

GSA 101:

Navigating the GSA Multiple Award Schedule (MAS)



May 14, 2024

Agenda

- About GSA MAS Contracts
- Advantages of GSA MAS Contracts
- What You Can Sell on GSA MAS Contracts
- Getting a GSA MAS Contract
- GSA MAS Contract Compliance
- GSA Schedule Information and Resources

About GSA MAS Contracts

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.

About GSA MAS Contracts

Long-term, government-wide contracts for commercial products and services at pre-negotiated prices and terms

MAS is a Multiple Award, Indefinite Delivery, Indefinite Quantity (MA/IDIQ) contract that is continuously open

“Evergreen” - five-year base period with up to three additional five-year options (potential total of 20 years)

“Hunting” license; no guarantee of business

Myth:
GSA Schedule = Sales

Reality:
You must market your Schedule and pursue business just like in the commercial world



Advantages of GSA MAS Contracts

Advantages of 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 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 You Can Sell on GSA MAS Contracts

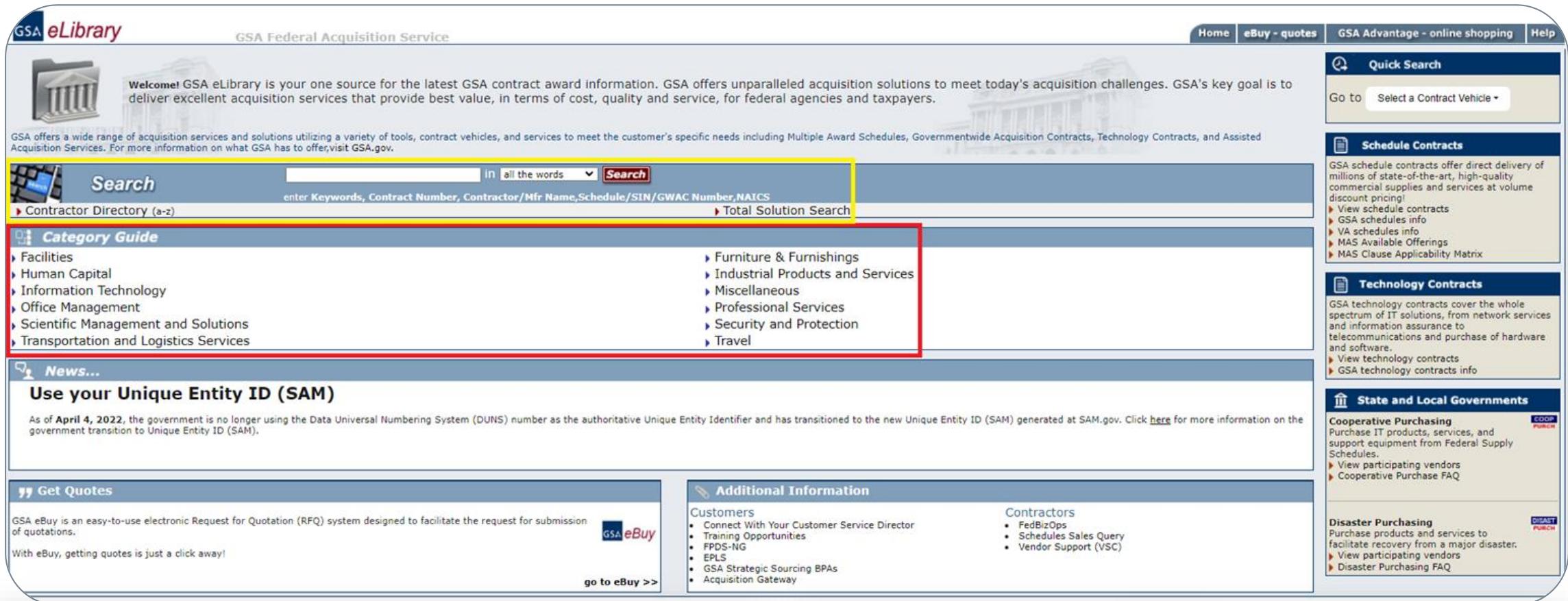
What Can You Sell on GSA MAS Contracts?

Just about anything!

- 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



What Can You Sell on GSA MAS Contracts?



The screenshot shows the GSA eLibrary homepage. At the top, there's a banner with a classical building icon and the text: "Welcome! GSA eLibrary is your one source for the latest GSA contract award information. GSA offers unparalleled acquisition solutions to meet today's acquisition challenges. GSA's key goal is to deliver excellent acquisition services that provide best value, in terms of cost, quality and service, for federal agencies and taxpayers." Below the banner, a search bar is highlighted with a yellow box, containing the placeholder "enter Keywords, Contract Number, Contractor/Mfr Name, Schedule/SIN/GWAC Number, NATCS". To the right of the search bar is a "Search" button. To the left of the search bar is a "Search" icon. Below the search bar, there's a "Contractor Directory (a-z)" link. To the right of the search bar is a "Total Solution Search" link. The "Category Guide" section is also highlighted with a red box. It lists categories such as Facilities, Human Capital, Information Technology, Office Management, Scientific Management and Solutions, and Transportation and Logistics Services. To the right of the Category Guide, another red box highlights a list of categories: Furniture & Furnishings, Industrial Products and Services, Miscellaneous, Professional Services, Security and Protection, and Travel. On the right side of the page, there are several sidebar sections: "Quick Search" (with a "Select a Contract Vehicle" dropdown), "Schedule Contracts" (with a brief description and links to view schedule contracts, GSA schedules info, VA schedules info, MAS Available Offerings, and MAS Clause Applicability Matrix), "Technology Contracts" (with a brief description and links to view technology contracts, GSA technology contracts info), "State and Local Governments" (with a brief description, links to view participating vendors, and Cooperative Purchase FAQ), and "Disaster Purchasing" (with a brief description and links to view participating vendors and Disaster Purchasing FAQ). At the bottom left, there's a "Get Quotes" section with a "GSA eBuy" button and a "go to eBuy >>" link. At the bottom right, there's an "Additional Information" section with links for Customers (Connect With Your Customer Service Director, Training Opportunities, FPDS-NG, EPLS, GSA Strategic Sourcing BPAs, Acquisition Gateway) and Contractors (FedBizOps, Schedules Sales Query, Vendor Support (VSC)).

Myth:
Choosing the correct Large Category (and SIN) is easy

Reality:
Category boundaries don't always mirror the commercial world

Scope of GSA MAS Contracts – Large Categories





Getting a GSA MAS Contract – Eligibility, Proposal, and Negotiations

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 credit 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

- **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)
- Subcontracting Plan - Applies only to large businesses
- End User License Agreement (EULA), Terms of Service Agreements (TOS) if applicable, requires GSA legal approval
- Identification of contractor points of contact

GSA MAS Proposal Process

Preparing and Submitting an Offer

- **Determine products/services to be offered**
 - Obtain and read the Multiple Award Schedule solicitation
 - Identify appropriate Large Categories and Special Item Numbers (SINs)
 - Determine the GSA “bill of materials”
- **Complete all administrative requirements**
 - Register your company in the System for Award Management (SAM), including the relevant NAICS codes for the proposed SINs
 - Complete Readiness Assessment and Pathway to Success training

GSA MAS Proposal Process

Preparing and Submitting an Offer

- **Prepare Offer – Respond to all solicitation requirements**
 - Note that there are attachments and documents beyond the basic solicitation that may apply to your offer. Review the solicitation and GSA's online roadmap carefully.
 - Administrative Proposal
 - Technical Proposal
 - Pricing Proposal
- **Submit, track, and negotiate**

Standard Offers – *Administrative Proposal*

Requirement

Readiness Assessment

Pathways to Success

Previous cancellations, rejections, and pending offers*

Financial Statements

System for Award Management (SAM)

Agent Authorization Letter

Small Business Subcontracting Plan*

**May not apply to all offerors*

Standard Offers – *Technical Proposal*

Requirement

Factor 1 – Corporate Experience

Factor 2 – Past Performance

Factor 3 – Quality Control

Factor 4 – Project Experience

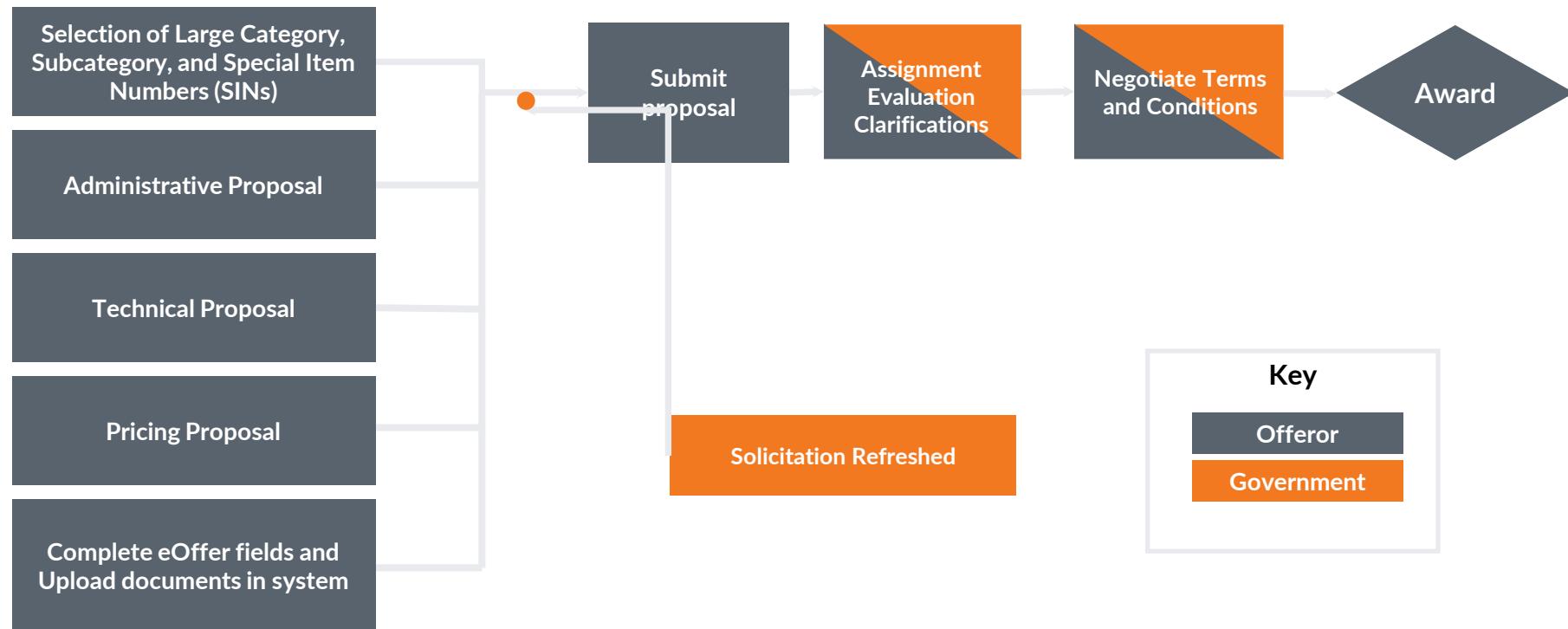
TDR vs. CSP Offers – *Pricing Proposal*

Requirement	TDR	CSP
Price Proposal Template	Yes ¹	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

¹Excludes Most Favored Customer (MFC) disclosure fields

MAS Offer Timeline



Myth:
GSA award
timeframe is "X"

Reality:
Many factors affect
the time to award.

Best Practices for Successful Contract Award

Understand what you are agreeing to before submitting a proposal!

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

Carefully vet any information submitted to the government.

Respond promptly to GSA inquiries.

Best Practices for Successful Contract Award

Dedicate sufficient resources to offer preparation.

Offer requires input from several areas within company (i.e., sales, accounting, management, administration)

Appoint single point of contact as liaison with Government.

POC should have a comprehensive understanding of company and can respond to inquiries from GSA.

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

Holding a MAS contract can affect a company's pricing to its commercial or federal customers.

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



GSA MAS Contract Compliance

Compliance Best Practices

- Maintain system for accurately identifying, tracking, and reporting GSA contract sales
- Report GSA contract sales and remit Industrial Funding Fee (IFF) on time
- Only provide resources who meet the requirements of their GSA labor category
- Ensure proposed products meet TAA and other federal requirements
- Meet minimum sales requirement (\$100K in base period, \$125K each option period)
- Monitor GSA discount relationship and extend negotiated discounts (as applicable)
- Maintain GSA price list on GSA Advantage!
- Initiate modifications when necessary and accept mandatory modifications
- Prepare for GSA Contractor Assessments (Annual / End of Term)
- Retain contract file as required
- Respond to the “Exercise Option Mod” notifications

Myth:
You live by GSA
MAS sales

Reality:
You die by GSA
MAS non-
compliance

Triggers to Request a Modification

- Points of Contact updates
- Changes to Commercial Sales Practices
- Price Reductions Clause triggered
- Administrative changes to contract
- Novation, change of ownership, or name change
- SCA Wage Determination updates and/or changes
- New capabilities, products, or services
- Price changes
- Business size changes
- Address changes
- Changes to country of origin, delivery terms, lead times, etc.
- Update to Software License Agreement

Elements of Successful Compliance Programs

- 1 GSA Task Order Compliance
- 2 GSA MAS Contract Maintenance
- 3 Commercial Pricing Review
- 4 Compliance Processes Review
- 5 Internal Systems Adequacy

Conduct Internal Reviews...**Regularly**

Top 5 Ways to Lose Money After the Contract is Awarded, CSP Contracts

01.

Not understanding the Basis of Award

02.

Failing to reduce your prices when required

03.

Failing to increase your prices when allowed

04.

Failing to extend negotiated discounts (volume/quantity and/or prompt payment)

05.

Not educating the appropriate personnel on ongoing contract compliance and requirements

Top 5 Ways to Lose Money After the Contract is Awarded, TDR Contracts

01.

Failing to expand contract to include new offerings

02.

Failing to reduce your prices when required

03.

Failing to increase your prices when allowed

04.

Failing to extend negotiated discounts (volume/quantity and/or prompt payment)

05.

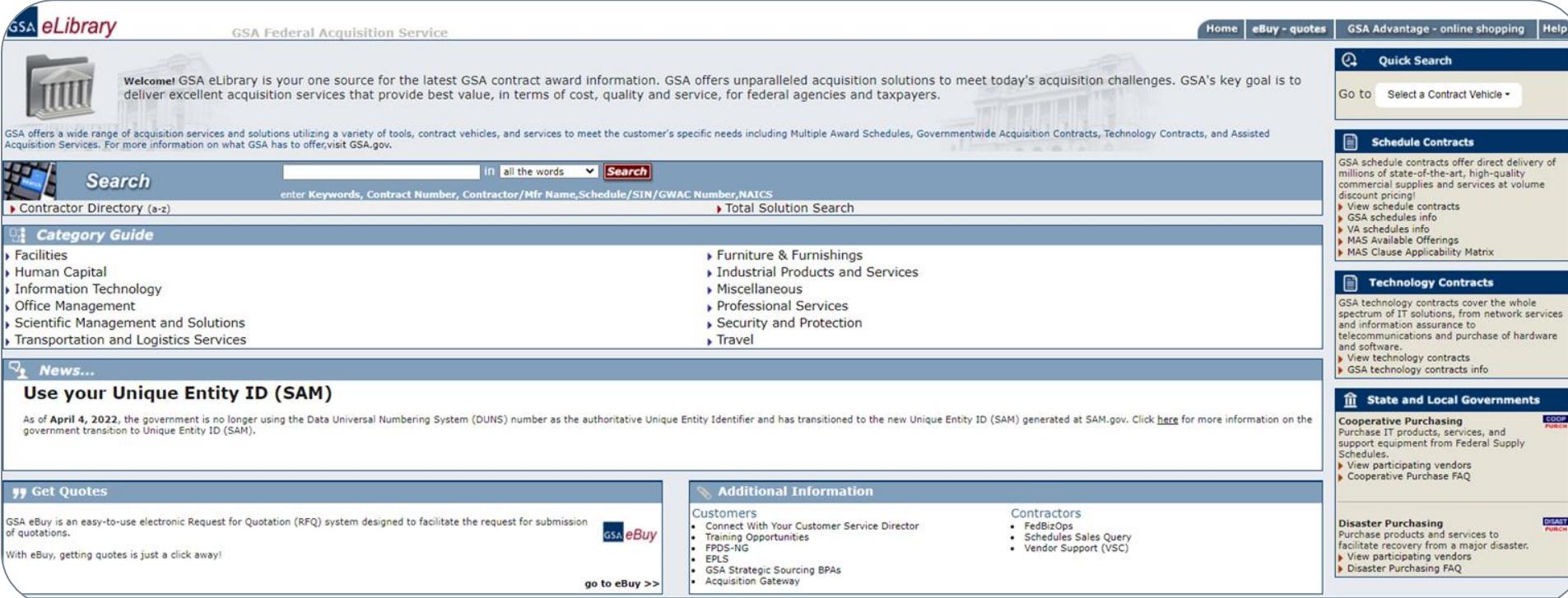
Not educating the appropriate personnel on ongoing contract compliance and requirements



GSA Schedule Information and Resources

GSA eLibrary

<http://www.gsaelibrary.gsa.gov>



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Myth:

Your GSA rates are proprietary and confidential

Reality:

Your GSA rates are publicly available on GSA eLibrary / Advantage

Use GSA Advantage to your Advantage!

<https://www.gsaadvantage.gov>

The screenshot shows the GSA Advantage! website homepage. At the top, there is a navigation bar with links for MY ACCOUNT, NSN ORDERING, eTOOLS, HELP, REGISTER, and LOGIN. Below the navigation is a search bar with a placeholder "Enter search keyword(s)" and a "Search" button. To the right of the search bar is a shopping cart icon showing "0".

The main content area features several news cards and a "Strategic Sourcing" section. The news cards include:

- FASCSA** (NEWS): Supporting customers to implement FASCSA orders. [Learn More](#)
- New Mod "Close Contract For New Awards" Enhances Transparency** (NEWS): [Learn More](#)
- Billing Address ZIP CODE** (NEWS): Add a Billing Address Zip Code for Faster Processing. [Learn More](#)

The "Strategic Sourcing" section is titled "Strategic Sourcing" and describes leveraging government buying power to get the best value and price. It includes dropdown menus for "Products" and "Services" and a "View All Offerings" button.

Below the news cards, there is a product listing for a "CASTLE LARGE" bouncy castle. The product image shows a colorful castle-shaped bouncer. Below the image is a link "Click image for expanded view". The product details include:

- CASTLE LARGE**
- Mfr Part No.:** 701
- UPC/ISBN/GTIN:** 9999999999999
- Manufacturer:** INFLATABLE 2000
- Contract No.:** GS-03F-0045U (ends: Mar 14, 2028)
- MAS Schedule/SIN:** MAS/339930
- Warranty:** 1 YR
- Country of Origin:** UNITED STATES OF AMERICA

At the bottom of the product listing, there is a note: "Report incorrect product information (Login Required)".

GSA eBuy

www.ebuy.gsa.gov

**Interactive online Request for Quote (RFQ) tool for GSA
MAS contractors ONLY**

Buyers

- Maximizes buying power
- Easy compliance with competition requirements

Sellers

- Provides greater opportunities to reach new agencies, offer quotes, and increase business volume
- Find out who has money and warrants!

Myth:

GSA opportunities are only available on eBuy

Reality:

GSA opportunities are not required to be on eBuy

Final Insights

Selling to the Federal Government can seem daunting. Before deciding whether to pursue a GSA MAS contract, consider the following:

- Obtaining a MAS contract does not guarantee new business. Successful contractors actively target agencies highlighting benefits of using MAS.
- Be prepared for the process to take time. Do you have resources to dedicate, or should you outsource this effort?
- Does your company have adequate financial and technical capabilities?
- Are you prepared to fully disclose your company's pricing practices and make your GSA pricing publicly available?
- The MAS solicitation doesn't tell the whole story. Contracting Officers can and will ask for additional information that is not explicitly required.
- There is a surprising amount of leeway in negotiations. If it's your first time negotiating a GSA MAS Contract, you may not understand that.
- **You don't know what you don't know.**

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Are there any
Questions?

Thank
you!



®

Resources for New Contractors

GSA Vendor Support Center

vsc.gsa.gov/

Day 1 with my new GSA Contract: Compliance, Education, Marketing

[New Contractor Start-up Kit](#)

Compliance

Post a GSA Pricelist (catalog) to GSA Advantage
FAS SRP (IFF) quarterly/monthly reporting

Educational Resources

New Contractor Orientation Webinar
New Contract Orientation PowerPoint Presentation
Pathway to Success
Steps to Success (A printable guide)
Vendor Education Center
Procurement Technical Assistance Center
Events page
Contractor Assessment Report

Marketing

GSA Advantage
GSA eBuy
Vendor Support Center

Managing a Schedules Contract

www.gsa.gov/portal/content/202845

GSA Interact

interact.gsa.gov/groups

Resources for Market Research

Find out who has money and what, when, and why they are spending it

SAM.gov - Procurement information All types of federal sales opportunities, not just GSA

<https://sam.gov/>

List of Agencies and organizations eligible to use GSA

<http://www.gsa.gov/portal/content/104212>

US Government web portal with agency links

usa.gov/

Agency procurement forecasts

<https://www.acquisition.gov/procurement-forecasts>

Federal Procurement Data Systems (FPDS-NG)
FPDS - online record of federal contract awards

www.fpds.gov

Federal Acquisition Jump Site

<https://prod.nais.nasa.gov/pub/fedproc/home.html>

NAICS - North American Industry Classification System

<https://www.census.gov/naics/>

More Online Resources

Aprio's blog: Current news, trends and insights government contractors

www.aprio.com/insights

About GSA Schedule

gsa.gov/buying-selling/purchasing-programs/gsa-schedules

GSA Schedule eLibrary: Search and view GSA /VA Schedules and participating vendors by keyword, alphabetical listings or number

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

GSA Advantage!

Market research, and online customer ordering

<https://www.gsaadvantage.gov/>

GSA eBuy: Interactive RFQ tool

<https://www.ebuy.gsa.gov/ebuy/>

GSA Vendor Support Center

<https://vsc.gsa.gov/>

GSA State and Local Programs

gsa.gov/buying-selling/purchasing-programs/gsa-schedules/schedule-buyers/state-and-local-governments

GSA Office of Small Business Utilization (OSBU)

<https://www.gsa.gov/small-business>

Small Business Administration (SBA)

<https://www.sba.gov/>



Aprio's GSA Consulting Services

GSA MAS Contract Acquisition

Provided on a fixed price and billed on a milestone basis with automatic conversion to post award contract maintenance support.

- Review of Commercial Sales Practices
- Pricing Analysis
- Development of Price Strategy
- Preparation and Submission of the Offer
- Monitoring/Tracking the Proposal
- Clarifications/Negotiations
- Post Award Contract registrations and initial setup
- Initial GSA MAS Pricelist

GSA MAS Contract Maintenance

Provided under a fixed price annual agreement and billed quarterly in advance of the work being performed.

- Evaluation of Organizational Changes
- Contract Modifications
- GSA Advantage Price List Updates & Uploads
- GSA Help Desk
- Contractor Assessment Visit (mini audit by GSA IOA with no subpoena authority)
- Guidelines for implementation GSA policies and procedures for all areas of compliance
- Notifications of GSA solicitation changes called mass mods
- Post Award Compliance Training

GSA MAS Audits and Investigations

Provided on a time and materials basis and billed monthly at Aprio's current hourly bill rates.

- GSA Office of Inspector General (OIG) pre- and post-award contract audits
- GSA OIG investigation support
- Internal MAS compliance audits
- Mandatory disclosures regarding MAS contract issues
- Pre- and post-closing due diligence support regarding MAS contract issues
- Preparation of reports, exhibits, and calculations in support of internal audits, mandatory disclosures, and other complex GSA MAS matters
- Work can be performed in conjunction with or at the direction of counsel to protect legal privilege



A business advisory and CPA firm

Our brand



What Aprio means

Head



Technical
expertise



Heart



Deep engagement
and genuine care

An Industry Leader

accountingTODAY

2022 **Top 100
Firms**



The Atlanta
Journal-Constitution | CoxNext



A Recognized Leader

“A Best of the Best Accounting Firm”
25th largest accounting firm in the nation
6th fastest growing CPA firm in the nation
Best Place to Work

This enables Aprio to consistently attract and retain the top talent



2013-2021



Top 100 1997-2018
Top 50 2019-2021
#35 2022



2017-2022



31 Fundamentals define & guide our culture

The Aprio Way

1. Act with integrity
2. Do what's right for the client
3. Look forward
4. Be a fanatic about response time
5. Honor commitments
6. Be proactive
7. Be the expert advisor
8. Pay attention to the details
9. Provide a great client and team member experience
10. Value Differences
11. Deliver results
12. Practice blameless problem-solving
13. Listen generously
14. Speak straight
15. Get clear on expectations
16. Be curious
17. Be relentless about improvement
18. "Bring it" every day
19. Think one Aprio
20. Work smart
21. Share information
22. Embrace change
23. Walk in your clients' shoes
24. Be kind
25. Make a difference
26. Build meaningful personal relationships
27. Think and act like an owner
28. Be a brand ambassador
29. Celebrate success
30. Respect confidentiality
31. Keep things fun

Our business **mindset**



Radical disruptors and leaders in a traditional profession



Delight in challenging the status quo



Focus on how to best cross-serve clients



Fail fast and fail often, take calculated risks

Aprio today

By the numbers



1,500+
Team
Members



170
Partners



8
Industry
Specialties



35+
Services



35+
Languages
Spoken



Clients in
50+
Countries



#25
In the U.S.



25%
Team Member
Diversity



900
Retirement
Plans



\$1.4
Billion in AUM



5 VC
Investments



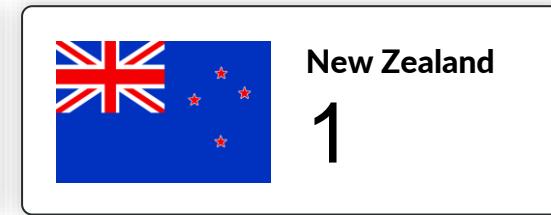
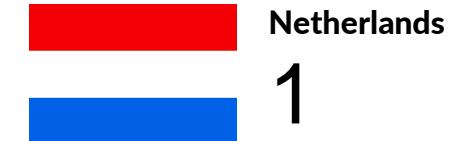
Morison
Global

Team members serving clients across the nation and around the globe



14 US Locations:

- Atlanta, GA
- Alpharetta, GA
- Birmingham, AL
- Charlotte, NC
- Fairfield, NJ
- Greensboro, NC
- Nashville, TN
- New York, NY
- Mount Airy, NC
- Raleigh, NC
- Rockville, MD
- San Francisco, CA
- Valdosta, GA
- Walnut Creek, CA



A diverse client base



Combined expertise is expanded across industries, services and capabilities



SPECIALTY TAX

- Employee Retention Credit
- Paycheck Protection Program
- State and Local Tax
- Tax Credits and Incentives
- International Tax & Transfer Pricing

DIGITAL ADVISORY

- Data and Analytics
- Blockchain
- Digital Transformation
- Enterprise Risk Management
- Cybersecurity Advisory
- Information Assurance

OUTSOURCING

- Accounting
- Payroll
- HR & People Advisory
- IT & Financial Staffing

BUSINESS PERFORMANCE

- Business Brokerage
- Transaction Advisory
- Business Valuation
- Financial Consulting
- Treasury Optimization Services
- ERP– Sage, Intact, Unanet & NetSuite

We are advisors across industries, services and capabilities

INDUSTRIES



Real Estate &
Construction



Technology &
Blockchain



Diversified



Individuals /
High Net
Worth



Professional
Services



Not for
Profit



Restaurant,
Franchise
& Hospitality



Government
Contracts

SERVICE LINES



Advisory



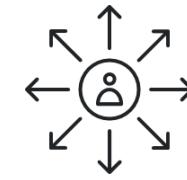
Audit



Tax



Private Client



Outsourcing



Talent

Specialty services

SPECIALTY TAX

- Employee Retention Credit
- Paycheck Protection Program
- State and Local Tax
- Tax Credits and Incentives
- International Tax & Transfer Pricing

DIGITAL ADVISORY

- Data and Analytics
- Blockchain
- Digital Transformation
- Enterprise Risk Management
- Cybersecurity Advisory
- Information Assurance

BUSINESS PERFORMANCE

- Business Brokerage
- Transaction Advisory
- Business Valuation
- Financial Consulting
- Treasury Optimization Services

OUTSOURCING

- Accounting
- Payroll
- HR & People Advisory
- IT & Financial Staffing

Innovative services are driving growth

2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

Information Assurance

Transaction Advisory

Tax Credits & Incentives

Financial Consulting

Knowledge Services

CEO Tools

Blockchain Consulting

Cloud Accounting
Analytics

COVID Relief Services

Risk Management Advisory

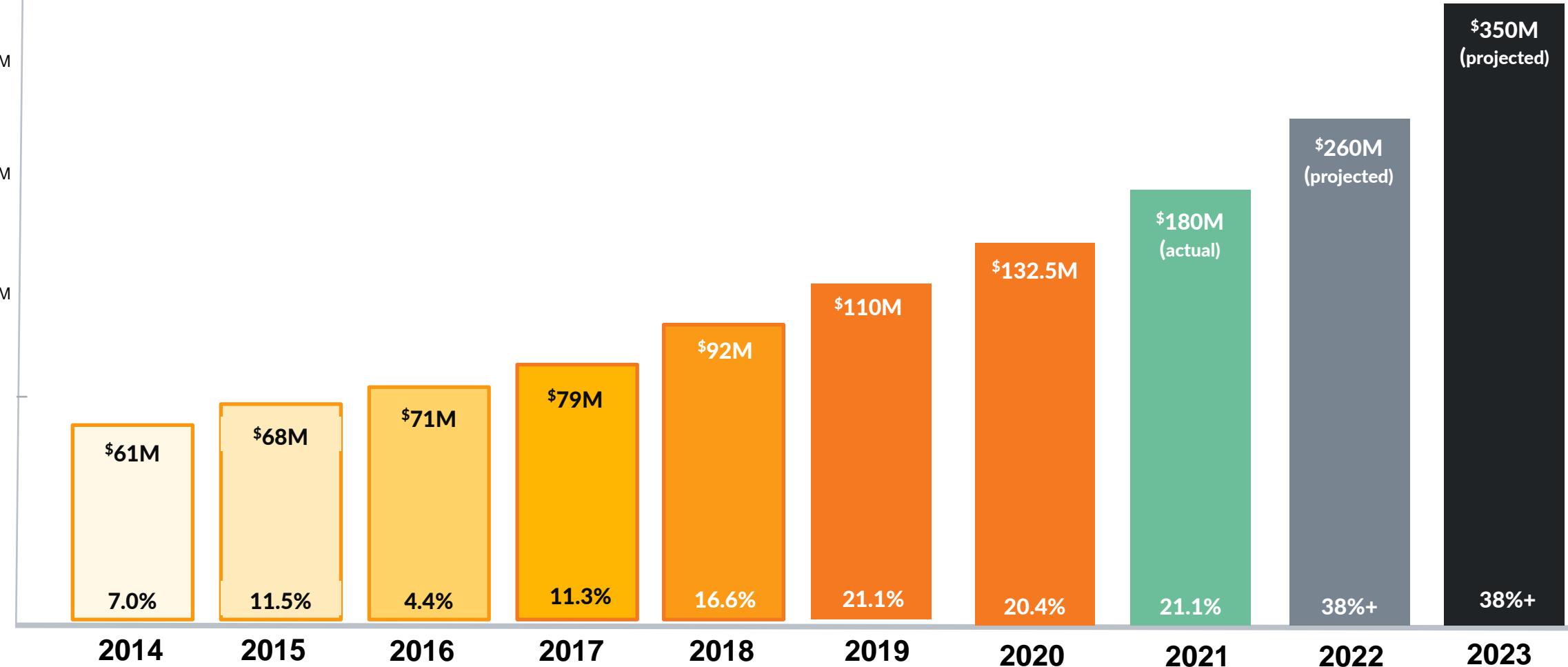
Aprio Private Equity

ESOP Services

Projected
\$60
MILLION

- Payroll & People Advisory
- Digital Transformation
- Business Brokerage
- Cybersecurity Advisory
- Restructuring & Turnaround
- IT, Finance & Accounting Staffing
- CFO Advisory

500% growth since 2014



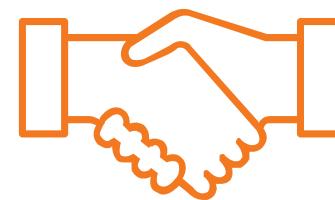
Drivers of **growth**



Organic Growth
(Stewardship Model)



Aprio
Firm
Foundation



Mergers and
Acquisitions



Deliver More
Specialty Services
to Clients