
- Publishes events on the Small Business Events for Outreach & Training.

For more details visit: [www.SAM.gov](http://www.SAM.gov)

# Is there a demand for my products and/or services?

## sam.gov – Contract Opportunities

- This website is the single point of entry for all Government procurements that are \$25,000 and above



- Go to [www.sam.gov](http://www.sam.gov)
- Select Contract Opportunities next to the search bar to view solicitations
- Enter your search criteria

# Will my organization be able to compete with other MAS contractors?

- These GSA websites can help you conduct market analysis to ensure your organization can compete for MAS order awards:
- URLs:
  - GSA eLibrary: [gsaelibrary.gsa.gov](https://gsaelibrary.gsa.gov)
  - GSA Advantage!®: [gsaadvantage.gov](https://gsaadvantage.gov)
  - GSA Schedule Sales Query Plus (SSQ+): <https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq>



# Schedule Sales Query Plus (SSQ+)

<https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq>

The Schedule Sales Query Plus (SSQ+) enables you to easily access the sales, business size and NAICS information reported by our GSA Schedule contractors.





# Subcontracting Opportunities

## GSA's Subcontracting Directory:

Home > Acquisition > Assistance For Small Businesses > Find And Pursue Government Contracts > Seek Opportunities > Subcontracting Directory >

### Subcontracting Directory for Small Businesses

**Using the Subcontracting Directory**

Who the GSA Subcontracting Directory is for: The GSA Subcontracting Directory is published for small business concerns seeking subcontracting opportunities with General Services Administration (GSA) prime contractors. The directory lists large business prime contractors who, by law, are required to establish plans and goals for subcontracting with small business firms.

**Who Is in the Subcontracting Directory:**

Large prime contractors who have received federal contracts:

- for goods & services other than construction, valued at over \$700,000
- for construction valued at over \$1.5 million

**Disclaimer:** The General Services Administration (GSA) obtains the names and addresses for this listing from the Federal Procurement Data System (FPDS) when a large business receives a Federal contract over \$700,000 (\$1.5 million for construction contracts). Please note that GSA does not have the authority to require a prime contractor to use a particular small business. However, GSA's Small Business Technical Advisors (SBTAs) can provide assistance to small businesses on how to market their products and services to the prime contractors in this directory. To locate an SBTA [click here](#).

[View All Contractors](#)

## Subcontracting Criteria:

- Subcontracting provides additional opportunities to obtain experience as a Federal contractor.
- Other than small businesses are required to submit a subcontracting plan when:
  - ❖ The total value of the award is expected to exceed \$750,000 (or \$1.5 million for construction)
  - ❖ Subcontracting opportunities exist
  - ❖ Plans must demonstrate “Maximum Practicable Opportunities” for small businesses to participate

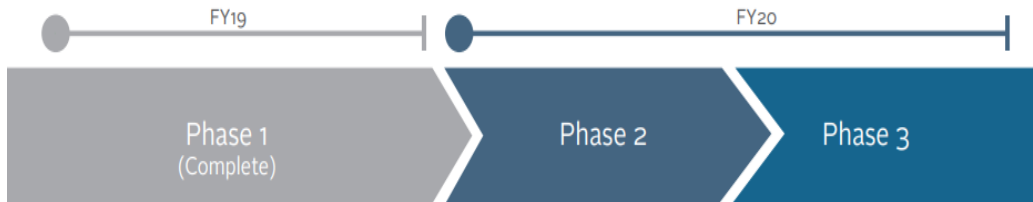
For more details visit: <https://www.gsa.gov/subcontracting>

# What is a GSA Schedule?

- GSA Schedule Contracts, also known as GSA Schedules or Federal Supply Schedules, are indefinite delivery, indefinite quantity (IDIQ), long-term contracts under the General Services Administration's Multiple Award Schedules (MAS) Program.
- GSA establishes long-term government-wide contracts with commercial companies to provide access for government agencies to millions of commercial products and services at volume discount pricing.
- GSA Schedules provide fast, flexible, cost-effective procurement solutions that allow customer agencies to meet acquisition challenges, while achieving their missions. The MAS Value Proposition highlights the benefits customers experience when using GSA Schedules:
  - ✓ Realize cost savings;
  - ✓ Experience flexibility and choice;
  - ✓ Save time;
  - ✓ Achieve transparency; and
  - ✓ Control the procurement

# Overview of Consolidation Phases

## MAS Consolidation



### Phase One

#### Develop the New Schedule

- ✓ Create a new solicitation for the single schedule
- ✓ Review every term and condition
- ✓ Map duplicate Special Item Numbers (SIN) across the current solicitations
- ✓ Use Category Management to better organize offerings
- ✓ Release new schedule and close existing schedules to new offers

### Phase Two

#### Mass Modifications

- Complete mass modification for all existing contract holders (simply to update terms and conditions)
- Contracts retain current schedule contract number
- Vendors may select SINs that were previously on separate schedules

### Phase Three

#### Multiple Contract Consolidation

- Consolidate multiple contracts into a single contract for those contractors

- ✓ One Solicitation
- ✓ One Schedule
- ✓ From 888 SINs to 317 SINs



# The 12-MAS Categories

**IT**

**Professional  
Services**

**Industrial  
Products &  
Services**

**Transportation**

**Travel**

**Human Capital**

**Office MGMT**

**Furniture**

**Facilities**

**Scientific  
MGMT**

**Security**

**Miscellaneous**



# Overview of MAS Consolidated Schedule

## MAS Consolidation Structure (Example)

Large Category					
Furniture and Furnishings	Subcategory				
	Flooring	Misc. Furniture	Household, Dormitory & Quarters Furniture	Packaged Furniture	Healthcare Furniture
	Signs	Furniture Services	Fitness Solutions	Office Furniture	



# Identify the Appropriate Large and Subcategory

The screenshot shows the GSA eLibrary homepage. A search bar is highlighted with a red circle and a red arrow pointing to a text box. A 'Quick Search' dropdown menu is also highlighted with a red circle and a red arrow pointing to a text box. The page includes various navigation links, a 'Category Guide' with subcategories like Building & Industrial, IT Solutions & Electronics, and Law Enforcement, Fire, & Security. There are also sections for 'Additional Information' and 'State and Local Governments'.

**You can use the search box by submitting terms that relate to your product or service**

**If you know the Schedule you want to apply to, you can select it from the quick search box**

Visit: <https://www.gsaelibrary.gsa.gov>

10:46 AM  
10/3/2019



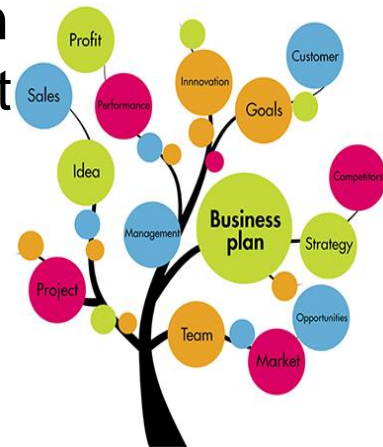
# Things to Consider:

## Minimum Qualifying Sales:

- You must generate at least \$25,000 in sales within the first 2 years of your GSA Schedule contract and at least \$25,000 each year thereafter.
- The average time it takes to secure a contract is between 18-24 months (according to the SBA).
- The government may cancel your schedule contract in accordance with clause 552.238-73, for failure to meet minimum sales criteria, specified above.

## Market Research & Marketing

- Market research and marketing your GSA Schedule contract is critical to your success!





# Prerequisites

- Must be in business for two years and you must provide two years of financial statements.  
(unless you are seeking an IT Schedule 70 contract)
- Ability to demonstrate past performance
- Products must be commercially available
- Products must be compliant with the Trade Agreements Act

# IT Schedule 70 Startup Springboard:

Focuses on companies with fewer than 2 years of experience. In lieu of the 2-year corporate experience requirement, you can now:

1. Use professional experience of executives and key personnel as a substitute
2. Use project experience of key personnel
3. Provide financial documentation that demonstrates the company's financial responsibility in lieu of submitting 2 years of financial statements.

**For more information visit:**

**[www.gsa.gov/springboard](http://www.gsa.gov/springboard)**

# Creating a Federal Business Plan

**Before committing to the Schedule contract process, experts recommend that firms create a business plan that includes items such as:**

- An estimate of the expected Return on Investment
- A marketing plan
- A determination of whether or not you have dedicated personnel for this new venture.

**Market Research should also be conducted to determine:**

- Which Federal agencies have purchased my product or service?
- Where are those agencies located?
- What was the price of those sales?
- What are the buying trends and forecasted sales for my product or service?



# Registrations & Certifications

## Data Universal Numbering System D-U-N-S Number

- The DUNS number is like a social security number—it allows us to go into SAM to make sure you are a viable company that has not been suspended or debarred.
- Is a unique 9 digit code to identify your business
- Please visit Dun & Bradstreet
- You should receive your DUNS within 1 business day. Save your number for future use

## System for Awards Management (SAM)

- You must have an active SAM registration within **1 year** of your GSA Schedule application
- You need to use your D-U-N-S Number to register in SAM
- SAM confirms your company meets eligibility requirements to do business with the government
- eOffer will automatically pull your SAM registration information
- Questions? Visit the Federal Service Desk at [fsd.gov](http://fsd.gov)



# Registrations & Certifications

## Obtaining a Digital Certificate:

- This verifies your identity and enables you to electronically sign documents.
- This is necessary because the entire application is digital and all documents must be submitted through eOffer.
- Visit either IdenTrust or Operational Research Consultant to obtain your digital certificate.
- Save your digital certificate. You must upload it to eOffer.
- **Cost: \$119** and takes **7-14 days** to receive your digital certificate.

# Required Training

## Pathways to Success

- Guidance on GSA's Multiple Award Schedule contracts.
- Guidance on how to be a successful vendor, process requirements, and guidance on the offer process.
- **Completed within 1 year of application**
- Visit the Vendor Education Center to take the course at: [vec.gsa.gov](http://vec.gsa.gov)

## Readiness Assessment

- Mandatory process that walks you through questions that help you determine if pursuing a GSA Schedule is the right business decision for your company.
- **Completed within 1 year of application**
- Visit the Vendor Education Center to take the course at: [vec.gsa.gov](http://vec.gsa.gov)



# Required Documents

Document Name	Definition
Agent Authorization Letter	<ul style="list-style-type: none"><li>If applicable. Must be signed by a company official.</li></ul>
Readiness Assessment	<ul style="list-style-type: none"><li>Completed and Signed by Officer of the Company (Offeror). Not accepted from Consultants or Agents. Must be completed/dated within 1 year from date of offer.</li></ul>
Pathways to Success	<ul style="list-style-type: none"><li>A copy of the Training Certificate should be uploaded.</li></ul>
Open Ratings Report	<ul style="list-style-type: none"><li>(Past Performance and Evaluation Report) Must be current within 1 year from date of offer. Recommended Score of 80% or more.</li></ul>
Subcontracting Plan	<ul style="list-style-type: none"><li>Must be submitted by “Other than small companies,” if the contract value is expected to be \$700,000 or more, and has a possibility of subcontracting opportunities.</li></ul>

**Ensure the offer is within scope for the SINs Applied**



# Required Documents

Document Name	Definition
Commercial Sales Practice Format (CSP-1)	<ul style="list-style-type: none"><li>• Template provided to outline commercial sales only. Sales should be provided for each SIN you are applying to. Will ask about any written discount policies and if these discounts are better than or equal to the pricing offered to the government.</li></ul>
Financial Statements (2 Years)	<ul style="list-style-type: none"><li>• From date of offer (Balance Sheet, Income Statement, Net Income/Loss). Provide an explanation for any negative financial information disclosed, including negative equity or income.</li></ul>
Price Proposal Template	<ul style="list-style-type: none"><li>• Outlines prices you will offer to the government. This document should not be modified in any way. Do not leave any sections blank to avoid a possible rejection of your offer.</li></ul>
Pricing Support (Invoices/SOW)	<ul style="list-style-type: none"><li>• Should be the same percentage discounts being offered in the CSP-1. Should show the same prices in the Price Proposal Template (invoices/SOW dated in current year).</li></ul>
Commercial Price List or Market Rate Sheet	<ul style="list-style-type: none"><li>• (Whichever applies) List of current Commercial Prices dated between 1 to 3 years of offer.</li></ul>
Professional Compensation Plan	<ul style="list-style-type: none"><li>• Submission of the general compensation practices printed in the offeror's employee handbook is often sufficient. State uncompensated overtime.</li></ul>



# Required Documents

Document Name	Definition
<b>Technical Proposal</b>	<ul style="list-style-type: none"><li>• A Technical Proposal is a description of the items being offered in sufficient detail, and is similar to how businesses would respond to RFPs and RFQs.</li><li>• It should confirm all the information that you have submitted.</li><li>• Each schedule has its own technical proposal.</li></ul>
<b>Letter of Supply</b>	<ul style="list-style-type: none"><li>• This is a form letter that binds the supplier or manufacturer to the GSA Schedule contract holder, to ensure products will be provided for the duration of the contract.</li></ul>
<b>Previous FSS Rejections</b>	<ul style="list-style-type: none"><li>• If your company has received any previous Schedule contract offer rejections, you should include copies of any rejection or cancellation letters received within the last 2 years of your offer.</li><li>• Be sure to include the name and phone number of the assigned GSA contract specialist or CO, and include the contract number and price list for that previously cancelled Schedule contract.</li></ul>
<b>Previous Cancellations</b>	<ul style="list-style-type: none"><li>• A copy of the cancellation letter or notification</li><li>• Current Federal sales in excess of \$25,000, as evidenced by copies of contractual documents that identify the Federal entity and the date and value of the product or services provided, Demonstration that there is a reasonable expectation that any future award will comply with clause I-FSS-639 Contract Sales Criteria,</li><li>• A marketing plan detailing the steps you plan to take to generate sales through a new GSA Schedule contract.</li></ul>



# Required Documents



TRAVEL

REAL ESTATE

ACQUISITION

TECHNOLOGY

POLICY & REGULATIONS

ABOUT US



Home > Acquisition > Purchasing Programs > GSA Schedules > Industry Partners > Guide To Preparing A MAS Offer >

## INDUSTRY PARTNERS

Overview

> Guide to Preparing a MAS Offer

1: Get Ready

2: Assemble Your Offer

3: Finalize Your Offer

Responding to a Solicitation

Managing a Schedules Contract

Resources, Training, and Tools

GSA Schedule Solicitations

Now You Have Your Schedule

## Guide to Preparing a MAS Offer

This guide helps new offerors understand how to submit an offer to sell commercial products and services under the Multiple Award Schedules (MAS), also known as the Federal Supply Schedules, or GSA Schedules Program.

In order to be considered for a MAS contract, you will need to provide accurate and complete information that describes your company, your experience, and your commercial products and services. The following information outlines the process:

- Offers are completed and submitted through the eOffer/eMod system and received by a GSA contracting representative who will review and evaluate your offer.
- GSA strives to award offers efficiently and effectively. Comprehensive review, potential negotiations, and award may take up to 12 months.
- Complete, well documented offers with competitive pricing are easier and faster to review.
- Receipt of a contract does not guarantee your company will receive orders. You still need to market your business -- the "Sell" section of this guide provides more information.

The following pages provide a RoadMap through the offer process. These are the steps you'll take to create and submit an offer under MAS. Please utilize the links below for more information during your offer submission process.

### Get Ready

- Train
- Register
- Read the Solicitation

### Assemble Your Offer

- Complete These Forms
- Compile This Information

### Finalize Your Offer

- Submit Your Offer
- Review and Negotiate
- Sell

## CONTACTS

National Customer Service Center (NCSC)  
NCSCcustomer.service@gsa.gov  
1-855-472-7088

- [View Contact Details](#)

For more details visit: [www.gsa.gov/masroadmap](http://www.gsa.gov/masroadmap)

# How to Submit

The screenshot shows the eOffer/eMod website interface. At the top, there is a navigation bar with the GSA logo and the text "eOffer/eMod" followed by a subtitle: "eOffer/eMod is a tool to submit Contract Offers and Contract Modification requests to GSA Federal Acquisition Service online." On the right side of the navigation bar are icons for Home and Help. Below the navigation bar, there are three main action buttons: "Prepare an Offer" (with subtext "Prepare, Submit, or Update an eOffer Before you begin..."), "Submit a Modification" (with subtext "Prepare, Submit, and Correct a Modification Request Before you begin..."), and "Report Sales" (with subtext "Report Sales Data"). Below these buttons is a "Guidelines" section containing several paragraphs of text regarding digital certificates, backup procedures, and user requirements. To the right of the guidelines is a "Learn more about" section with a list of links, followed by "View Solicitations:", "Customer Assistance and Training:", and "Notifications" sections, each with their respective lists of links. At the bottom right, there is a "UPC-A Data Submission" section with a single link.

**Contract Offers**  
**Prepare an Offer**  
Prepare, Submit, or Update an eOffer  
Before you begin...

**Contract Modifications**  
**Submit a Modification**  
Prepare, Submit, and Correct a Modification Request  
Before you begin...

**FAS Sales Reporting**  
**Report Sales**  
Report Sales Data

**Guidelines**

You are required to have a **digital certificate** for access into the eOffer/eMod applications, to authenticate you against the authorized negotiators list for your offer/modification, and to sign the final contract/modification documents electronically. To obtain a digital certificate, please click on the link under the "About eOffer" section below titled (Digital Certificates). You will see links for the two providers authorized to sell the Business Representative Identity Certificates.

Please be aware, that it will take between **7 and 14 days** for a digital certificate to be issued after you have notarized your paperwork and submitted it to the company and that digital certificates must be updated every two (2) years. It is imperative that you as contractors keep your digital certificates current. An expired digital certificate will delay the ability to submit an electronic offer or modification.

Furthermore, please ensure that you back up your certificate. Check the eOffer user guide under the "Customer Assistance and Training" section to find the procedures for backing up your certificate. By backing up your certificate, if something happens to your computer, you will have a copy to import on your new computer.

Also remember you must add your name to the "Authorized Negotiators" list EXACTLY as it appears on your digital certificate. If the names **DO NOT** match EXACTLY you **WILL NOT** be able to access the eOffer/eMod applications.

You may now use your DOD ECA certificates to access the eOffer homepage. Select the Digital Certificate section below for additional details.

eOffer/eMod was recently enhanced to capture "Product" data elements in a formatted manner. The Formatted Products Tool (FPT) is a process that captures all line items in a formatted template, sends those line items through a standardization process, and allows the user to send their product and catalog data directly to GSA Advantage upon award.

**Learn more about**

- eOffer
- eMod
- Mandatory eMod Pilot (PDF)
- Digital Certificates
- Authorized Negotiators
- Subcontracting Plan Model Template
- Readiness Assessment

**View Solicitations:**

- Multiple Award Schedules (MAS) Solicitations
- Non-MAS Solicitations

**Customer Assistance and Training:**

- System Release Notes
- eOffer/eMod Interactive Help Center
- User Guide for Authorized Negotiators (MSDOC)
- Contact Us

**Notifications**

- **NEW:** FPT Rollback Information (MSDOC)
- Site Maintenance Schedule

**UPC-A Data Submission**

- List of UPC-A Schedules and SINs (MSDOC)



# Locate, Read, and Understand the MAS Solicitation

- Visit [eoffer.gsa.gov](https://eoffer.gsa.gov)
- On the right side navigation to click Multiple Award Schedule (MAS) Solicitations
- Find the MAS Solicitation

**eOffer/eMod**  
eOffer/eMod is a tool to submit Contract Offers and Contract Modification requests to GSA Federal Acquisition Service online.

**PUBLISHED SOLICITATIONS**

The consolidated Multiple Award Schedule Solicitation (47QSMD20R0001) is open to offers as of October 1, 2019. Legacy Schedule solicitations are available to view here as a resource, but no new offers will be accepted under these solicitations.

List of Schedule Solicitations published as of 2020-02-06 08:29:24.875

Schedule	Title	Solicitation and Refresh	Published on
MAS	Multiple Award Schedule	<a href="#">47QSMD20R0001 Refresh # 0001</a>	2020-01-29





# Still Have Questions?

**Assistance for Small Business**

The Office of Small Business Utilization connects small businesses with people and resources to help them grow. We are your advocates and believe in "Small Business First." Get to know us.

**Is GSA Right for You?**  
Before you begin the journey to become a GSA or federal vendor, make sure it's right for your small business.

**Go to [gsa.gov/osbu](http://gsa.gov/osbu), then select "Get to Know Us."**

**Choose How to Sell to GSA**  
Decide what procurement programs best fit your company.

**Office of Small Business Utilization (OSBU)**

**Mission:** The GSA OSBU has nationwide responsibility for GSA's small business programs, and is the chief advocate for small and disadvantaged businesses. We provide increased access to GSA's nationwide procurement opportunities, and engage in activities that make it possible for the small business community to meet key contracting experts and to receive counseling on the federal procurement process.

**GSA's Goal** is to be a model for outstanding customer service in government and to fulfill technology.

**Select Regional Small Business Support Contacts**

**Central Office:**  
1800 F Street NW  
7th Floor, 3rd Wing (7300)  
Washington, DC 20405  
Click below to filter and search for your local POC, or Submit Questions using our online form (LINK coming soon)

- Regional Small Business Support Contacts

**FIND OSBU ON SOCIAL MEDIA**  
Get up-to-the minute news on OSBU happenings, training, and business opportunities!

**Section 8(a) Business Development Program**

- Woman Owned Small Business (WOSB) Program
- Historically Underutilized Business Zone (HUBZone) Program
- Service Disabled Veteran-owned Small Business Program (SDVOSB)
- Subcontracting Assistance Program

**SMALL BUSINESS GWAC CENTER NEWSLETTER**  
The Small Business GWAC Center's Newsletter, Small Business in Focus, has the latest information about the center and its governmentwide solutions acquisition contracts - 8(a) STARS II, VETS, and Alliant Small Business.

**Choose your location for the OSBU POC.**

**Contact information for Small Business Support**

This group provides access to GSA's nationwide procurement opportunities through outreach, training and counseling. They are advocates for small and disadvantaged businesses, including woman-owned, veteran-owned, service disabled veteran-owned and Hubzone firms.

Filter by State or Region:  
All Locations

Name	Contact info	State or Region	Serves
<b>Chasity Ash</b> Procurement Analyst 401 W PEACHTREE ST NW ATLANTA, GA 30308-3510	Phone: (404) 215-6856 Cell: Email: <a href="mailto:chasity.ash@gsa.gov">chasity.ash@gsa.gov</a>	AL, FL, GA, KY, MS, NC, SC, TN	o ALL Federal
<b>Charles Aycock</b> Procurement Analyst 301 7th Street SW Washington, DC 20024-0001	Phone: (202) 205-0251 Cell: Email: <a href="mailto:charles.aycock@gsa.gov">charles.aycock@gsa.gov</a>	DC, MD, VA Washington, DC, Maryland (Montgomery and Prince George's counties), and Virginia (Arlington, Fairfax, Loudoun, and Prince William counties, and the cities of Alexandria and Fairfax).	o ALL Federal
<b>Shannon Banks</b> Supervisory Small Business Specialist 230 S Dearborn St CHICAGO, IL 60604-1505	Phone: (312) 353-1100 Fax: (312) 886-3827 Cell: (312) 405-4609 Email: <a href="mailto:shannon.banks@gsa.gov">shannon.banks@gsa.gov</a>	IL, IN, MI, MN, OH, WI	o ALL Federal

# Contact Our Regional Staff



# Additional Resources



U.S. Small Business  
Administration



**MINORITY BUSINESS  
DEVELOPMENT AGENCY**  
U.S. DEPARTMENT OF COMMERCE



**DOING BUSINESS**  
WITH GSA 

[www.gsa.gov/events](http://www.gsa.gov/events)

[www.gsa.gov/smallbizresources](http://www.gsa.gov/smallbizresources)



U.S. General Services Administration (GSA)  
Office of Small Business Utilization

Small Business Solutions

GSA Office of Small Business Utilization

## Pacific Rim Staff Locations

### **Mrs. Pamela Smith-Cressel**

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#### **Director – Pacific Rim Region**

300 N. Los Angeles St., 3<sup>rd</sup> Floor, Room 3122

Los Angeles, CA 90012

Ph. 213-894-3210

Email: [pam.smith-cressel@gsa.gov](mailto:pam.smith-cressel@gsa.gov)

### **Anthony Caruso**

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#### **Small Business Specialist**

300 N. Los Angeles St. 3<sup>rd</sup> Floor, Rm 3122

Los Angeles, CA 90012

Ph. 213-894-3210

Email: [anthony.caruso@gsa.gov](mailto:anthony.caruso@gsa.gov)

### **Mrs. Lori B. Falkenstrom**

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#### **Small Business Specialist**

1301 Clay St. North Tower

Oakland, CA 94612

Ph. 510-637-1413

Email: [lori.falkenstrom@gsa.gov](mailto:lori.falkenstrom@gsa.gov)