



Helping Companies Break Into the **\$500B** Federal Market

We are a full-service provider of federal contractor registration, federal certification services, market research, training, marketing, proposal management and GSA Schedule services. We position you to bid on and win government contracts.

Our BBB Accredited and A+ rated firm is one of America's fastest growing privately owned companies and Inc. 500 Honorees.

CORE COMPETENCIES

- Federal Contractor Registration – System for Award Management (SAM) contractor registration, SBA Dynamic Small Business Search (DSBS) Optimization, FEMA Disaster Response Registry
- Federal Certification Services – SBA 8(a), HUBZone, CVE VetBiz (SDVOSB and VOSB), Federal Transportation (DBE Certification) and Woman Owned (WOSB/EDWOSB) certifications
- Federal Contracting Market Research and Federal Buyers List
- Federal Proposal Management
- Federal Marketing Plan Development
- Business-to-Government (B2G) Strategic Communications
- Federal Sales Training
- GSA Schedules | Federal Supply Schedules Processing

DIFFERENTIATORS

- 30+ Years Professional Experience
- Inc. 500 Honoree | Supplier of the Year | Best 50 Workplaces
- A+ Rating with the Better Business Bureau (BBB)
- Official Certification Partner of the USHCC
- ¡Hablamos Español!

PAST PERFORMANCE



INDUSTRY CODES

NAICS

541611	Administrative & General Mgmt Consulting Services
541613	Marketing Consulting Services
541618	Other Mgmt. Consulting Services
561499	All Other Business Support Services
611430	Professional & Mgmt. Development Training
611710	Educational Support Services

PSC

R423	Support - Professional: Intelligence
R701	Support - Mgmt.: Advertising
D317	IT & Telecom - Web-Based Subscription
R410	Support- Professional: Program Evaluation / Review / Development
U099	Education/Training- Other
R408	Support- Professional: Program Mgmt. / Support
U009	Education / Training- General
B599	Special Studies / Analysis- Other
R499	Support - Professional: Other
R702	Support - Mgmt.: Data Collection
B506	Special Studies / Analysis - Data
R405	Support - Professional: Operations Research / Quantitative Analysis
R699	Support- Administrative: Other
R707	Support - Mgmt: Contract / Procurement/ Acquisition Support
R799	Support - Mgmt: Other
R406	Support - Professional: Policy Review / Development

Meeting your needs

CORPORATE ACCOLADES



FEDERAL CONTRACTOR REGISTRATION

Rafael Marrero & Company helps small, minority, veteran and women-owned businesses to become approved and registered federal contractors. We then help to “search optimize” their small business profiles in federal government databases. Our federal contractor registration experts will guide you through the System for Award Management (SAM) contractor registration process, SBA Dynamic Small Business Search (DSBS) registration and optimization, and FEMA Disaster Response Registry process. We will help you identify the appropriate NAICS, PSC and FSC codes, to accurately represent and describe your firm’s products and services. We will also ensure that your firm’s profile shows up strong and accurately across government databases, and that your contractor profile includes your relevant past performance, key references, keywords, and a memorable capabilities narrative.



FEDERAL CERTIFICATION SERVICES

The process for Federal certification is laborious, time-consuming and extremely detailed. In fact, nearly 90% of all federal certification applications completed by small business owners are rejected or denied due to inaccuracies or technicalities! Rafael Marrero & Company helps small, minority, veteran and women-owned businesses obtain SBA 8(a), HUBZone or CVE VetBiz certifications accredited by the United States Small Business Administration (SBA) and the U.S Department of Veterans Affairs (VA). Our Federal Certification Services experts will guide you through the federal certification application completion process, making sure you acquire these coveted government accreditations within a reasonably quick time.



FEDERAL SUPPLY SCHEDULE (FSS) | GSA SCHEDULES

Approved FSS and GSA schedules tell the government what you’re selling and how much it will cost, providing a short cut in the Federal purchasing process. Having an approved FSS and GSA schedules also tells federal buyers that your firm has been vetted and is in financial good standing, which puts your firm in a “preferred vendor” category. Rafael Marrero & Company’s in-house Federal Supply Schedules / GSA proposal experts work closely with your designated personnel to completely understand your core business model so we can present a GSA proposal that represents your company’s services and fee schedules in the best possible manner. Our GSA Schedule experts review, compile, submit, negotiate, provide expert guidance throughout the process and update all necessary forms on your firm’s behalf.



FEDERAL PROPOSAL MANAGEMENT

Our federal proposal management professionals help small, minority, veteran and women-owned businesses prepare and submit winning proposals to capture federal business. Our best practices for the federal tendering process include: conducting a bid-no-bid review process, using proposal compliance matrices, identifying key proposal differentiators and documenting the right solution for your client. We assign a Proposal Manager and dedicated engagement team to manage the proposal response process from beginning to end. Our in-house graphics team produce your binders, cover sheets, custom graphics, sleeves, charts and tables to make your proposal and brand stand out and clearly communicate your value proposition to the evaluation committee.



BUSINESS-TO-GOVERNMENT (B2G) MARKETING

Whether it be a federal market compliant website, printed collateral for federal stakeholders or primes, outbound email marketing to federal buyers or a video capability statement, Rafael Marrero & Company has the strategic marketing communications plans able to put your small or large business in the best position to land government contracts, and stand out in the specialized and competitive \$500B federal marketplace. Rafael Marrero & Company’s seasoned communications team will develop effective Business-to-Government (B2G) branding, differentiation, shaping, positioning, and a competitive advantage for your firm in the Federal marketplace.



CUSTOM FEDERAL TRAINING

Rafael Marrero & Company’s custom Business-to-Government (B2G) federal training workshops help you get your ducks in a row! We provide your team the situational awareness needed to help your organization undergo a structured approach for the federal marketplace, its executive agencies, and your contractor teaming partners. During our customized federal training sessions we will also conduct a Strategic Growth Assessment (SGA) and Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. Our team of experienced federal capture management professionals will then help you put together a S.M.A.R.T. action plan you can work on instantly to effectively grow your federal business.



FEDERAL MARKET ACTIONABLE INTELLIGENCE®

The U.S. Government, the world’s richest customer, spends almost \$500 Million dollars, per hour every day. One of the difficulties in breaking into this lucrative space is knowing which of the thousands of federal agencies to target, and which specific buyers within these agencies actually purchase your firm’s goods or services. Our Federal Market Actionable Intelligence® gives you the situational awareness you need to be successful. Our market intelligence tells you exactly where your biggest buyers per executive agency are, who your competitors are, and how much they are selling to your potential agency clients.