



U.S. SMALL BUSINESS ADMINISTRATION

VBOC

VETERANS BUSINESS OUTREACH CENTERS

VIP Continued Education

Is the GSA Schedule Right for Your Company?

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Presented by:

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- President & CEO of Global Services
- Over 25 years of Federal Proposal Wins
- Over 3,000 Contracts Awards
- Over \$25 Billion in Contract Dollars Awarded
- Expert on GSA Multiple Award Schedules
- Our Experience is Your Success



Courtney Fairchild
President & CEO, Global Services
Global Services

GSA Multiple Award Schedule Synopsis



What is a GSA Schedule

- A GSA Schedule Is a Catalog of Contractors That Have Been Awarded a Contract by GSA That Can Be Used by All Federal Agencies
- It Mirrors Commercial Buying Practices
- Past Performance-Based Contract
- Facilitates Government Procurement
 - Over 10,000,000 Commercial Items and a Multitude of Services Can Be Purchased From Over 15,000 Companies Worldwide

GSA Consolidated 24 Multiple Award Schedules Into **ONE**

- Benefits of Simplification
 - Improve Customer Service with Easier Small Business Access to Schedules
 - Single Storefront and Set of Terms and Conditions for Purchasers
 - Less Administrative Burden and Easier Compliance for Contractors
 - Reduce Duplication of Product and Services under Different Special Item Numbers
- Major Change
 - Move from Special Item Number to NAICS Codes
 - Follows Category Management

Multiple Award Schedule Overview

- Govt. Wide Contract with optional Worldwide Scope
- Open Season Solicitation
- 5 Year Period of Performance (Three 5 Year Renewals)*
- No Selling Caps
- No Sam.gov Posting Requirements
- 3 Requests For Quotations (RFQs) then **Best Value** Award
- Pricing is Already Determined “Fair and Reasonable” for FAR
- 0.75% Industrial Funding Fee (IFF)
- Quarterly or Monthly Reporting Only (GSA is **not** involved in orders)

Advantages for Government

- Millions of State-of-the-Art Commercial Products and Services
- Orders Can Be Placed by Any Government Employee With Purchase Authority
- Built-In Time and Money-Saving Tools For the Agency
 - Teaming Arrangements
 - Blanket Purchase Agreements
 - Pricing is “Fair and Reasonable”

Advantages for Industry

- Priority Source of Supply Under FAR Part 8
- Direct Customer Relationship (GSA is not involved in the order process)
 - Best Value Decision
 - Customization Possible
- Limited Competition
- Small and Large Business Participation
- Speed

Small Business Eligibility

- Ordering Activity Contracting Officers May
 - Set Aside Orders or BPAs for Small Business Concerns Listed in FAR 19.000(a)(3)
 - 8(a), HUBZone, Woman-Owned, Veteran-Owned, SDVOB, Small Disadvantaged Business Concerns
- Regulations Requires Contractors Only to Recertify Business Size When Exercising Option Instead of Annually
 - Currently Certified When GSA Proposal is Submitted
 - Recertification Not Required Until First Contract Option Has Expired (Five Years)

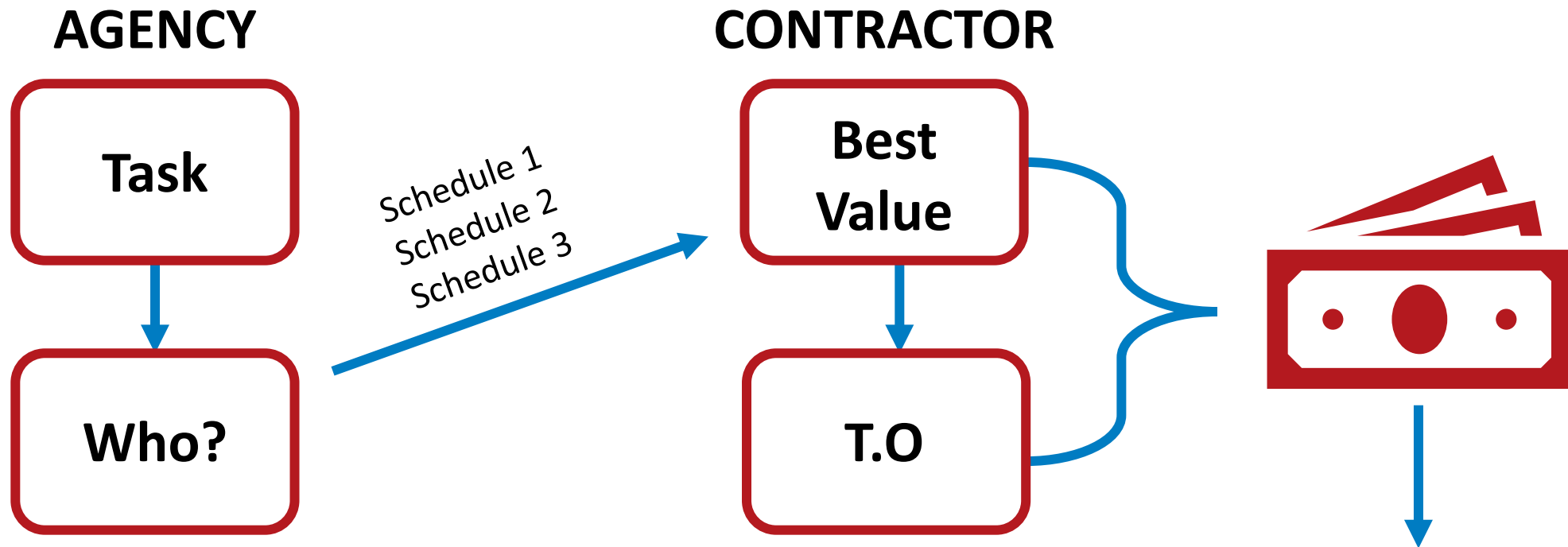
Trade Agreement Act

- Can be found in FAR 52.225-5
- Only U.S.-made or designated country end products can be offered using your schedule contract
- Items from non-designated countries must undergo substantial transformation into a new and different article of commerce with a name, character, or use distinct from that of the article or articles from which it was transformed.

GSA Schedule Sales FY19-22

	FY 2019	FY 2020	FY 2021	FY 2022
Facilities	\$908,260,927	\$1,022,998,329	\$1,181,327,896	\$1,317,641,391
Human Capital	\$1,154,013,205	\$1,296,467,735	\$1,274,400,845	\$1,239,014,598
Industrial Products & Services	\$2,378,506,363	\$2,367,312,922	\$2,400,060,354	\$2,031,251,474
IT	\$15,899,308,880	\$18,413,107,765	\$20,792,287,865	\$21,334,165,444
Miscellaneous S&E	\$162,335,178	\$149,286,900	\$153,665,000	\$134,758,418
Office Management	\$1,374,156,833	\$1,315,835,474	\$1,250,138,884	\$1,172,151,869
Professional Services	\$8,397,047,600	\$8,915,848,226	\$9,374,158,267	\$9,166,053,561
Security and Protection	\$558,541,318	\$628,305,783	\$645,411,493	\$658,386,631
Sustainment S&E	\$230,302,009	\$217,549,488	\$217,991,542	\$2,008,577,336
Transportation and Logistics Services	\$1,201,599,948	\$1,416,315,128	\$1,447,741,836	\$1,831,792,124
Travel & Lodging	\$580,438,721	\$582,437,931	\$551,304,522	\$882,501,794
Grand Total	\$32,844,510,982	\$36,325,465,681	\$39,288,488,504	\$41,776,294,640

GSA Services Order Summary



- Under \$10,000 - Order from any GSA Schedule holder
- Over \$10,000 - Evaluate 3 RFQs - Make Best Value Award
- SOW is between Ordering Agency and Contractor
(GSA is not involved in any way.)

**GSA's IFF
0.75%**

Do I Qualify for the Multiple Award Schedule GSA Contract?



Past Performance Requirements - Technical

- Minimum Technical Requirements
 - Two Years in Business Running Revenue
 - Only exception is for products or services through the Springboard Program
 - Verification through submitted financial statements
 - Relevant Project Experience for Services
 - Must have completed one (two for IT Services) project per Special Item Number within the last two years or ongoing project must have base year completed
 - Tasks must be of a similar complexity to the work solicited under each Special Item Number

Past Performance – Customer References

- CPARs
 - Provide 3 or more reports
 - Completed within 3 years of offer SUBMISSION, 3 distinct orders/contracts, and features work similar in scope to products/services in Solicitation
- Past Performance Questionnaires (Only if CPARs not possible)
 - Provide 3 completed Past Performance Questionnaires (standard questionnaire form is included in the Solicitation)
- If fewer than 3 CPARs are available, a combination of CPARs and PPQs can be provided

Past Performance Requirements - Pricing

- Minimum Pricing Requirements
 - A pricing structure consistent with your disclosed commercial practices
 - **Supporting documentation** (Invoice) for EACH proposed service/product
 - You must have previously sold what you want to list on your GSA Schedule in the way you want to list it
 - GSA wants **equal to or better than** the lowest price you've offered for the listed service or product

Compliance Constraint - Pricing



GSA's Pricing Goal

- Offeror acknowledges GSA's pricing goal is to obtain equal to or better than the offeror's Most Favored Customer pricing under the same or similar terms and conditions. Pricing that is not determined by the Government to be highly competitive will not be determined to be fair and reasonable and will not be accepted.
- The discount relationship between your MFC and GSA must be monitored and maintained for the life of the contract.

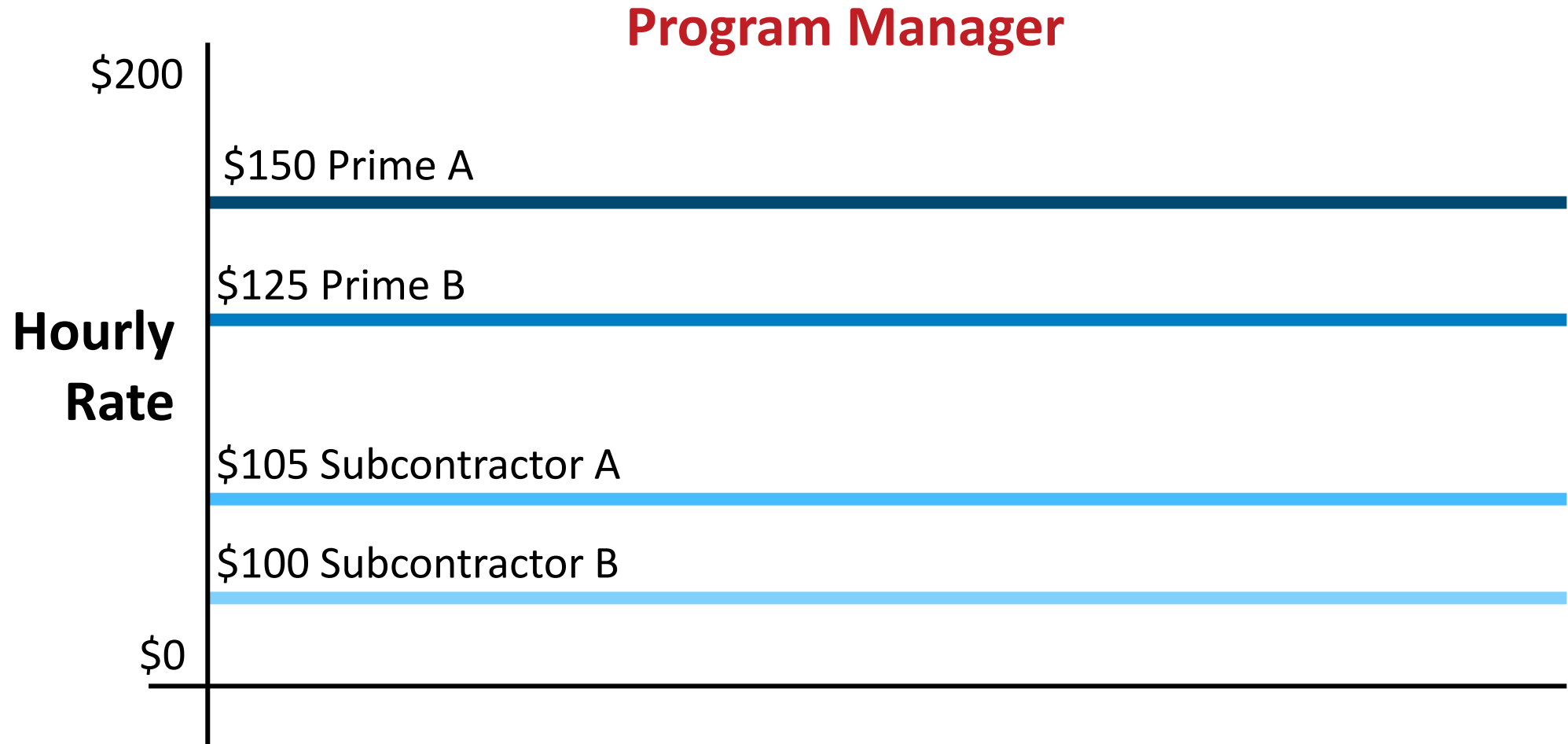
Price Reduction Clause

- The basis of award discount relationship shall be maintained throughout the contract period. Any change in the Contractor's commercial pricing or discount arrangement applicable to the identified customer (or category of customers) which disturbs this relationship shall constitute a price reduction
- The Contractor shall notify the Contracting Officer of any price reduction subject to this clause as soon as possible, but not later than 15 calendar days after its effective date

MFC vs. BOA

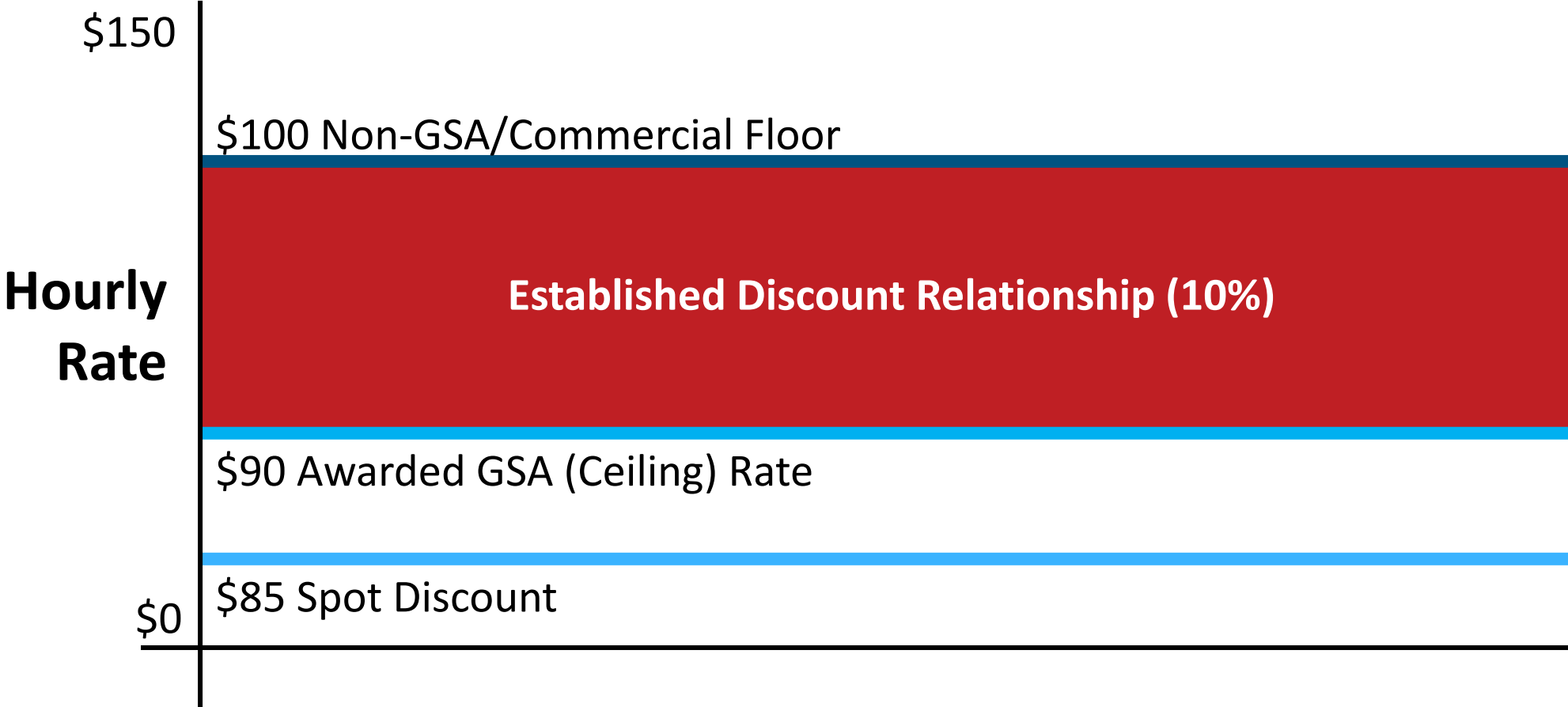
- Most Favored Customer
 - Who receives your best pricing/best concessions?
 - A Customer or a Class of Customer?
- Basis of Award
 - Set at the time of award
 - Used to track your GSA discount relationship
 - Not always the same as MFC

Who is my Most Favored Customer?



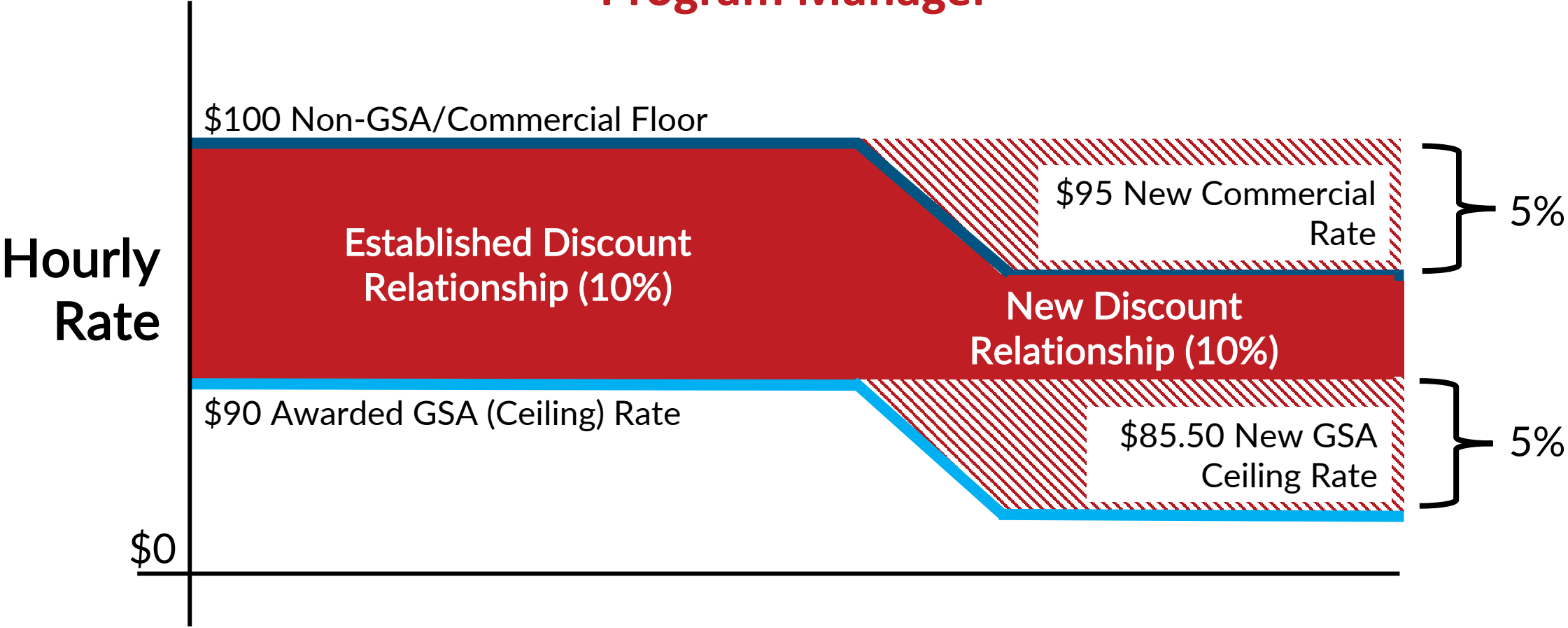
MFC vs. GSA

Program Manager



Price Reduction Clause

Program Manager



What's the Plan?



Getting Started...

- Download the GSA MAS Solicitation
- Determine Appropriate Special Item Number(s) (SIN)
- Analyze RFP and Attachments
- Determine Eligibility to Prime GSA Schedule
- Allocate Resources for the GSA Schedule Proposal Process

GSA MAS Resources

- Website
 - <https://www.gsa.gov/buy-through-us/purchasing-programs/gsa-multiple-award-schedule>
- Multiple Award Schedule GSA Interact Page
 - <https://interact.gsa.gov/groups/multiple-award-schedules>
- Email
 - MASPMO@gsa.gov
- RFP for Review
 - <https://sam.gov/opp/54c7110aeebe453882d7d39362fcd95d/view>
- Schedules eLibray
 - <https://www.gsaelibrary.gsa.gov/ElibMain/home.do>

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Questions/Open Discussion



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to WIN!**

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