



GSA Schedules: The New Marketing Tool With More Muscle

August 22, 2023



Agenda

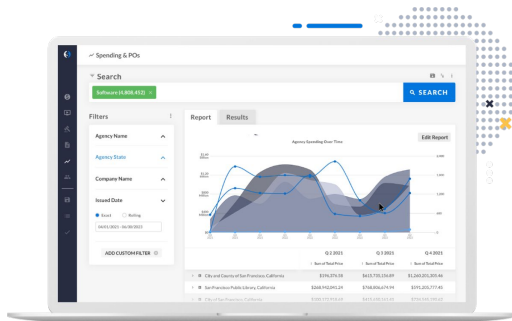
- Introduction
- Overview of GSA Spend by **Archisha Mehan**
- Presentation by **Jennifer Schaus**, Founder, Jennifer Schaus & Associates
- Q&A

Note: The webinar recording and presentation slides will be sent to all attendees and posted on GovSpend's website.



GovSpend delivers intelligence on what federal, state, and local agencies are purchasing, who they are buying from, and the precise amounts they are paying. We help you identify the specific public entities that align with your company's growth strategy, allowing you to shrewdly position yourself in the market.

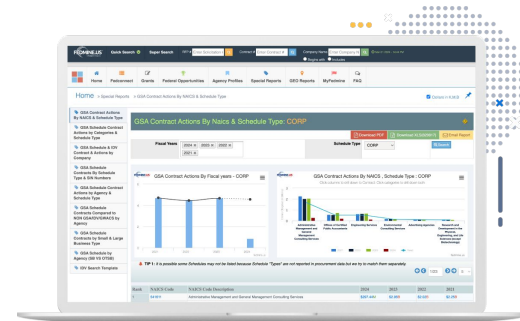
Since our acquisition of Fedmine in 2021, we're proud to be the only B2B2G companies offering both a SLED and Federal solution to our customers.



The GovSpend Platform

A 360° View of the SLED Market

Unlike other public sector data providers, the GovSpend platform delivers a comprehensive view of buying and selling at the state and local levels. Whether you're looking for discussions about upcoming spending in public meetings, new Bid & RFP opportunities, or historical Agency spend down to the PO line item, you have insight into the entire lifecycle of a spending initiative.



The Fedmine Platform

Market Intelligence for Federal Contractors

The Fedmine platform delivers federal contracting intelligence to government contractors and as a result, levels the playing field. By aggregating and standardizing 19 otherwise disparate data sources, Fedmine enables unparalleled access to federal spending data and gives customers robust analytics for smarter selling in the public sector.



Leadership and Intelligence for Federal Success

At FedConsult, we help businesses navigate and thrive in the federal contracting arena. From market research to federal strategy, we deliver the insights and tools you need to compete and win.

With seasoned leadership at your side, we refine your federal strategy, optimize operations, and position your company for sustained success in the government marketplace.



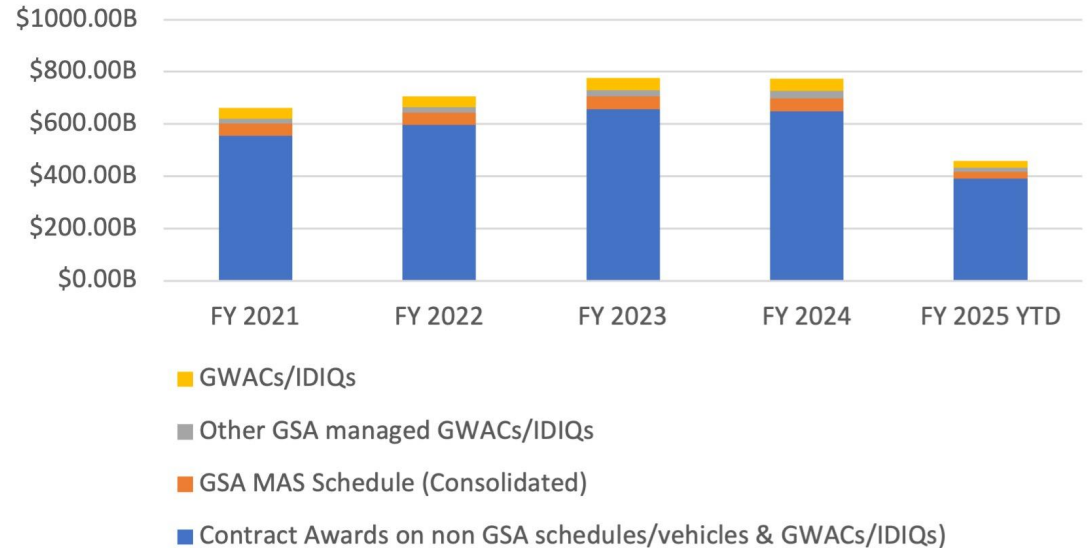
Overall Spend Analysis

GSA Schedules accounted for 6.6% of the total federal contracts in FY 24.

GSA Managed GWACs/IDIQs were at 3.42% for FY 24.

Link to blog: [Behind the Number: The Growing Role of GSA Schedules and GWACs in Federal Procurement](#)

Federal Contract Awards



GSA Schedule/ GWAC/IDIQ	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
GSA MAS Schedule (Consolidated)	\$46.56B	\$46.07B	\$49.92B	\$51.12B	\$27.52B
NASA SEWP V	\$8.73B	\$9.22B	\$10.61B	\$10.71B	\$5.94B
Alliant 2	\$4.09B	\$6.06B	\$7.91B	\$10.22B	\$6.45B
OASIS	\$5.78B	\$6.64B	\$7.91B	\$8.67B	\$3.83B
Seaport-NXG	\$2.39B	\$3.99B	\$5.57B	\$7.38B	\$3.85B

TOP Schedules/ GWACs/ IDIQs

- GSA MAS Schedules is the top vehicle
- Alliant & OASIS (GSA Managed) are also widely used
- NASA SEWP V is the second in terms of use across all agencies





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SPEAKER BACKGROUND



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OBJECTIVE

OBJECTIVE:

- > Educate audience on current status of GSA
- > How GSA Schedules are used
- > Help make informed decisions
- > Answer questions / provide additional resources



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AGENDA



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AGENDA:

- > Background on GSA
- > Current EO's & Impact
- > GSA Solicitation Requirements
- > Best Practices
- > Q+A
- > Resources



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GSA - BACKGROUND

BACKGROUND ON GSA:

- > Non-Appropriated Agency
- > Run by Political Appointee
- > Organization:
 - > PBS – Public Building Service
 - > Schedules Program
 - > TTS – Gov Websites





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BACKGROUND ON GSA:

- > Established 1949
- > 12K Employees
- > \$61B (FY24)





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CURRENT EO's + IMPACT



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CURRENT EO's + IMPACT:

> EO 14240

Eliminating Waste and Saving Taxpayer Dollars by Consolidating Procurement

OMB Memorandum M-25-31

Consolidating Federal Procurement Activities

> EO 14271

Ensuring Commercial, Cost-Effective Solutions in Federal Contracts

> EO 14275

Restoring Common Sense to Federal Procurement



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CURRENT EO's + IMPACT: EO14240

← PRESIDENTIAL ACTIONS

Eliminating Waste and Saving Taxpayer Dollars by Consolidating Procurement

Executive Orders

March 20, 2025



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CURRENT EO's + IMPACT: EO14240 – CONSOLIDATE PROCUREMENT (GSA)

Returns GSA to its original function, to provide “**an economical and efficient system**” for the core procurement services for agencies (40 U.S.C. 101).

Standardize procurement functions organized in **10 categories**.

LINK TO CATEGORIES:

<https://www.acquisition.gov/content/category-management>



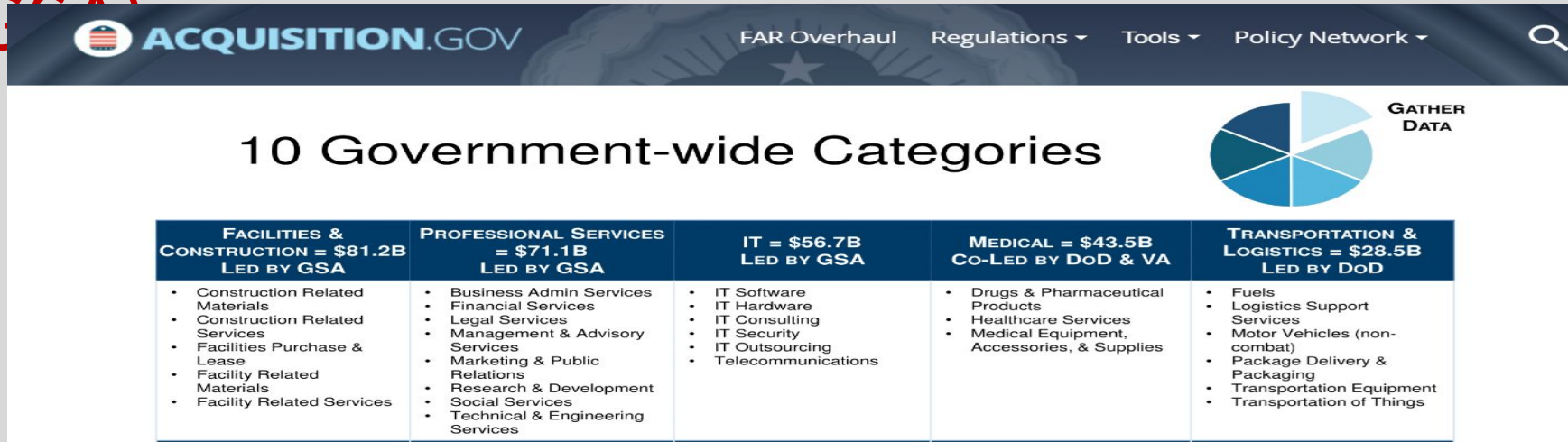
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CURRENT EO's + IMPACT: EO14240 – CONSOLIDATE PROCUREMENT (GSA)



CURRENT EO's + IMPACT:

EO14240 – CONSOLIDATE PROCUREMENT (GSA)

ACQUISITION.GOV				
FAR Overhaul Regulations ▾ Tools ▾ Policy Network ▾				
INDUSTRIAL PRODUCTS & SERVICES = \$11.1B LED BY GSA	TRAVEL = \$7.5B LED BY GSA	SECURITY & PROTECTION = \$5.4B LED BY DHS	HUMAN CAPITAL = \$4.5B LED BY OPM	OFFICE MANAGEMENT = \$2.3B LED BY GSA
<ul style="list-style-type: none"> Basic Materials Fire / Rescue / Safety / Environmental Protection Equipment Hardware & Tools Industrial Products Install / Maintenance / Repair Machinery & Components Oils, Lubricants, & Waxes Test & Measurement Supplies 	<ul style="list-style-type: none"> Employee Relocation Lodging Passenger Travel Travel Agency & Misc. Services 	<ul style="list-style-type: none"> Ammunition Protective Apparel & Equipment Security Animals & Related Services Security Services Security Systems Weapons 	<ul style="list-style-type: none"> Compensation & Benefits Employee Relations Human Capital Evaluation Strategy, Policies, & Ops Planning Talen Acquisition Talent Development 	<ul style="list-style-type: none"> Furniture Office Management Products Office Management Services

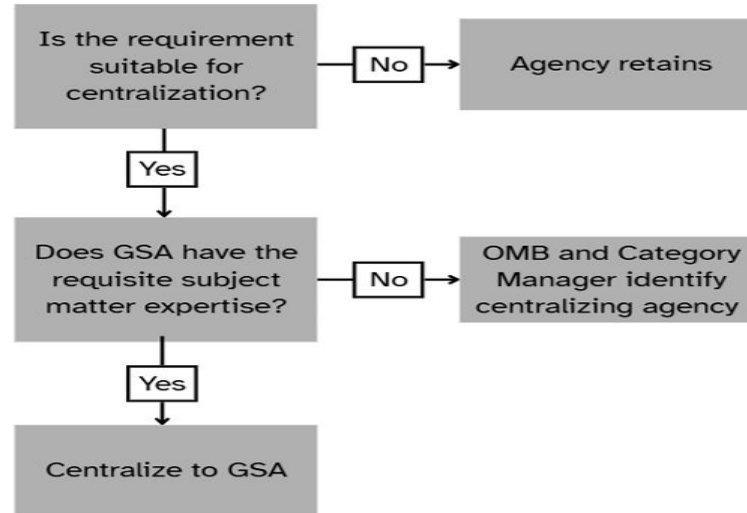
CURRENT EO's + IMPACT:

OMB Memorandum M-25-31

LINK:

<https://www.whitehouse.gov/wp-content/uploads/2025/07/M-25-31-Consolidating-Federal-Procurement-Activities.pdf>

Figure 2: Procurement Centralization Decision Tree





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CURRENT EO's + IMPACT

OMB Memorandum M-25-31

Procurement Consolidation in 2 areas:

- 1) Category management
- 2) Centralization of procurement functions (at GSA)

If a commercial product or service is available on GSA, Government-wide contract, or agency contract that agencies must use the existing contract to meet its needs.



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CURRENT EO's + IMPACT: EO14271

↩ FACT SHEETS

Fact Sheet: President Donald J. Trump
Enforces Requirement of Cost-Effective
Commercial Solutions in Federal Contracts



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CURRENT EO's + IMPACT: EO14271 – COST EFFECTIVE / COMML PURCHASES

Prioritize commercial purchases.

Procure **commercially available products and services**, including those that can be modified to fulfill agencies' needs, to the **maximum extent** practicable.

Review all **market research results** for **non-commercial** buys to identify commercial sources, if available.

If not available, receive approval authority before proceeding.



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CURRENT EO's + IMPACT: EO14275

⏪ PRESIDENTIAL ACTIONS

RESTORING COMMON SENSE TO FEDERAL PROCUREMENT

Executive Orders

April 15, 2025



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CURRENT EO's + IMPACT: EO14275 – COMMON SENSE / FAR Overhaul

Revise the **Federal Acquisition Regulation** (Title 41, Parts 102-79 and 102-83, Code of Federal Regulations).

FAR 2.0 or "**FAR Overhaul**" – in progress

Created 40+ years ago to establish uniform procedures for acquisitions across executive departments. Has 2K+ pages. Will impact FAR Supplements.



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SOLICITATION OVERVIEW + REQUIREMENTS



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SOLICITATION REQUIREMENTS:

- > Contract Vehicle / Marketing Tool / RFP – Solicitation
- > Find it on [SAM.gov](https://sam.gov) No Due Date!
- > Solicitation: **47QSMD20R0001**
- > Updates / Changes = Refresh Numbers (Currently: **Refresh 28 / 29 coming!**)
- > Proposal response submitted via [Eoffer.gsa.gov](https://eoffer.gsa.gov)
- > Award = “**Vendor Short List**” (IDIQ)
- > MAS = Multiple Awards / multiple vendors (18-20K)



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SOLICITATION REQUIREMENTS:



Contract Opportunity

General Information

Classification

Description

Attachments/Links

Contact Information

History

Award Notices

Follow

Download

Multiple Award Schedule



Note: There have been new actions to this contract opportunity. To view the most recent action, please click [here](#).

ACTIVE

Notice ID
47QSM20R0001

Related Notice

Contract Opportunity



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SOLICITATION REQUIREMENTS:

- **Organized by:**
 - 12 **LARGE** Categories
 - 81 **SUB** Categories
- Corresponding to **291 SIN's** = Special Item Numbers
- Similar but **DIFFERENT FROM** your NAICS Codes
- *SIN's have common but unique requirements for Past Performance*
 - *1 vs 2 Contracts similar in scope, etc.*



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SOLICITATION REQUIREMENTS:

Large Category Code	Large Category	Subcategory Code	Subcategory	List of NAICS	SIN	SIN Title	SIN Description	PSC Code	State Local	Set Aside	Commodity Code	TDP	OLM	Maximum Order Limit
A	Office Management	A01	Audio Visual Products	334310	334310	334310 Professional Audio/Video Products	334310 Includes professional audio/video equipment and parts.	3610	N	N	B	Y	Y	250000
A	Office Management	A01	Audio Visual Products	334511	334511T	334511T Telecommunications Equipment	334511T Includes telecommunications equipment and accessories, such as radar (except airborne), underwater, light, and	5820	N	N	B	Y	Y	1000000
A	Office Management	A02	Audio Visual Services	541990	541990AV	541990AV Professional Audio/Video Services	541990AV Includes professional audio/video services.	R499	N	N	S	Y	Y	250000
A	Office Management	A03	Document Services	518210	518210DC	518210DC Document Conversion and Digitization Services	518210DC Includes scanning of the original document's text and images, converting the information to digital data, transferring the	R799	N	N	B	N	Y	1000000
A	Office Management	A03	Document Services	541611	541611LIT	541611LIT Litigation Support Solutions	541611LIT includes a wide range of services and products that aid customers in searching and retrieving, obtaining	R799	N	N	B	N	Y	1000000
A	Office Management	A03	Document Services	561439	561439	561439 Document Production On-site and Off-site Services	561439 Includes the necessary equipment (e.g. high-volume digital color copiers, scanners) and personnel required for	R799	N	N	S	N	Y	1000000
A	Office Management	A03	Document Services	561990	561990	561990 Document Destruction Services	561990 Includes on-site and off-site destruction of classified, unclassified, or personal identifiable information. Types of	R799	N	N	S	N	Y	1000000
A	Office Management	A04	Mail Management	561499	561499M	561499M Mail Management, Systems, Processing Equipment and Related Solutions	561499M Includes all services necessary to manage a mailroom, such as Mailroom Administrative Support Services.	R604	N	N	B	Y	Y	1000000
A	Office Management	A05	Office Management Maintenance and Repair	811210	811212R	811212R Repair of Government-Owned Equipment (for equipment NOT under Maintenance Service)	811212R Includes the repair of any type of copier equipment offered under this Schedule that's NOT covered under a	3610	N	N	B	N	Y	350000
A	Office Management	A05	Office Management Maintenance and Repair	811210	811212SA	811212SA Maintenance Service Agreement For Office Equipment	811212SA Includes a maintenance service agreement consisting of preventative and repair (remedial) services for office	DE01	N	N	B	N	Y	350000
A	Office Management	A07	Media	513120	511120	511120 Technical Publications and Industry Reports	511120 Technical publications, subscriptions, industry reports, scientific/technical journals, engineering	7630	N	N	B	N	N	1000000
A	Office	A07	Media	513120	561410	561410 Editorial, Publishing, and	561410 Includes the acquisition of	7630	N	N	B	N	N	1000000



Glossary

Special Item Number (SIN) List

Large Category & Subcategory





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SOLICITATION REQUIREMENTS:

- > One of MANY options for the government to purchase from you!
- > Used 10-15% of the time in procurement (prior to 2025 EO's)
- > Can be used across ALL FED GOV, some SLED + quasi



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SOLICITATION REQUIREMENTS:

HOW The Government Purchases: *General List, Not Comprehensive

Full & Open Competition

Set Asides (Small, WOSB, 8a, HUBZone, SDVOSB, etc.)

Department Wide Contract Vehicles (ie. NASA SEWP, Navy Seaport-E, etc.)

GSA Schedules (10-15% usage with 80/20 Rule)

Simplified Acquisition

Under \$25K (not on SAM.gov)

OTA (Other Transaction Authorities)

Sole Source

Micro-Purchases using P-Card



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SOLICITATION REQUIREMENTS:

Contract, therefore T/C [COMPLIANCE]

Initial 5 Year Contract with THREE Option Periods (also 5 Year increments) = **20 Years**

GSA Sales Minimums – THROUGH YOUR SCHEDULE / Cumulative

Period 1 (Years 1-5): \$100K

Period 2 (Years 6-10) \$125K

Period 3 (Years 11-16) \$125K

Period 4 (Years 17-20) \$125K



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SOLICITATION REQUIREMENTS:

Contract, therefore T/C [COMPLIANCE]

Industrial Funding Fee (IFF)

.75% of your GSA Schedule sales

0 through GSA = 0 to GSA

Sales must be THROUGH your Schedule



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SOLICITATION REQUIREMENTS:

Contract, therefore T/C [COMPLIANCE]

Subcontracting Plan (Sub-K)

Applies to Large Businesses ONLY

Individual or Company wide

Find these Large Businesses in **GSA E-Library** with the designation "O" for Other



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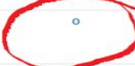
































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SOLICITATION REQUIREMENTS:

Sample Screenshot from GSA E-Library / O= OTHER (Large Business)

10NOVATE, INC.	   	47QTCA18D00H9	571-228-6543	ARLINGTON ,VA	s/w/wo/ew	Terms & Conditions + Price List	
1800ADMIN, LLC	   	GS-35F-333DA	7039890958	ASHBURN ,VA	s/d/8a/8aS	Terms & Conditions + Price List	
1901 GROUP, LLC	   	GS-35F-0617W	571-526-7840	RESTON ,VA		Terms & Conditions Price List	
1A1 INNOVATIONS LLC	   	47QTCA23D001U	443-251-6216	MADEIRA BEACH ,FL	s/d	Terms & Conditions + Price List	
1CLICKSECURITY LLC	   	47QTCA22D009Q	(202)718-8860	ALEXANDRIA ,VA	s/dv/d/8a/8aS	Terms & Conditions + Price List	
1CYBERFORCE, LLC	   	47QTCA22D003V	5714498815	HERNDON ,VA	s/w/wo/ew/d/wojv	Terms & Conditions + Price List	
1ST ALL FILE RECOVERY USA INC	   	GS-35F-106AA	800-882-7172	SHAKER HEIGHTS ,OH	s	Terms & Conditions + Price List	
21ST CENTURY TECHNOLOGIES, INC.	   	47QTCA18D00KW	9732708463	STRASBURG ,VA	s	Terms & Conditions + Price List	
22ND CENTURY TECHNOLOGIES, INC.	   	47QTCA24D002S	202-770-6519	MCLEAN ,VA		Terms & Conditions + Price List	
22ND CENTURY TECHNOLOGIES, INC.	   	GS-35F-0579T	7032068443	MCLEAN ,VA		Terms & Conditions + Price List	
24X7SYSTEMS, INC.	   	47QTCA18D005J	404-229-7952	ALPHARETTA ,GA	s/d/8a	Terms & Conditions + Price List	



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SOLICITATION REQUIREMENTS:

Contract, therefore T/C [COMPLIANCE]

Refreshes / MASS Mods

Refreshes – for prospective vendors

MASS Mods – for companies on the Schedule




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SOLICITATION REQUIREMENTS:



For uniform changes to large segments of the FAS contractor community

GSA | GSA Advantage

Search GSA.gov

Contractor Login

The contractor login is specifically for contractors to complete a contract modification.

[Contractor Login](#)

Welcome to Mass Mods

We have recently implemented new Multi-factor authentication (MFA) process, so you may notice a different experience the first time you log in.

Follow these steps to continue:

1. Before you login, make sure you already activated your account through the activation email you may have received when you registered your account.
2. Click on Contractor Login button.
3. Enter your email address and password associated with your activated account.
4. You will be asked to send a verification code to your email or to your preferred selected device you chose during your

All first time users of this application are required to register for Multi-Factor Authentication.

Registration is required for anyone that previously used the Mass Mods application or any contractor who is new to this application.

GSA SOLICITATION REQUIREMENTS:

- > Administrative
- > Technical
- > Pricing



GSA SOLICITATION REQUIREMENTS:

- > Administrative
- > Technical
- > Pricing





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GSA SOLICITATION REQUIREMENTS:

Administrative

Cover Letter

GSA Checklist

Financials (2 Full Years, plus YTD)

Pathway To Success

Readiness Assessment

SAM Record (NAICS to SIN)

Previous Proposal / Schedule / Non Compliance



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GSA SOLICITATION REQUIREMENTS:

Administrative

SubK Plan

Letter Of Supply – Products

Agent Authorization

Section 508

Ability One – Products

TAA – Products

JV?

GSA SOLICITATION REQUIREMENTS:

- > Administrative
- > **Technical**
- > Pricing





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GSA SOLICITATION REQUIREMENTS:

Technical

Factor One – Corporate Experience

Factor Two – Past Performance (CPARS or PPQ)

Factor Three – Quality Control

Factor Four - Project Experience

Check SIN Specific requirements!

CPARS – Contractor Performance Assessment Reporting System

GSA SOLICITATION REQUIREMENTS:

- > Administrative
- > Technical
- > **Pricing**





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GSA SOLICITATION REQUIREMENTS:

Pricing

Primary focus of the GSA Schedule is PRICE

Your GSA negotiated rates are benchmarked with GSA competitors (SIN specific)

(Conduct your **market research BEFORE** you decide to pursue the Schedule)

Your GSA Rates are a NOT TO EXCEED Rate, or a PRICE CEILING

GSA vendors are encouraged to give discounts through their GSA Schedule

GSA should always be your lowest priced customer



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GSA SOLICITATION REQUIREMENTS:

Pricing

Price Proposal Template (PPT)

Template for Products, Software, Professional services

Pricing Terms + Conditions (Escalation)

Pricing Support Documentation

Completed Commercial Sales Practices Document (CSP-1) with rationale to support projected MAS sales. Applicable to **Non-TDR** Offers only



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GSA SOLICITATION REQUIREMENTS:

Pricing

EULA – software

HR Plan – Uncomp'd OT – services

HR Plan – Compensation – services

SCLS / SCA – services, if applicable



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GSA SOLICITATION REQUIREMENTS:

Pricing – TDR – Transactional Data Reporting

Expanded TDR now in **177 SINs** (mandatory)

Eliminates:

CSP / MFC / BOA / PRC

Requires **contractor reporting - MONTHLY**

Current contractors have until **9/30/2025** to accept the **TDR MASS Mod**

TDR will be expanded to **all remaining SINs in FY2026**



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BEST PRACTICES

BEST PRACTICES:

- > Read the solicitation!
- > Understand requirements
- > Draw a compliance matrix
- > Ensure your prospects/customers will use
- > Research market size (within + outside)



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BEST PRACTICES:

Relationships – Pipeline Opps

Healthy Financials

Labor Rates established

Business processes in place? Bid No Bid

Human / Sales BD Rep

Market Research / Competitive Analysis

Back Office / Compliance – Cost of Doing Business

Reason – What is your WHY?

BEST PRACTICES:

How much water in the
GSA pool for your solution
(*vs outside of GSA*)

Research SIN:
Revenues / Vendors / Pricing



BEST PRACTICES:



BEST PRACTICES:





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Q+A



Thank You!

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RESOURCES



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RESOURCES – EO's:

EO 14240:

<https://www.federalregister.gov/documents/2025/03/25/2025-05197/eliminating-waste-and-saving-taxpayer-dollars-by-consolidating-procurement>

OMB Memo 25-31:

<https://www.whitehouse.gov/wp-content/uploads/2025/07/M-25-31-Consolidating-Federal-Procurement-Activities.pdf>

EO 14271:

<https://www.federalregister.gov/documents/2025/04/18/2025-06835/ensuring-commercial-cost-effective-solutions-in-federal-contracts>

EO 14275:

<https://www.federalregister.gov/documents/2025/04/18/2025-06839/restoring-common-sense-to-federal-procurement>



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RESOURCES - TDR:

Transactional Data Reporting (TDR) Homepage:

<https://www.gsa.gov/buy-through-us/purchasing-programs/multiple-award-schedule/help-with-mas-contracts-to-sell-to-government/transactional-data-reporting>

TDR Eligible SINs:

https://www.gsa.gov/buy-through-us/purchasing-programs/multiple-award-schedule/help-with-mas-contracts-to-sell-to-government/transactional-data-reporting#eligible_SINs

TDR Reporting Elements:

<https://www.gsa.gov/buy-through-us/purchasing-programs/multiple-award-schedule/help-with-mas-contracts-to-sell-to-government/transactional-data-reporting#tdr-elements>



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RESOURCES – GSA BASICS:

GSA Solicitation:

<https://sam.gov/opp/c3621cd18404429498c811896a04f3d2/view>

GSA Pricing Research – Products & Software:

https://www.gsaadvantage.gov/advantage/ws/main/start_page?store=ADVANTAGE

GSA Pricing Research – Services

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

GSA Interact:

<https://buy.gsa.gov/interact/>

GSA Schedule - Group **(on-line)** Class



- GSA Proposal Preparation
 - Review of Documents
 - Multi-Week Class
 - Begins in AUG 2025
- Admin & Technical Section
 - Pricing Section
 - Review