



# Mastering the GSA Multiple Award Schedule:

Growth, Compliance & Competitive Advantage

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Jacelyn Ferriell is a Partner at Aprio, where she leads the firm's GSA consulting practice within the Aerospace, Defense, and Government industry group.

She advises contractors on strategies for acquiring and managing GSA Multiple Award Schedule contracts, ensuring compliance with federal labor standards, and optimizing pricing and infrastructure for long-term success in the government marketplace.

Jacelyn is recognized for her thought leadership on GSA trends, buying behaviors, and compliance challenges, frequently speaking to executive teams and industry groups on how to navigate evolving federal procurement strategies and leverage best practices for growth.

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# Overview

# 2025 Procurement Process Reform

Administrations' Top Priorities for Federal Procurement Process Reform:

- Eliminating Waste
- Reducing Regulation
- Prioritizing Commercial Solutions
- Consolidating Purchasing Power

# How Does the MAS Program Align?

- Centralized Buying Authority
- Commercial Marketplace Focus
- Category Management
- Small Business Access
- Standardized Terms & Pricing
- Technology Modernization
- Self Funded

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# What is the GSA Multiple Award Schedule (MAS)?

# GSA Multiple Award Schedule (MAS)

**In FY2024, agencies procured more than \$50B in goods and services through GSA Multiple Award Schedule (MAS) contracts.**

- Multiple award, IDIQ for commercial products and services.
- Up to a 20-year term and 25-year period of performance with no contract or order ceilings.
- Governmentwide vehicle that is also open to state and local governments in some cases.
- Continuously open solicitation.
- Allows fixed-price and time & materials orders (no cost reimbursement).
- Offers unique ordering solutions such as Blanket Purchase Agreements (BPA), Contractor Teaming Arrangements (CTA), and joint venture (JV) contracts.

# GSA MAS Sales FY2024

**Multiple Award Schedule  
(MAS)**

**\$ 52,343,678,476**

**Total Small Business**

**\$ 17,808,900,605**

**Veteran Owned Small  
(VOSB)**

**\$ 3,739,925,045**

**Small Disadvantaged  
Veteran Owned (SDVOSB)**

**\$ 4,568,587,600**

# Advantages of the GSA Schedule

**... for the customer** (“Buying” or “Ordering Agency”)

- Streamlines the ordering process for federal customers
- Shorter lead times and lower administrative costs
- Easier access to a variety of commercial products and services
- Flexibility, ease of use, and choice
- Easy-to-use online proposal and procurement tools
- Cost savings due to pre-negotiated prices and terms

# Advantages of the GSA Schedule

**...for you, the Schedule Contractor (or “Offeror”)**

- Pre-negotiated contract with established rates and terms
- Easier government-wide access as a prime contractor – can sell to any federal agency from a single contract
- Flexibility and ease of use
- Facilitates teaming with other GSA MAS contractors to propose a total solution
- Competitive advantage over non-Schedule holders
- Shorter order award time and lower administrative costs

# Who can buy from GSA Schedule Contracts?

GSA Directive ADM 4800.2I  
Eligibility to use GSA

Executive and other  
Federal agencies

Mixed-ownership government  
corporations (FDIC, World Bank,  
IMF, American Red Cross, NATO,  
WTO, etc.)

State and local governments  
through the Cooperative  
Purchasing and Disaster  
Recovery Programs

Some international  
organizations

District of Columbia

**Myth:**  
Only the Federal Government can use GSA Schedule

**Reality:**  
There are conditions that allow other entities  
to use GSA Schedule

# What Can You Sell on GSA MAS Contracts?

**Just about anything!**

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- Millions of commercial products and services
- Choose from 12 Large Categories and hundreds of Special Item Numbers (SINs)
- Easy access to important competitive information
  - GSA MAS Solicitation
  - Special Item Number (SIN) Descriptions
  - State and Local Program Details
  - Contractor Information and Pricelists



# Scope of GSA MAS Contracts – Large Categories



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# Getting a GSA MAS Contract

Eligibility, Proposal, and Negotiations

# Does Your Company Need a GSA MAS Contract?

If your company wants to do business with the Federal Government, it is beneficial to hold contract vehicles. General Services Administration (GSA) Multiple Award Schedule (MAS) contracts are a preferred method of buying for many agencies.

Obtaining a GSA MAS contract allows companies to sell products and services throughout the Federal Government with ease.

MAS contracts are a common entry point for commercial companies new to the Federal market.

# Minimum Requirements

## Traditional Offer:

- Must be a U.S.-based company or have a U.S. office.
- Must have been in business for at least 2 years.
- Demonstrate financial stability.
- Active SAM registration.
- Demonstrate relevant past performance.
- Provide customer references.
- Or qualify for Startup Springboard Program.

## Startup Springboard Offer:

- Must be a U.S.-based company or have a U.S. office.
- Less than two years in business.
- Demonstrate financial stability.
- Corporate and past performance qualifications through:
  - Key personnel prior projects and employment.
- Primarily for startups and joint ventures.

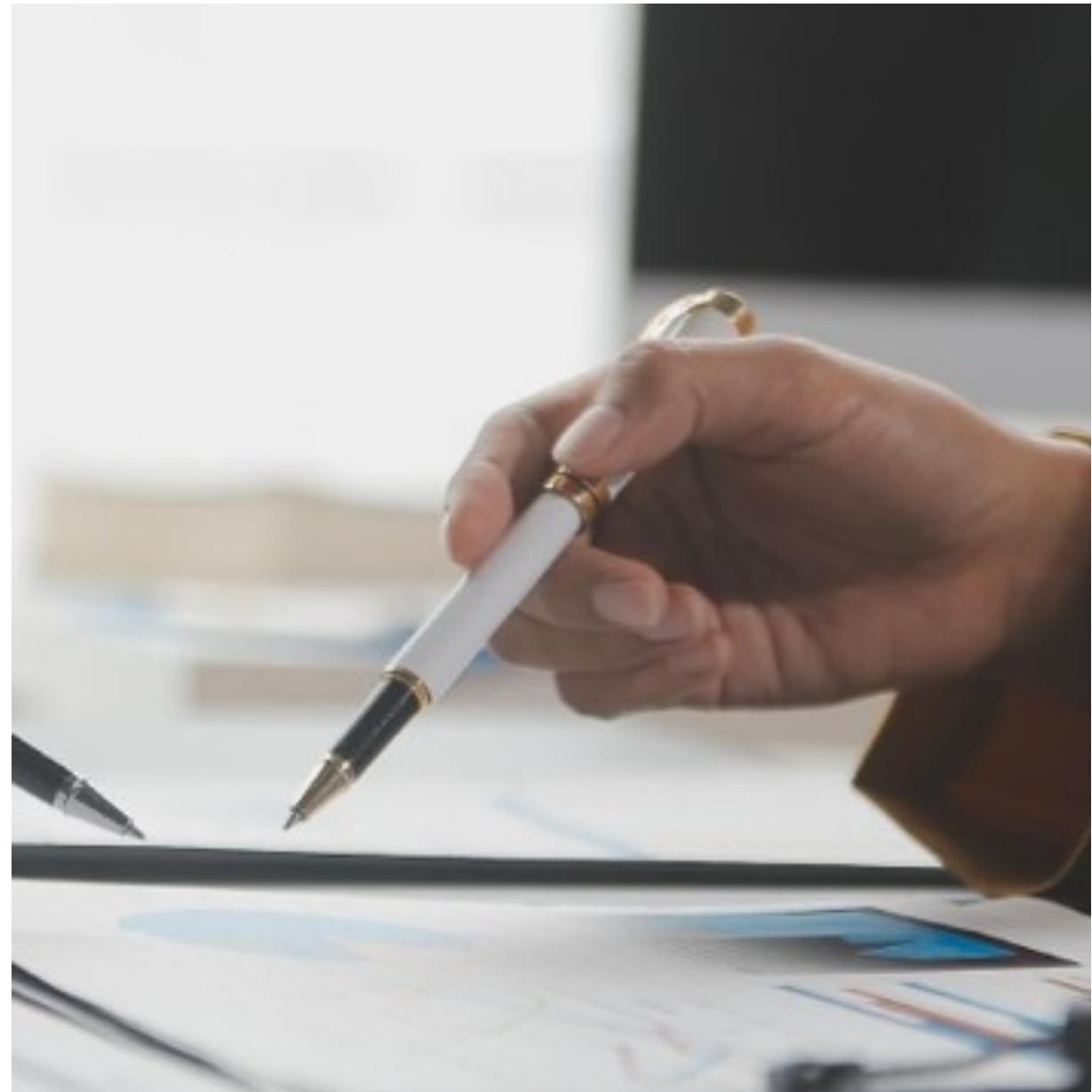
# Eligibility and Evaluation Criteria

## Corporate Experience

- Does your company or its principals have experience providing the proposed products or services?
- Does your company have adequate internal controls for accounting, staffing, subcontracting, and quality control?

## Ability to Demonstrate Financial Capability and Stability

- Net income and retained earnings
- Access to a corporate line of credit with available credit
- Positive debt-to-equity ratio
- Positive Dun & Bradstreet report



# Eligibility and Evaluation Criteria

## Project Experience

- Does your company have a history of successful past performance and customer references?
- Does your company have recent projects that demonstrate capabilities under the proposed SINs? Please note certain SINs have special requirements.

## Product, Service, and Pricing Information

- Can your company provide support for its proposed pricing?
- Are proposed products compliant with the Trade Agreements Act (TAA)?
- What are the minimum education, experience, and functional requirements for all proposed labor categories?

### *Myth:*

Previous government sales are required for new Offerors

### *Reality:*

GSA's primary focus is on commercial sales and existing GSA prices

# Additional Information GSA Will Request

- **Subcontracting Plan:** Applies only to large businesses
- **Product Offers:** Part number, product description and literature, commercial pricelist, UPC, warranty, delivery terms, Letter of Supply (resellers only)
- **Service Offers:** Professional compensation plan, uncompensated overtime policy, education and experience substitutions, training course details, labor law (e.g., Service Contract Labor Standards/ Service Contract Act)
- End User License Agreement (EULA), Terms of Service Agreements (TOS) if applicable, requires GSA legal approval
- Identification of contractor points of contact

# TDR vs. CSP Offers – Pricing Proposal

Requirement	TDR	CSP
Price Proposal Template	Yes <sup>1</sup>	Yes
Commercial Sales Practices (CSP)	No	Yes
Commercial Pricelist / Market Rates	Yes	Yes
Supporting pricing documentation	No	Yes
Mechanism for future price adjustments	Yes	Yes
Detailed price narrative	Yes	Yes
Service Contract Act (SCA)/Service Contract Labor Standards*	Yes	Yes

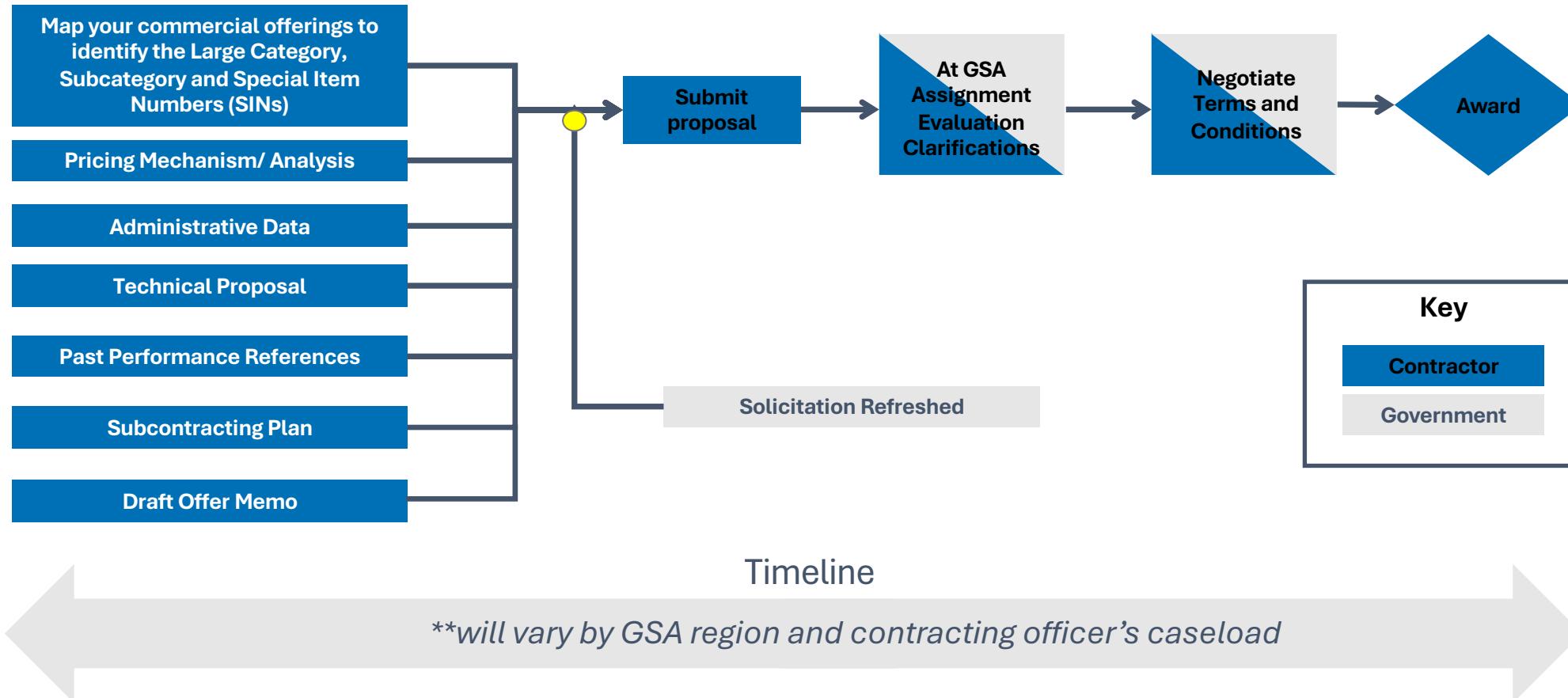
*\*May not apply to all offers*

*<sup>1</sup>Excludes Most Favored Customer (MFC) disclosure fields*

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# Timeline & Best Practices

# GSA Schedule Timeline



# Best Practices for Successful Contract Award

**Dedicate sufficient resources to offer preparation.**

Offer will require input from several areas within company (i.e. pricing, commercial sales, administration)

**Appoint a single point of contact as your liaison with the Government.**

POC should have a comprehensive understanding of the company and have the ability to generate responses/provide data

**Closely coordinate offer preparation with both your government and commercial organizations.**

Information on commercial business practices must be disclosed.

# Best Practices for Successful Contract Award

**Assure that all disclosures are current, accurate and complete.**

Collect sales practices for all customers with whom you do business

**Carefully vet any information submitted to the government.**

Understand the implications of all information submitted to the government

**Respond promptly to GSA inquiries.**

GSA contracting officers have a heavy workload, don't give them a reason for putting your offer at the bottom of their inbox.

# GSA Negotiation Objectives

GSA always negotiates three discounts:

1. Basic Discount
2. Prompt Payment Discount
3. Quantity / Volume Discount

Not all three discounts are typically required, but offerors should be prepared to defend their proposed discounting if they are not willing to make any concessions.

At the conclusion of negotiations, the agreed-upon terms are memorialized in the Final Proposal Revision (FPR).

***Myth:***

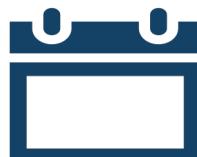
GSA rates are based only on commercial pricing

***Reality:***

GSA will compare your offer to competitor rates

# After Award...

- Monitor Compliance with agreed upon terms and conditions
- Train your staff on how to sell through your Schedule
- A Schedule provides a contract vehicle that eligible ordering activities can access or use as a benchmark
- Market and sell your contract and company offerings
- Submit GSA sales reporting and pay IFF on-time
- Keep contract up to date
- Recognize the risks of holding a GSA contract
  - Be completely forthcoming in audits (pre- and post-award)
  - Institute controls to minimize the potential for fraud
  - Diligently prepare for Contractor Assessments



A Schedule does not guarantee business...

**YOU DO!**

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# GSA MAS Modernization

# GSA MAS Modernization

GSA has been updating the MAS program throughout 2025 to align with the administration's priorities:

1. GSA's Rightsizing Initiative
2. Transition to the FAS Catalog Platform (FCP)
3. Expansion of Transactional Data Reporting (TDR)
4. Refresh #30 Implementing RFO deviations

# GSA MAS Rightsizing Initiative

## What's Happening

- Eliminating underutilized and duplicative Special Item Numbers (SINs)
- Strictly enforcing compliance requirements
- Offboarding contractors who fail to meet requirements

## Why It Matters

- Contractors who fail to meet the minimum sales, have outdated catalogs, or fail to meet other compliance requirements risk contract cancellation.

## What to Do

- Ensure your offerings are current and aligned with buyer demand
- Ensure you meet the minimum sales requirements to stay off GSA's radar

# GSA MAS FCP Transition

What's Happening	Why It Matters	What to Do
<ul style="list-style-type: none"><li>• Fully transitioning all contractors to the FCP as the official system of record for catalog uploads, modifications, and pricing</li></ul>	<ul style="list-style-type: none"><li>• Plans to validate the monthly TDR sales reports against FCP data</li><li>• Risk of delayed mods, rejected TDR sales reports, and potential noncompliance penalties</li></ul>	<ul style="list-style-type: none"><li>• Respond timely to the FCP baseline process</li><li>• Be thoughtful data structure in the FCP baseline with future monthly TDR sales reporting compliance in mind</li></ul>

# GSA MAS TDR Expansion

## What's Happening

- Now mandatory for all MAS contractors with TDR covered SINs
- Intention to expand TDR to all MAS SINs

## Why It Matters

- Requires contractors to submit detailed order-level pricing and sales data
- GSA uses this data to enhance transparency and drive lower pricing

## What to Do

- Invest in robust data tracking and compliance systems to meet reporting requirements and reduce burden
- Data quality and accuracy will be critical to remaining compliant

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# Optimizing Existing Schedules

# Why Optimization Matters

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Increases visibility in GSA  
Advantage & eBuy.

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Positions for new opportunities  
and SINs.

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Ensures compliance and audit  
readiness.

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Supports competitiveness in a  
modernized MAS environment.

# Key Optimization Strategies

Diversify	Add Capabilities/Offerings – Expand scope to meet agency demand.
Modernize	Update Existing Offerings – Stay competitive and compliant.
Evaluate	Review Existing Terms & Conditions – Improve contract performance and compliance.
Leverage	New Programs/Partners – Gain pricing flexibility and insights through TDR. Partner through Contract Teaming Arrangements (CTAs).

# Strategies for Growth

Businesses must continue to innovate and diversify:

- Evaluate offerings for opportunities to expand, innovate or rebrand
- Form Strategic Partnerships (Joint Ventures, Teaming Arrangements)
- Consider M&A to expand capabilities
- Pursue New Contract Vehicles
- Broaden your customer base!

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# Best Practices

To Remain Competitive and Compliant

# Compliance as Competitive Advantage



Stay audit-ready: keep pricing, discounting, and sales documentation current.



Monitor Refresh updates and implement changes promptly.



Prepare for TDR and leverage it to improve price flexibility.



Proactively identify opportunities and drive customers to MAS.

# Winning Strategies for Veteran Owned Firms

## Leverage Set-Asides

- Register as SDVOSB/VOSB in SAM.gov and SBA's VetCert program.
- Filter MAS opportunities in eBuy for veteran set-asides.

## Build Strategic Partnerships

- Form Joint Ventures (JVs) under SBA rules to combine capabilities.
- Pursue mentor-protégé agreements for experience and resources.
- Partner with primes for subcontracting on large MAS task orders.

## Target High-Demand SINs

- Research agency buying trends and add SINs aligned with your core services.
- Monitor GSA Refresh updates for emerging categories.

## Invest in Visibility

- Optimize your GSA Advantage catalog with keywords and accurate pricing.
- Market directly to agency buyers and attend industry days.

# Questions?



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