

# MARKETING GSA'S PUBLIC BUILDING SERVICE

Your FAS Schedule is simply a  
hunting license

Thomas H Walker, PE  
Managing Principal

Thomas H Walker Consultants, LLC

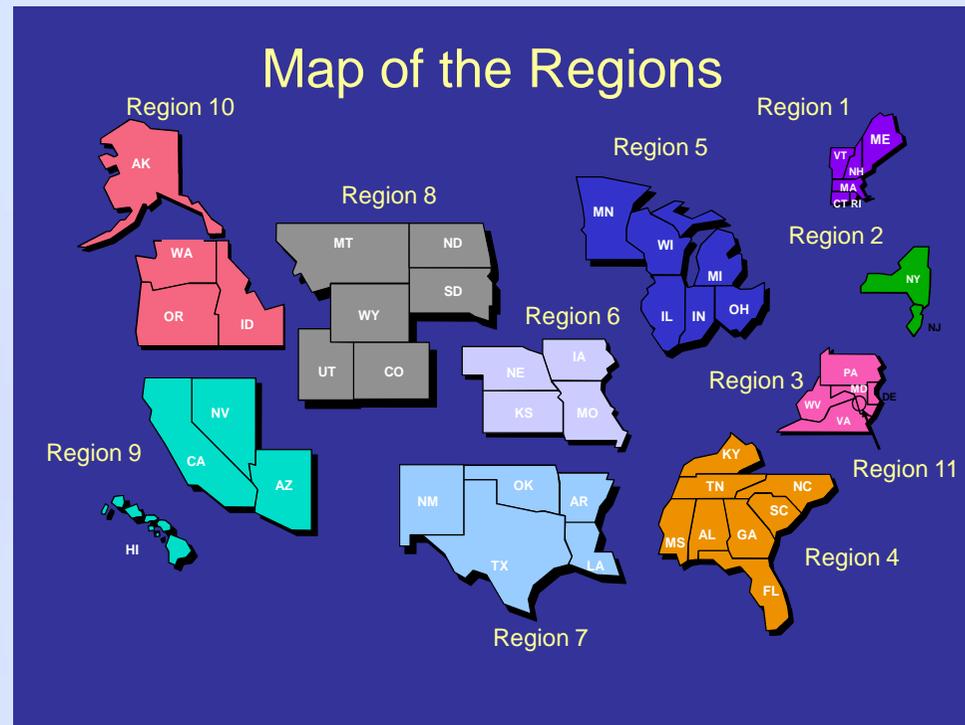
# GSA's PBS Portfolio Overview

## Public Buildings Service

9,600 Assets

480 Historic Properties

362 Million Rentable  
Square Feet of Space



11 Operating GSA Regions-Boston, New York, Philadelphia, Washington, Atlanta, Chicago, Kansas City, Fort Worth, Denver, San Francisco, Auburn

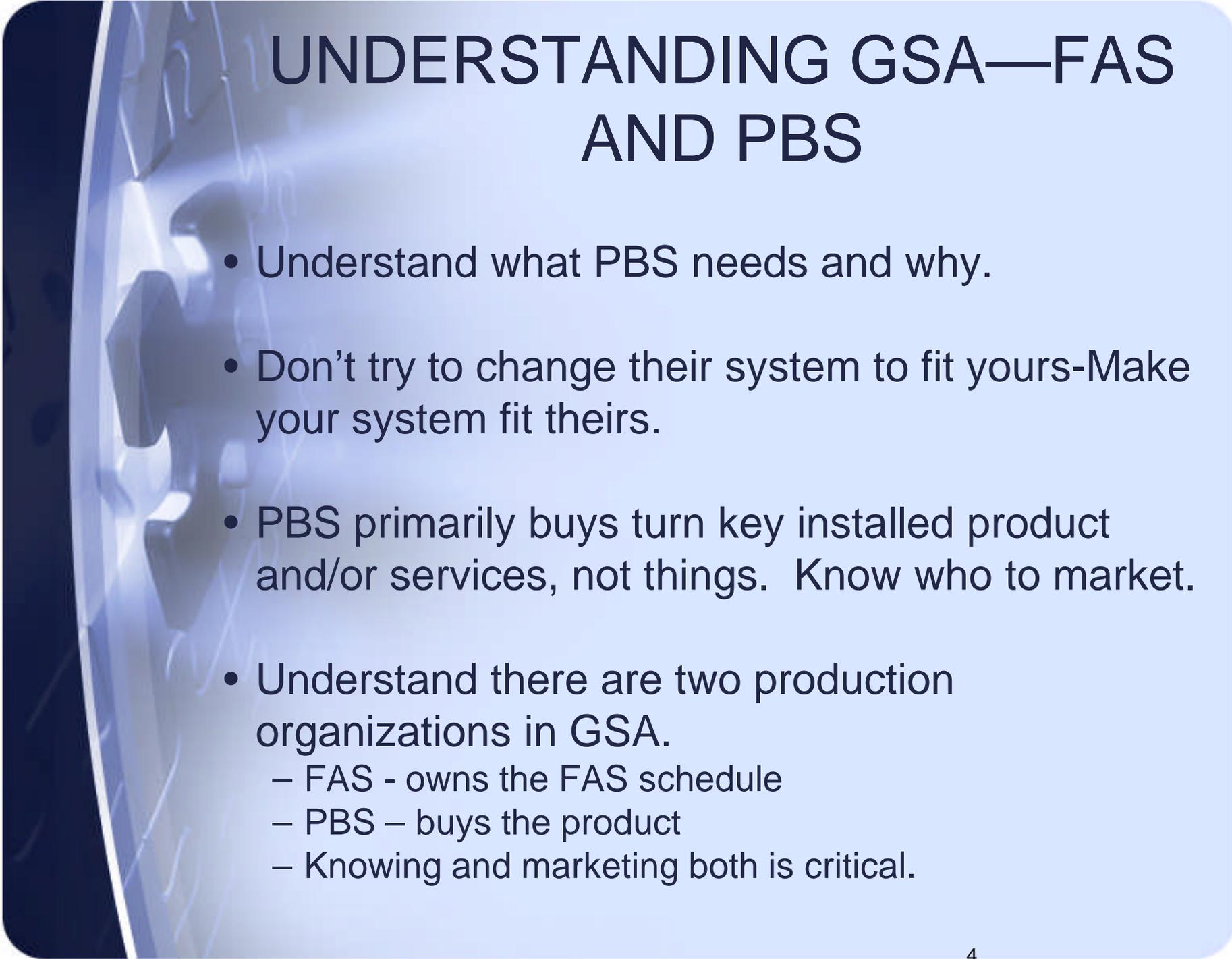


HOW DO YOU MARKET PBS?

**Regionally**

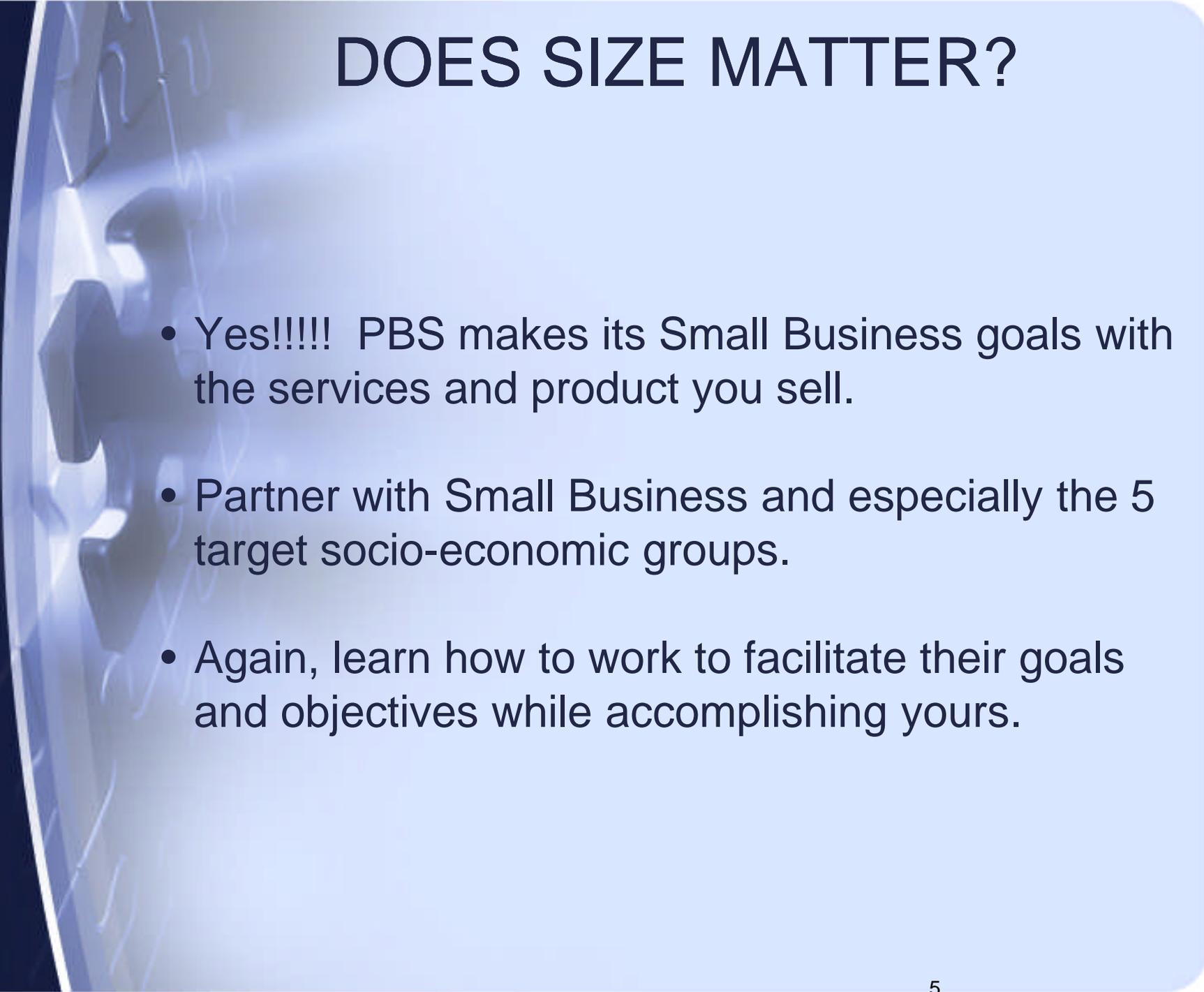
**-not-**

**Nationally!!!!!!!!!!!!**



# UNDERSTANDING GSA—FAS AND PBS

- Understand what PBS needs and why.
- Don't try to change their system to fit yours-Make your system fit theirs.
- PBS primarily buys turn key installed product and/or services, not things. Know who to market.
- Understand there are two production organizations in GSA.
  - FAS - owns the FAS schedule
  - PBS – buys the product
  - Knowing and marketing both is critical.



# DOES SIZE MATTER?

- Yes!!!!!! PBS makes its Small Business goals with the services and product you sell.
- Partner with Small Business and especially the 5 target socio-economic groups.
- Again, learn how to work to facilitate their goals and objectives while accomplishing yours.



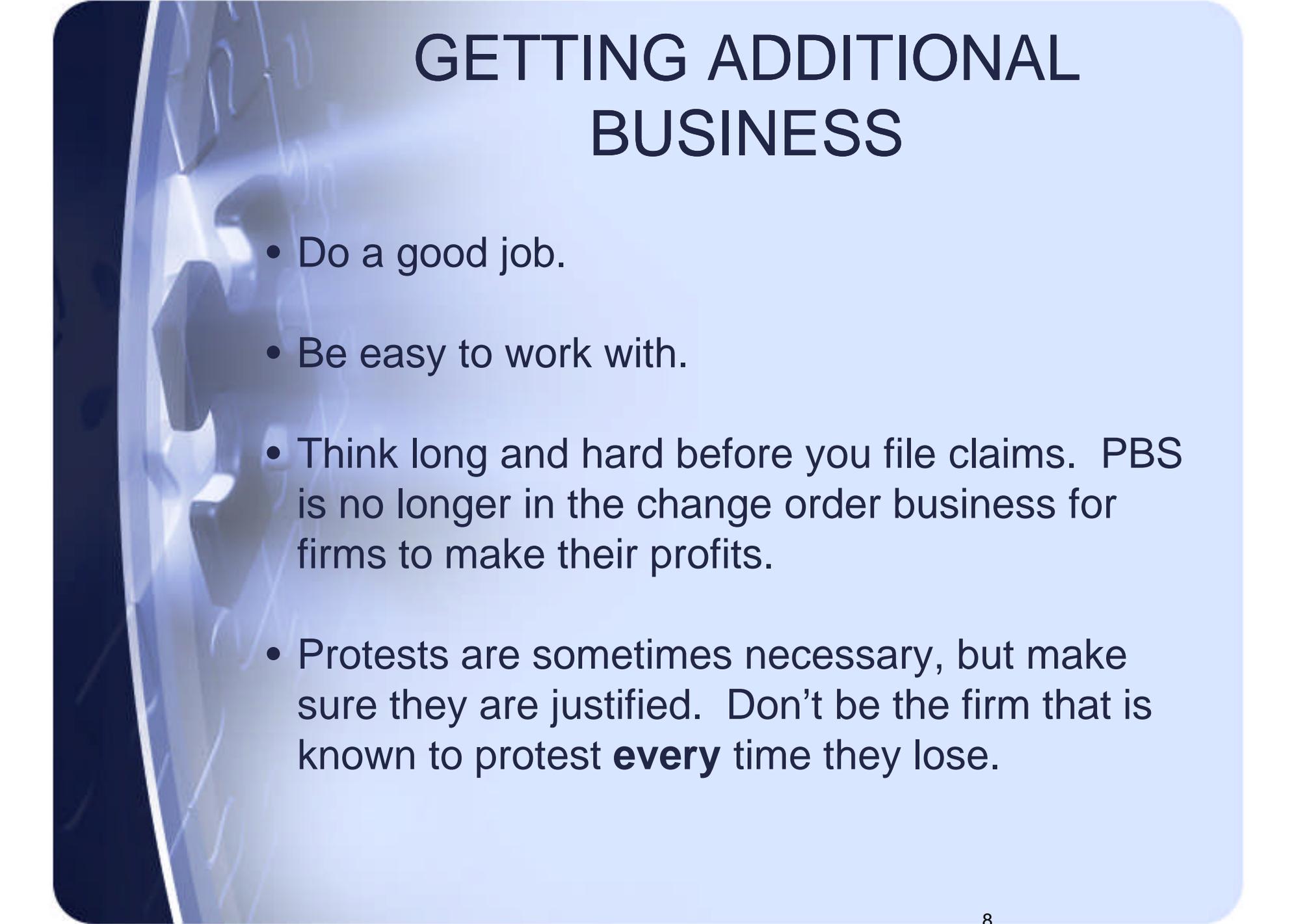
# DEVELOP A MARKETING STRATEGY

- Spend time and effort understanding PBS and its organization.
- Determine what geography you are interested in, make an appointment, buy an airplane ticket, and go visit the Regions.
- Ensure PBS knows you and your product or service.
- Make sure you understand what **they** are saying.



# WINNING A PROCUREMENT

- Ensure you have a good team that can do the work and structure your submission to make it easy for them to know that.
- When bidding, understand PBS is interested in quality, value, and price---but that over 90% of awards are made to the lowest priced bidder.
- Once you win a procurement, knock it out of the park. You might only get one chance if you don't do a great job the first time.



# GETTING ADDITIONAL BUSINESS

- Do a good job.
- Be easy to work with.
- Think long and hard before you file claims. PBS is no longer in the change order business for firms to make their profits.
- Protests are sometimes necessary, but make sure they are justified. Don't be the firm that is known to protest **every** time they lose.

# Questions

**Tom Walker**  
**Managing Principal**  
**Thomas H Walker Consultants, LLC**

Box 589, Starkville, MS 39760

Office: 662-338-9449

Cell: 404-456-7089

[tom@thomashwalkerconsultants.com](mailto:tom@thomashwalkerconsultants.com)

[www.thomashwalkerconsultants.com](http://www.thomashwalkerconsultants.com)