



Socio-Economic Certifications

There are several programs available for businesses that qualify under certain socio-economic statuses called SET-ASIDES

- (WOSB) Woman-Owned Small Business
- (EDWOSB) Economically Disadvantaged Woman-Owned Small Business
- (WBE) Woman Business Enterprise
- (MBE) Minority Business Enterprise
- (VOSB) Veteran-Owned Small Business
- (SDVOSB) Service-Disabled Veteran-Owned Small Business
- (HUBZone) Historically Underutilized Business Zone
- 8(a) Business Development Certifications

Small business set-asides are a powerful tool for helping small businesses compete for and win federal contracts. When market research concludes that small businesses are available and able to perform the work or provide the products being procured by the government, those opportunities are “set-aside” exclusively for small business concerns. These programs can help small businesses expedite the process of receiving contracts if they understand how to participate in them.

Reasons why you should take advantage of your socio-economic status:

- Government agencies are mandated to reward a substantial number of contracts to certified businesses
- The federal government purchases approximately \$400 billion in goods and services from the private sector every year
- Helps set your company apart in the marketplace, and adds credibility
- Take advantage of special government programs, including increased access to government contracting opportunities that can help grow your business
- Take advantage of millions of dollars’ worth of new business within your industry
- Most large contracts require the prime contractor to subcontract a large portion of the work to small businesses that qualify under certain socio-economic statuses
- Your organization will now be eligible for financial assistance in the form of grants, and other fiduciary benefits that only certification holders have access to
- Access to SBA Office of Business Development : Includes: Business Training, Counseling, and Financial Assistance
- Authorization to use specific certification logo’s on all business correspondences, emails, letterhead, and websites

*Court rulings in favor of certified owned small businesses and greater accountability of procurement officers leads to more opportunities. Recent Supreme Court rulings have helped to create additional opportunities for certified owned businesses, upholding the “Rule of Two”.

The Rule of Two Requires:

- Contracts to be awarded on the basis of competition restricted to certified small business concerns owned and controlled by woman, veterans, and minorities
- If there are 2 eligible certified owned businesses that can fulfill the contract, it must be set aside

What does this mean for your certified business?

When a contract is up for award the government has now mandated all procurement officers must look into each database to determine if there is an eligible business that is owned by a woman, veteran or minority. If so, it must be set aside. Procurement officers are now held accountable to take this step each time a contract is up for award. The rule of two is now being used throughout the procurement process and has created a large increase in contracts to be awarded to these groups.

Does Your Business Qualify as a Certified Minority-Owned Business?

Applicants must meet the following criteria for certification:

1. Business must be 51 % or greater owned by an Economically Disadvantaged Individual

Economically Disadvantage: An Individual who is socially disadvantaged, and has not been given fair opportunity to receive proper funding through capital and/or credit.

2. Business must be 51% or greater owned by a Socially Disadvantaged Individual

Socially Disadvantaged Individual: Individual ethnicity being African-American, Hispanic-American, Asian Pacific American, Native-American, Subcontinent American, or with a documented disability that creates Social Disadvantage.

3. Adjusted Net worth \$250,000.00 or less
4. Personal Income Average over the last 3 year period: \$250,000.00 or less
5. Total Personal assets: Less than \$4 Million Dollars
6. Must be considered a Small Business by SBA standards
7. Must Be U.S. Citizen
8. Must Be in Business for Minimum of 2 years and shows potential for success

Once certified as a minority-owned business, the minority business executives have access to program benefits, among which are opportunities to grow their businesses by gaining private and government contracts through inclusion in (and access to) supplier databases, regional leads and alerts for procurement opportunities from corporate members.

From federal and government agencies to private corporations, there are many organizations that want to do business with minority-owned businesses and would even prefer to do so. Certifications will provide your business with opportunities it might not otherwise be able to compete for.



The Benefits of Being a Minority-Owned Business with Certification

- Your organization will receive a government-assigned contact to mentor you through the entire 9 years 8 (a) business development program
- Your organization will receive access to set aside government procurements that you previously could not access, and could not bid on
- Your organization will have access to Business counseling services from your assigned government 8 (a) certification officer
- Your organization will have access to 8 (a) training that will increase your awareness of the different set-aside procurements, and avenues to maximize your revenue through the use of your new 8 (a) BD certification
- Your organization will now be eligible for financial assistance in the form of grants, and other fiduciary benefits that only 8 (a) certification holders have access to
- If your organization requires Bonding (construction and labor companies usually) you receive secure and guaranteed Surety Bonding through your new 8 (a) certification through SBA

Does Your Business Qualify as a Certified Veteran-Owned Business?

Applicants must meet the following criteria for certification:

1. Must be considered a Small Business by SBA standards
2. Owned and Controlled 51% or greater by a Veteran U.S. Citizen
3. A U.S. Veteran holds the highest officer position & is the highest compensated employee
4. Business is properly licensed, structured, registered with Federal and State Government
5. Veteran has no Federal debts or obligations outstanding
6. Must be in Business with IRS Tax ID (Any length of time is acceptable)

Benefits VOSB Program Participation

- Ability to bid on Veteran Owned Small Business set-a-side Solicitations
- 20% Preferential Procurement assignment with all VA Procurements
- Access to Veteran-Owned Small Business Conferences and Tradeshows Nationwide
- Access to SBA Office of Veteran Business Development : Includes: Business Training, Counseling, Financial Assistance
- Authorization to use SBA VOSB logo on all business correspondences, emails, letterhead, and websites



Does Your Business Qualify as a Certified Service-Disabled Veteran-Owned Business?

- Business must be 51% owned by one or more Service-Disabled Veterans
- Daily operations managed by and long-term decisions made by a Service Disabled Veteran
- Eligible Veteran must have a service-connected disability

Benefits SDVOSB Program Participation

- Ability to bid on Service Disabled Veteran Owned Small Business set-a-side Solicitations
- 3% specific set aside for Service Disabled Veteran Owned Business

For the above reasons, many people certify their business for VOSB or SDVOSB. Even if they are not interested in working with the government, research by the National Veteran-Owned Business Association (NaVOBA) shows that 70 percent of Americans would prefer to do business with a veteran-owned business than one that is not veteran-owned. Advertising your "veteran-owned business" status on your storefront, signage, website, letter head, and at the bottom of e-mails may be all you need to attract new business.

Does Your Business Qualify as a Certified Woman-Owned Business?

Applicants must meet the following criteria for certification:

1. Business must be 51% or greater owned by a Woman
2. Daily Operations Management must be by a Woman
3. The highest officer position must be held by a Woman
4. The Woman must manage the business full-time & must devote full-time hours to the management of the business
5. The Woman has Ultimate Managerial and Supervisory Control
6. Primary NAICS code selection must fall within 1 of the 83 WOSB set-aside NAICS

Benefits of Being a Woman Owned Business

Once certified as a woman-owned business, the woman business executives have access to program benefits, among which are opportunities to grow their businesses by gaining private and government contracts through inclusion in (and access to) supplier databases, regional leads and alerts for procurement opportunities from corporate members.

When becoming a registered woman-owned business you will build a strong relationship with the WBENC (Women's Business Enterprise National Council). WBENC helps you promote your business



in several ways. Once you are WOSB certified with WBENC, you are automatically listed in or have access to the following:

- Opportunity to bid on WOSB specific set-asides currently set at 5% of annual government contracts
- Access to a current list of supplier diversity and procurement executives at hundreds of major U.S. corporations and federal, state and local government entities that accept WBENC certification.
- National recognition of WBENC-Certified WBEs by thousands of major U.S. corporations and federal, state and local government entities.
- Automatic inclusion in WBENCLink, WBENC's Internet database of certified WBEs, which is accessible by WBENC's Corporate Members and other certified WBEs across the country.
- Access to mentoring, education, and capacity development.
- Articles in WBENC blog, newsletter, and website
- Eligibility for regional representation and national recognition as a Women's Business Enterprise Star.
- Use of the WBENC certified WBE seal on your marketing materials, which identifies your women's business enterprise as certified through WBENC's national Standards and Procedures.
- Use of the Women-Owned Small Business seal on retail product packaging
- Use of WBENC Press Release template to announcing your business as newly WBENC certified. WBEs are responsible for submitting a press release to local media.
- Eligibility to participate in WBENC Social Media profiles, including [Facebook](#), [YouTube](#), and [Twitter](#).

Does Your Business Qualify as a HUBZone Business?

Applicants must meet the following criteria for certification:

1. Must be considered a Small Business by SBA standards
2. Owned and Controlled 51% or greater by U.S. Citizen Or Community Development Corporation, Agricultural Cooperative, or Indian Tribe
3. Principal Office Must be within a designated HUBZone
4. At least 35% of Employees MUST reside within a HUBZone

The HUBZone Program is designed to stimulate economic development and create jobs in urban and rural communities. The program provides contracting opportunities to small businesses located in and hiring employees from, Historically Underutilized Business Zones. If you and your business qualify, it could help you break into the business of government contracting.

The Historically Underutilized Business Zone (HUBZone) Empowerment Contracting program, which was enacted into law as part of the Small Business Reauthorization Act of 1997, provides federal contracting assistance and opportunities for qualified small businesses located in distressed historically underutilized business zones, known as a "HUBZone."



Among other things, it allows small firms located in many urban or rural areas to qualify for sole-source and other types of federal contract benefits. The underlying purpose of the program is to encourage economic development and increase employment opportunities.

The Benefits of the HUBZone Program

- Competitive and Sole Sourcing Contracting
- 10 % price evaluation preference in full and open contract competitions, as well as subcontracting opportunities
- 3% of all federal monetary funds per year must be spent across HUBZone certified Contractors.
- Ability to bid on HUBZone set-a-side Solicitations
- Ability to sign up with HUBZone Council as a Certified HUBZone Organization Includes: Complimentary Legal Services, Marketing & Contracting Opportunities, Information & Support Utilizing your HUBZone Certification, Full Listing of Exclusive Members Only Services
- SBA Surety Bonding & Loans Program: HUBZone Firms qualify for SBA-guaranteed surety bonds on construction and service contract bids & SBA program loans for HUBZone Certified Organizations

Some additional benefits are employer tax credits, tax-free facility bonds, and investment tax deductions. For further information and to find out if your location is in a HUBZone, click on the following link: <http://map.sba.gov/hubzone/maps/>.

Let the Professionals do the Work

Our cert processing team has over 9 years of experience in small business certifications and can assist your organization with all small business certification, federal or state certification needs. We assist with congruency registration modeling from your internal business structure documents, state registrations, county registrations, and federal registrations to ensure certification and federal level business compliances. We also fully assist with post-award registration optimization once the award is received. From sign up to post-award servicing, we have your one stop needs for any small business certifications you qualify for.

Do you have the time and know-how to complete these registrations?

Most certifications take at least 90 days to complete and countless hours of back and forth communication with Government representatives. Our specialists will complete the paperwork process, approval and maintenance of these registrations for our clients.

How do I win contracts when I'm certified?



We also offer a Quick-Start guide that provides our clients contracting basics 101 in an easy to read outline that guides them through the major milestones of the formal bid process. This document will detail how to field proposals, how to hold meetings to evaluate the current market position, resource allocations, and ability to perform on the desired contract with all government compliances adhered to. It walks clients through how to best utilize our proposal development software Select GCR Pro and they will be shown the basics on how to search, field, allocate, develop, draft, edit, and summarize their formal response.

Contact us for an informative consultation at the number below. We look forward to making sure that you have a full understanding of what your business qualifies for, what steps need to be taken, and how your business will flourish in the Federal sector.

You know your business. We know Government Contracting.

www.SelectGCR.com

T: (833) 336 - 3988

