



U.S. General Services Administration

# Federal Acquisition Service

***“How to Do Business with GSA”***

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## Overview

- What is GSA all about?
- Small Businesses and Government Purchasing
- How to Market to the Federal Government
- Federal Supply Schedules Program



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# What is GSA all about....



## Federal Acquisition Service

# Excellence in the Business of Government

- GSA provides workplaces by constructing, managing, and preserving government buildings and by leasing and managing commercial real estate.
- GSA's acquisition solutions offer private sector professional services, equipment, supplies, telecommunications, and information technology to government organizations and the military
- GSA policies promote management best practices and efficient government operations



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### GSA is...

- Public Building Service
  - Construction of Federal buildings
  - Property Management
  - Realty Estate Leasing
  - Property Disposal and Sales

- Federal Acquisition Service
  - Supplies and Services
  - Government wide Acquisition Contracts
    - MAS - Multiple Award Schedules
  - Network Services
  - Travel
  - Transportation
  - GSA Fleet
  - GSA Automotive
  - GSA Smart Pay Card Services
    - (Procurement & Travel cards)
  - Personal Property Management



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# Small Businesses and Government Purchasing....



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| <b>Socioeconomic Business Goals</b>   | <b>Small Business</b> | <b>Other Small Disadvantaged Business (8a)</b> | <b>Women Owned Small</b> | <b>Hub Zone – Small</b> | <b>Service Disabled Veteran Owned Small</b> |
|---|-----------------------|--|--------------------------|-------------------------|---|
| Federal Government (Statutory)<br><a href="http://www.gao.gov/new.items/d0916.pdf">http://www.gao.gov/new.items/d0916.pdf</a> | <b>23%</b>            | <b>5%</b>                                      | <b>5%</b>                | <b>3%</b>               | <b>3%</b>                                   |
| GSA – Nationwide  | <b>43%</b>            | <b>5%</b>                                      | <b>5%</b>                | <b>3%</b>               | <b>3%</b>                                   |
| GSA – Pacific Rim   | <b>45%</b>            | <b>8%</b>                                      | <b>5%</b>                | <b>3%</b>               | <b>3%</b>                                   |



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### What GSA buys...

- Most GSA contracts are for standard services and "commercial off-the-shelf" (COTS) products and equipment in three major areas:
  - General-purpose supplies, equipment, and services
  - Building construction, repair, and maintenance
  - Information technology and network services.
- GSA also buys or leases...
  - Office space and other real estate
  - Vehicles for all federal agencies





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## How GSA Buys...

- GSA actively seeks out large and small businesses able to provide nationwide or local services and products
- GSA contracts are advertised, awarded, and managed by GSA headquarters and GSA Regional offices



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## Contracting Information Agencies Use...

### Simplified Procedures

- Full and open competition is not needed
- Agencies can now use simplified procedures for soliciting and evaluating bids up to \$100,000
- Government agencies are still required to advertise all planned purchases over \$25,000 in [www.fbo.gov](http://www.fbo.gov)



## Micro purchases

- Government purchases of up to \$2,500 in individual items or multiple items whose aggregate amount does not exceed \$2,500
- Can be made without obtaining competitive quotes
- Purchases are no longer reserved for small businesses
- Agencies can make micro-purchases using a Government Purchase Card (typical credit card)



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# How to Market to the Federal Government....



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## Learn about your potential customer...

- Book mark the website <http://www.gsa.gov>. This site provides valuable information and links pertaining to GSA.
- Find out if there is a current GSA solicitation for your products or services by searching the following site [www.gsa.gov/elibrary](http://www.gsa.gov/elibrary)

WHAT GSA OFFERS

- Buildings & Real Estate
- Products & Services
- Policy & Regulations

DOING BUSINESS WITH GSA

- Purchasing Programs
- Real Estate Services

LEARN MORE

- How We Help
- About GSA

Most Requested Links

- Per Diem Rates
- POV Mileage Reimbursement
- GSA Advantage!
- GSA Schedules
- Forms Library
- Regulations: FAR, FMR, FTR
- Government Property for Sale
- Careers at GSA
- Staff Directory/Contact Us
- **GSA eLibrary**
- Rent Bills and RWAs

For Government Customers

- Buy Online with GSA Advantage!
- Travel Resources
- State and Local Governments
- GSA Global Supply
- Online Billing
- [More >](#)

For Businesses

For Citizens & Consumers



# Telework. Telecommute. Flexiplace.

Whatever the name, it saves gas, traffic congestion and our environment. GSA has resources to make teleworking easier.

[Find out more >](#)



## What GSA Offers



### Buildings & Real Estate

Information on government owned and leased buildings. [More >>](#)

### Products & Services

About the goods and services that GSA can help you get. [More >>](#)

### Policy & Regulations

Setting standards for governmentwide efficiency and best practices. [More >>](#)

## How We Help

## Doing Business with GSA



### Recovery Act

GSA's agenda to support America's economic recovery. [More >>](#)

### Real Estate Services

Help for managers of GSA-owned and managed buildings, where to find business opportunities, and how to go green. [More >>](#)

### Purchasing Programs

GSA streamlines procurement with easy-to-use options tailored to your needs. [More >>](#)

## Federal Acquisition Service

## Top Ten Federal Buyers...

- Department of Defense [www.defenselink.mil](http://www.defenselink.mil)
- Department of Energy – [www.energy.gov](http://www.energy.gov)
- National Aeronautics and Space Administration – [www.nasa.gov](http://www.nasa.gov)
- Veterans Administration – [www.va.gov](http://www.va.gov)
- General Services Administration – [www.gsa.gov](http://www.gsa.gov)
- Department of Health and Human Services – [www.os.hhs.gov](http://www.os.hhs.gov)
- Department of Homeland Security – [www.dhs.gov](http://www.dhs.gov)
- United States Department Agriculture – [www.usda.gov](http://www.usda.gov)
- United States Department of Justice – [www.usdoj.gov](http://www.usdoj.gov)
- Department of Interior – [www.interior.gov](http://www.interior.gov)



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## FedBizOpps

- The single portal for all federal government contracting
- [www.fbo.gov](http://www.fbo.gov)
- Register by NAICS code to receive email notification of upcoming bids through the Vendor Notification Service.
- Download solicitations for all contracts currently out for bid



Home

General Info

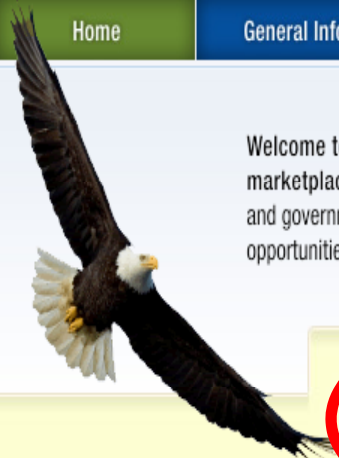
News


Opportunities

Agencies

Privacy

Welcome to FBO.gov, the U.S Government's one-stop virtual marketplace. Through this single point-of-entry, commercial vendors and government buyers are invited to post, search, monitor, and retrieve opportunities solicited by the entire Federal contracting community.



 **Find Opportunities**  
NO REGISTRATION REQUIRED  
[Advanced Search](#) ▶ [View By Agency](#)

QUICK SEARCH

[Advanced Search](#)



FBO now contains Recovery and Reinvestment Act actions.

**DEMONSTRATION VIDEOS**

Training videos are now available to familiarize users with the features and functionality of the new FBO.

[Watch the Videos](#) ▶

**FBO BID MODULE LAUNCHED**

This new feature allows for the electronic submission and review of vendor responses to a notice. For more details, please review the updated user guides below.

**Buyers / Engineers**

Government users may post, manage, and award opportunities.

Username  [View Opportunities](#)  
No login is required to view opportunities.  
Password  [Register Now](#)  
[Password Reminder](#)  
 [Recovery FAQs](#)

**Vendors / Citizens**

Vendors and citizens may search, monitor, and retrieve opportunities.

Username  [Find Opportunities](#)  
No login is required to view opportunities.  
Password  [Register Now](#)  
[Password Reminder](#)  
 [Recovery FAQs](#)

**Location / Agency Administrators**

[Login Here](#)

**USER GUIDES**



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## Employer Identification Number (EIN) also known as a Taxpayer Identification Number (TIN)

- Can be obtained by completing Form SS-4, Applications for Employer Identification
- Numbers available at the IRS website
- [www.irs.ustreas.gov](http://www.irs.ustreas.gov)



## Update or obtain a Data Universal Numbering System (DUNS) number

- Dun & Bradstreet (D&B) provides a D-U-N-S Number, a unique nine digit identification number, for each physical location of your business.
- D-U-N-S Number assignment is **FREE** for all businesses required to register with the US Federal government for contracts or grants.
- **<http://www.dnb.com>** or **<http://www.smallbusiness.dnb.com>**
- The process time may take up to 14 days.



## Complete the Central Contractor Registration (CCR)

- All vendors doing business with the U.S. Government must be registered. You will be required to induct your DUNS number as part of the process.
- [www.ccr.gov](http://www.ccr.gov)
- Establish a Electronic Transfer of Funds (EFT) account.



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## If applicable, obtain a Small Business certification

- The SBA certifies businesses for disadvantage, 8(a), and/or HUBZone.
- <http://www.sba.gov>

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## Obtain a Past Performance Review

- GSA uses a private contractor (Open Ratings Inc.) to evaluate Past Performance with regards to the GSA Multiple Awards Schedule (MAS) Program.
- For a nominal fee of approximately \$125.00 Open Ratings Inc., will survey customers (6-20) and assign a score to the company according to the customer's reply.
- Vendors that cannot obtain an open ratings report may be evaluated if sufficient past performance information can be provided to the GSA Contracting Officer in order to make a determination of responsibility.
- **[www.openratings.com](http://www.openratings.com)**

## Federal Acquisition Service

## Obtain a North American Industry Classification Systems (NAICS) Code

- The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
- All vendors must use the appropriate NAICS code for the product or service they want to offer.
- [www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html)



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## Complete the Online Representations and Certifications Application (ORCA)

- Before ORCA vendors were required to submit Reps and Certs for each individual large purchase contract award
- In ORCA, a contractor can enter their Reps and Certs information once for use on all Federal contracts
- **<https://orca.bpn.gov>**





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# Federal Supply Schedules Program....

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## Federal Supply Schedules

- Five year contracts, with one five-year option for approved vendors to provide products/services to any Federal agency
- Chosen as the “preferred source of supply” by DOD and most civilian agencies
- “License to hunt” for opportunities in the federal government
- Synonymous with a “GSA number” or “getting on GSA list”



## Schedule Benefits

- Reduced costs for Federal Agencies
- Increased visibility and credibility for your business
- Uses common commercial practices
- Allows for teaming opportunities
- 80% of schedule holders are small businesses
- Ability to be featured in GSA Advantage  
[www.gsaadvantage.gov](http://www.gsaadvantage.gov)
- Ability to use eBuy [www.ebuy.gsa.gov](http://www.ebuy.gsa.gov)



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## GSA Advantage!

- **On-line Shopping allows Federal Agencies the ability to order from schedule holders**
- **Millions of Services and Products**
- **Better Login**
- **Section 508 Compliant**
- **Enhanced Search**
- **Over 7,500 Vendor Catalogs**
- **One Stop Shopping 24/7**



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## e-Buy

- Electronic Request For Quotes (RFQ)
- Contractor & buying Activity
- Products and Services on Advantage
- Electronic Communication between Responses
- Vendors Registration
- Schedule Partnership Total Solution



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# Who can buy from GSA Schedules?

- Executive & Other Federal Agencies
- Mixed-Ownership Government Corporation
  - FDIC, Federal Home Loan Banks, etc.
- Cost Reimbursable Government Contractors authorized in writing by a Federal agency (48 CFR 51.1)
  - Guam PTAC, Sponsoring agency is DLA
- State and Local Government for Information Technology **ONLY** under Cooperative Purchasing
  - **Exception: GovGuam and CNMI can buy off Schedules**

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## How do I get on a GSA Schedule?

- 1) Submit an offer in response to the applicable GSA Schedule solicitation.
- 2) GSA awards contracts to responsible companies offering:
  - a) commercial items, at fair and reasonable prices, that fall within the generic descriptions in the [GSA Schedule Solicitations](#).
- 3) Contracting Officers determine
  - a) If prices are fair and reasonable by comparing the prices/discounts that a company offers the government and commercial customers.
  - b) This negotiation objective is commonly known as "**most favored customer**" pricing.
  - c) In order to make this comparison, GSA requires offerors to furnish commercial pricelists and disclose information regarding their pricing/discounting.

## GSA Schedule Solicitations

- Review the complete listing to determine the appropriate GSA Schedule under which your supplies (products) and/or services may be offered.
- Schedules are now accepting offers using eOffer, a web based application which allows vendors to prepare and submit their GSA Schedule offers electronically.
- **Point of Contact** information is available to send an email directly to GSA.



## Marketing Tips

- Contact the Small Business Administration office for information on the agency you wish to do business with.
- Attend workshops and conferences that allow you to network with potential Federal customers and prime contractors.
- Apply for any certification your business falls under with the Small Business Administration (8a, Small Disadvantaged Business, HUBZone).



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**GSA Expo 2009 Hotline**  
**(888) 272-5565**  
**[expo@gsa.gov](mailto:expo@gsa.gov)**

- Network with hundreds of GSA and other agency experts
- Meet with GSA vendors providing specific technical expertise



## Final Thoughts

- Knowing what and how the government buys is essential if a business owner is to be successful in government contracting
- Register on FedBizOpps for email notification of solicitations
- Understand the GSA sales criteria before pursuing a GSA Schedule solicitation



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## Contact Information

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