



“Exceeding Your Goals”

“Market Research Using Dynamic Small Business Search

“SBA 1st First Wednesday Virtual Learning

sbalearning@sba.gov **2016”**

Google link to dynamic small business search – phone only

Open the link that comes up and says, “[DSBS - SBA - Could Not Set Session Cookies - SBA.gov](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)”

Leave it open for live use in the last part of our program

Link is: http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

The screenshot shows the SBA DSBS website. At the top, there is a navigation bar with the SBA logo, 'DSBS', and links for 'Mobile View', 'Print', 'Exit', 'Help', 'DSBS', 'Quick Market Search', and 'TM OnLine'. A 'Ready' status indicator is in the top right corner. Below the navigation bar, a welcome message reads 'Welcome to the Dynamic Small Business Search'. A note states 'All search form hotlinks open a new browser window.' and 'All form fields that require typing in data have *tooltips* with data format information.' A red starburst icon highlights 'NEW FEATURES FOR MOBILE USERS: Phone number hotlinks can be used to dial the number on mobile phones. Address hotlinks can be used to show the address in Google Maps.' A red warning box states: 'This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.' Below this is the 'Location of Profile' section, which includes a 'States:' dropdown menu with options from '(any state)' to 'CA - California'. To the right, there is a 'Searching within a State:' section with a note '(Requires exactly one state from the State list at left.)', a 'Congressional District:' field with a 'Help' link, and a 'County:' field with a 'Select 1 State, then press Lookup' instruction and a 'Lookup Help' link. At the bottom, there is a footer with 'Last modified: 07/13/2004 12:00:00 AM', navigation links for 'FirstGov', 'E-Gov', 'Regulations.gov', and 'White House', and a footer with 'SBA Processing: 0.259 seconds Version: SBSS 6.1.1 Session Timeout in 58 minutes' and a zoom level of '125%'.

CAUTION – Do not recommend fee for service firms for SAM registration

1. There are firms that offer fee for services to assist small businesses in a variety of ways. Registration in SAM, proposal preparations, certifications (not authorized by SBA) assistance in getting on GSA Federal Supply Schedules and so forth.
2. No government official should be promoting any individual business' services or products as this implies endorsement of one firm over all others. The government has to remain impartial. If you come across something that you think is great, encourage that firm to market itself, but do not market on their behalf.
3. The government, through the Department of Defense established the **Procurement Technical Assistance Program (PTAP)** who have centers throughout the country that do provide this and many other services – most of which are at no cost to a firm.”

Think small business

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- Use market research to craft a strategy, not to validate a pre-existing strategy
- Make the research “small business friendly”
- Begin with a with a mindset that small business can perform until your documented research shows otherwise.

Rule of Two

FAR 19.502-2 (a) reserves acquisitions of over \$3,000 and \$150,000 for small business.

FAR 19.502-2(b) –

b) The contracting officer shall set aside any acquisition over \$150,000 for small business participation when there is a reasonable expectation that:

(1) offers will be obtained from at least two responsible small business concerns....; and

(2) award will be made at fair market prices.

Parity

FAR 19.203(a) Policies - Relationship among small business programs (parity) for procurements valued over \$150,000 based upon market research

#1	First consider HUBZone or 8(a) or SDVOSB or WOSB or EDWOSB set-asides. (You do not mix and match.)
#2	Then, small business set aside
#3	Finally, full and open competition

Parity - FAR Part 19.203

- (d) In determining which socioeconomic program to use for an acquisition, the contracting officer should consider, at a minimum—
 - (1) Results of market research that was done to determine if there are socioeconomic firms capable of satisfying the agency's requirement; and
 - (2) Agency progress in fulfilling its small business goals

“Dynamic Small Business Search” or DSBS

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- Know the system
- Justify the area you search
- Use codes and/or key words
- Call to see if the small business has the capacity
- Call to see if the small business will participate
- Your “market research friend”

The screenshot shows the DSBS website interface. At the top, there is a navigation bar with the SBA logo, 'DSBS', and links for 'Mobile View', 'Print', 'Exit', 'Help', 'DSBS', 'Quick Market Search', and 'TM OnLine'. A 'Ready' status indicator is in the top right corner. Below the navigation bar, a welcome message reads 'Welcome to the Dynamic Small Business Search'. A note states 'All search form hotlinks open a new browser window.' and another note says 'All form fields that require typing in data have "tooltips" with data format information.' A red starburst icon highlights 'NEW FEATURES FOR MOBILE USERS: Phone number hotlinks can be used to dial the number on mobile phones. Address hotlinks can be used to show the address in Google Maps.' A red warning message states: 'This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.' The 'Location of Profile' section includes a 'States:' dropdown menu with options from '(any state)' to 'CA - California'. To the right, it says 'Searching within a State: (Requires exactly one state from the State list at left.)' and includes a 'Congressional District:' field with a 'Help' link. Below that is a 'County:' field with a 'Select 1 State, then press Lookup' dropdown and 'Lookup Help' link. Further down are input fields for 'Area Code or Phone Number Initial Fragment', 'Metropolitan Statistical Area' (with a 'Help' link), 'SBA Servicing Office' (with a 'Help' link), and 'Zip Code or Zip Code Initial Fragment'. The 'Government Certifications' section is partially visible at the bottom. The footer contains the text 'Last modified: 07/13/2004 12:00:00 AM', navigation links for '> FirstGov > E-Gov > Regulations.gov > White House', and a disclaimer: '* Privacy & Security * Information Quality * FOIA * No Fear Act * ADA'. On the right side of the footer, it says 'SBA Processing: 0.196 seconds Version: SBSS 8.1.1 Session timeout in 59 minutes.' and a zoom level of '100%'.

Search “DSBS” by NAICS code or key word

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- 19.102 Size standards.
- (a)(1) The SBA establishes small business size standards on an industry-by-industry basis... Small business size standards matched to industry NAICS .. at <http://www.sba.gov/content/table-small-business-size-standards>.
- (b) Small business size standards are applied by—
- (3) Specifying the size standard in the solicitation so that offerors can appropriately represent themselves as small or large.

“Save email messages for all” from your DSBS search

U.S. Small Business Administration
SBA
Your Small Business Resource

Print Exit Help
DSBS Quick Market Search

SBA Search Results

4	FRANK MILLARD & CO., INC. HANNUMS PLUMBING & HEATING	MAC ARTHUR COFFIN II	107 VALLEY ST BURLINGTON, IA 52601-5510	
5	R & L REICKS ENTERPRISES, L.C.	RODNEY REICKS	1936 MISSION AVE NEW HAMPTON, IA 50659-9350	Manufacture Hundreds of displays, furniture and cabinets per month.
6	JOHN W. SAMMONS CONSTRUCTION CO., INC.	MATT SAMMONS	614 S 4TH ST KEOKUK, IA 52632-5724	General contractor, excavation, grading, water and sewers, highway, paving, utilities, carpentry, demolition, design, construction management, building construction, remodeling

No more matches Refine Search

Save E-mail Addresses for All

delimited by:

- semi-colon and space (Windows Outlook)
- comma and space (Macintosh Outlook, other e-mailers)
- new line (Excel/database, vertical, best for mail-merge data source)
- tab (Excel/database, horizontal, but changed to spaces by Netscape 4)

Please notify CCR if you discover any inaccurate contact information (address, e-mail address, fax or phone number) in the way most convenient for you:

CCR Customer Service Contact Information
Toll-Free Phone Number 1-888-227-2423
Outside U.S.: 1-269-961-4725
CCR: <http://www.ccr.gov>

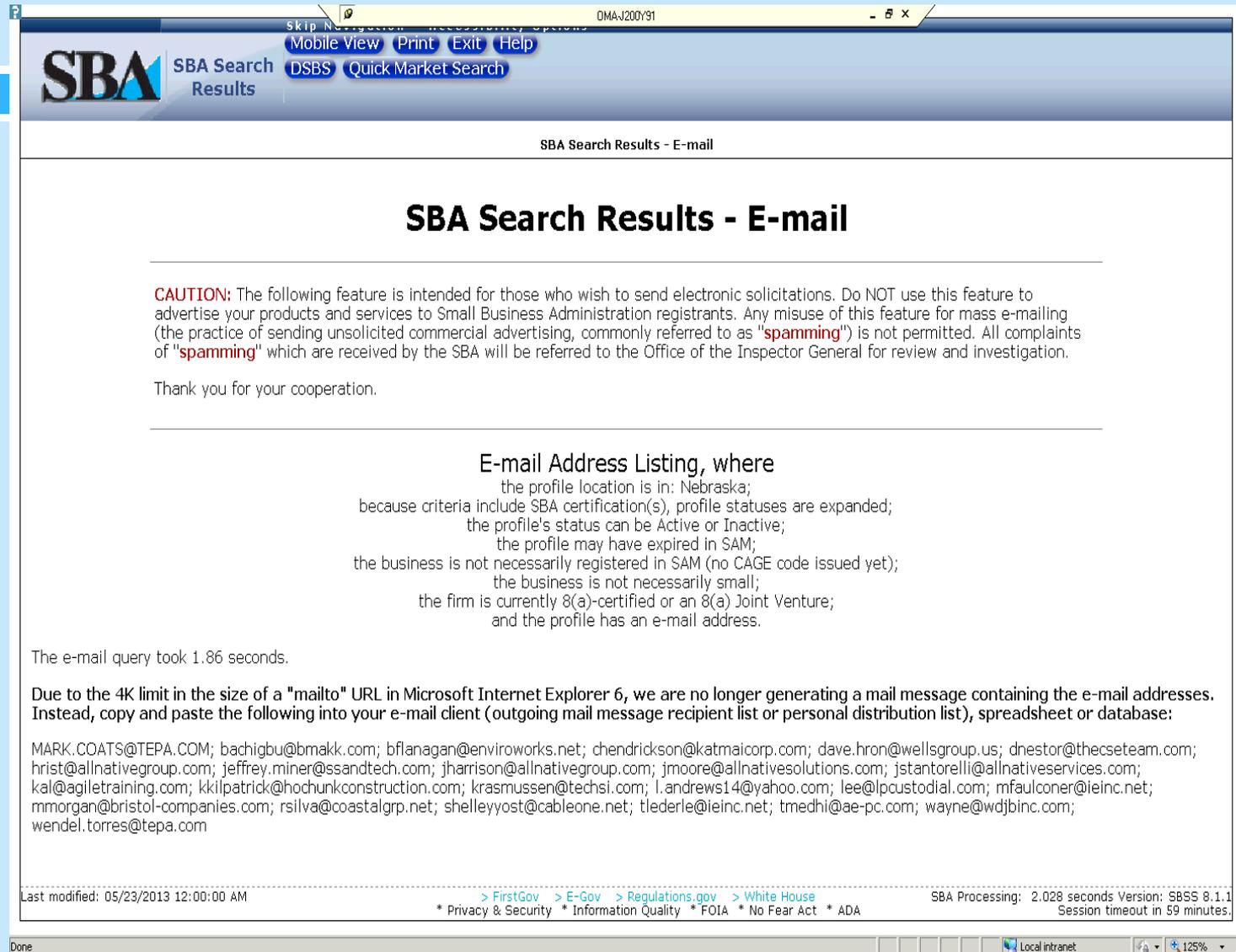
The structure of this page was last updated 07/30/2009, as part of Small Business Source System 7.0.2.

Last modified: 09/10/2009 12:00:00 AM

> FirstGov > E-Gov > Regulations.gov > White House SBA Processing: 3.567 seconds Version: Small Business Source System 7.0.2
* Privacy & Security * Information Quality * FOIA * No Fear Act * ADA

/dsbs/search/dsp_profilelist.cfm?RequestTimeout=180 Local intranet 100%

Cut and paste emails into BCC of outlook



The screenshot shows a web browser window displaying the SBA Search Results - E-mail page. The browser's address bar shows 'DMA-J200Y91'. The page header includes the SBA logo and navigation links like 'SBA Search Results', 'Mobile View', 'Print', 'Exit', 'Help', 'DSBS', and 'Quick Market Search'. The main content area is titled 'SBA Search Results - E-mail' and contains a cautionary message about spamming, a thank you note, and a list of e-mail addresses. The footer includes a timestamp, navigation links, and technical information.

Skip Navigation Accessibility Options DMA-J200Y91 - 5 x

SBA Search Results

DSBS Quick Market Search

SBA Search Results - E-mail

SBA Search Results - E-mail

CAUTION: The following feature is intended for those who wish to send electronic solicitations. Do NOT use this feature to advertise your products and services to Small Business Administration registrants. Any misuse of this feature for mass e-mailing (the practice of sending unsolicited commercial advertising, commonly referred to as "spamming") is not permitted. All complaints of "spamming" which are received by the SBA will be referred to the Office of the Inspector General for review and investigation.

Thank you for your cooperation.

E-mail Address Listing, where

- the profile location is in: Nebraska;
- because criteria include SBA certification(s), profile statuses are expanded;
- the profile's status can be Active or Inactive;
- the profile may have expired in SAM;
- the business is not necessarily registered in SAM (no CAGE code issued yet);
- the business is not necessarily small;
- the firm is currently 8(a)-certified or an 8(a) Joint Venture;
- and the profile has an e-mail address.

The e-mail query took 1.86 seconds.

Due to the 4K limit in the size of a "mailto" URL in Microsoft Internet Explorer 6, we are no longer generating a mail message containing the e-mail addresses. Instead, copy and paste the following into your e-mail client (outgoing mail message recipient list or personal distribution list), spreadsheet or database:

MARK.COATS@TEPA.COM; bachigbu@bmakk.com; bflanagan@enviroworks.net; chendrickson@katmaicorp.com; dave.hron@wellsgroup.us; dnestor@thecseteam.com; hrist@allnativegroup.com; jeffrey.miner@ssandtech.com; jharrison@allnativegroup.com; jmoore@allnativesolutions.com; jstantorelli@allnativeservices.com; kal@agiletraining.com; kkilpatrick@hochunkconstruction.com; krasmussen@techsl.com; l.andrews14@yahoo.com; lee@lpcustodial.com; mfaulconer@ieinc.net; mmorgan@bristol-companies.com; rsilva@coastalgrp.net; shelleyyost@cablone.net; tlederle@ieinc.net; tmedhi@ae-pc.com; wayne@wdjbinc.com; wendel.torres@tepa.com

Last modified: 05/23/2013 12:00:00 AM

> FirstGov > E-Gov > Regulations.gov > White House

* Privacy & Security * Information Quality * FOIA * No Fear Act * ADA

SBA Processing: 2.028 seconds Version: SBSS 8.1.1
Session timeout in 59 minutes.

Done Local intranet 125%

Dynamic Small Business Search

Welcome to the Dynamic Small Business Search

All search form hotlinks open a new browser window.

All form fields that require typing in data have "tooltips" with data format information.



NEW FEATURES FOR MOBILE USERS:

Phone number hotlinks can be used to dial the number on mobile phones.
Address hotlinks can be used to show the address in Google Maps.

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.

Location of Profile

States:

- MA - Massachusetts
- ME - Maine
- MD - Maryland
- MS - Mississippi
- MI - Michigan
- MN - Minnesota
- MO - Missouri
- MT - Montana
- NE - Nebraska**
- NV - Nevada

[\(How to make multiple selections.\)](#)

Area Code or Phone Number Initial Fragment

Metropolitan Statistical Area [Help](#)

SBA Servicing Office [Help](#)

Zip Code or Zip Code Initial Fragment

Dynamic Small Business Search is alive and well. Link:

http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

Government Certifications

[8\(a\) Certified or 8\(a\) Joint Venture](#)

[Small Disadvantaged Business](#)