

# Genesis Preferred Solutions

M/WBE Certification Experts, Consultants & Mentors



## ALL ABOUT CERTIFICATIONS

*Let the experts at Genesis Preferred Solutions handle this for you*

**Minority-owned, Woman-Owned,  
Veteran-Owned**

**[www.GenesisPreferred.com](http://www.GenesisPreferred.com)**

800-718-2425 or 682-252-7229



# ALL CERTIFICATIONS

DISADVANTAGED, HUB, MINORITY, WOMAN,  
SMALL BUSINESS

 800-718-2425



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

# CONTRACT BOOTCAMP

# 2

weeks-Govt Contract Bidding

*Dr. Cassandra Bradford* Expert

- ✓ DBE Certification (state wide)
- ✓ Understanding Govt. Contracts
- ✓ Determining the SCOPE
- ✓ Meeting the Requirements
- ✓ Adhering to the Score Card
- ✓ Prep Docs for Response
- ✓ Bid Submission
- ✓ Strategies-how to WIN!
- ✓ 2 One-on-One Consultations

**Seating Limited**

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





Genesis Preferred Solutions  
Business Success Solutions



## WOMAN-OWNED

BUSINESS (WBE)

*Woman-owned Business or Women Business Enterprise Certifications defines your business as being at least 51% controlled by a woman and positions your business to bid on lucrative contracts set aside by local governments, municipalities and Fortune 500 Companies who are obligated to engage and provide a percentage of their opportunities with you.*



Genesis Preferred Solutions

Business Success Solutions

**MINORITY-OWNED**

**BUSINESS MBE**

***Minority-owned Business or Minority Business Enterprise Certifications defines your business as being at least 51% controlled by a minority (Black/African American, Hispanic, Asian, Pan-Asian, Indian and/or American Indian/Eskimo) and positions your business to bid on lucrative contracts set aside by local governments, municipalities and Fortune 500 Companies who are obligated to engage and provide a percentage of their opportunities with you.***



Genesis Preferred Solutions

Business Success Solutions



## DISADVANTAGED BUSINESS-OWNED BUSINESS DBE

*Disadvantaged Business whose owner is classified as a Woman or Minority and that Woman/Minority owns at least 51% of the business qualifies for this certification and will position its business to bid on large, lucrative contracts set aside by local governments, municipalities and Fortune 500 Companies who are obligated to engage and provide a percentage of their opportunities with you.*



## **VETERAN BUSINESS-OWNED BUSINESS VBE**

***Veteran-Owned Business or Veteran Business Enterprise requires the owner to have been a Veteran with a DD214 and must own at least 51% of the business qualifies for this certification and will position its business to bid on large, lucrative contracts set aside by local governments, municipalities and Fortune 500 Companies who are obligated to engage and provide a percentage of their opportunities with you.***



Genesis Preferred Solutions

Business Success Solutions



## TEXAS HISTORICALLY UNDERUTILIZED -OWNED BUSINESS HUB

*Texas Historically Underutilized Business certification consists of the 51% business owner to be classified as a Minority or Woman and seeking opportunities with this certification from any Texas state agency, county, school district and may even include colleges and universities. This certification and will position your business to bid on lucrative contracts wherein they obligated to engage and provide a percentage of their opportunities with you.*



↑  Gates 7-16

# AIRPORT CONCESSIONS

Genesis Preferred Solutions  
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## AIRPORT CONCESSIONS DISADVANTAGED BUSINESS-OWNED ACDBECERTIFICATION

*Airport Concessions Disadvantaged Business Enterprise certification consists of the 51% business owner to be classified as a Minority or Woman and seeking opportunities with this certification for FEDERAL airport concessions (or operations i.e, retail, fueling or rental cars provided at airports). This certification will position your business to bid on lucrative contracts with airports who want to engage and provide a percentage of their opportunities to you.*



DALLAS  
FORT WORTH  
INTERNATIONAL  
AIRPORT

## SMALL BUSINESS ENTERPRISE CONCESSIONS (SBEC)

The logo for Genesis Preferred Solutions, featuring a yellow lightbulb with rays emanating from it, set against a dark blue background. The text 'Genesis Preferred Solutions' is written in white, with 'Business Success Solutions' in red below it.

Genesis Preferred Solutions  
Business Success Solutions

### SMALL BUSINESS ENTERPRISE CONCESSIONS DFW AIRPORT ONLY

*Small Business Enterprise Concessions certification is for those small businesses who want to obtain opportunities from Dallas/Fort Worth International Airport only. Your business must consist of the 51% business owner to be classified as a Minority or Woman and seeking opportunities with this certification for airport concessions (or operations i.e., retail, fueling or rental cars provided at airports).*

# WHY CHOOSE US?



Proud of our 99% success rate. We've serviced thousands of small business owners to become Certified in more than 35 states.



Being Certified M/WBE opens doors of opportunities to doing business with governments and Fortune 500 Companies.



We have 3 programs to choose from  
(1). We'll do it for you, (2). online course, or (3). DIY classroom.



## WHO WE ARE

**Genesis Preferred Solutions** is a leader in small business consulting, strategic opportunity management, and certification process experts with an exemplary success rating. We provide business services, tools, mentoring and consulting for small, minority, woman, veteran, and disadvantaged businesses. Our certified business consultants and collegiate partners are knowledgeable in business development, growth, and success management with an impressive portfolio and references from around the world.



# CERTIFICATION TYPES

## **Minority Business Enterprise (MBE) --**

Is a for-profit enterprise, regardless of size, physically located in the United States or its trust territories, which is owned, operated and controlled by minority group members. "Minority group members" are United States citizens who are Asian, Black, Hispanic and Native American.

Ownership by minority individuals means the business is at least 51% owned by such individuals or, in the case of a publicly-owned business, at least 51% of the stock is owned by one or more such individuals. Further, the management and daily operations are controlled by those minority group members

## **Women Business Enterprise (WBE)–**

Is a for-profit enterprise, regardless of size, physically located in the United States or its trust territories, which is owned, operated and controlled by female group members.

Ownership by woman individuals means the business is at least 51% owned by such individuals or, in the case of a publicly-owned business, at least 51% of the stock is owned by one or more such individuals. A U.S. citizen who was born a woman and proven via birth certificate or U.S. passport.

## ***Disadvantaged Business Enterprises (DBE) --***

Business must be owned and controlled by one or more socially and economically disadvantaged persons and prove:

- Minimum 51% ownership, control, and expertise of the individual(s) and Control of the daily management and operations of the individual(s)
- The business' size as measured by average annual gross receipts over the most recent three years.
- All applicants to complete a Personal Financial Statement. All eligible owners must affirm that they are members of a disadvantaged group (for example, an eligible ethnic minority or female). In addition, the personal net worth of each eligible owner applicant must be less than \$750,000.

## **Veteran Business Enterprise (VBE)–a**

United States military, naval or air service veteran with a service

- It is a sole proprietorship or partnership at least 51 percent owned by one or more veterans or, in the case of a publicly owned business, with at least 51 percent of its stock owned by one or more veterans; a subsidiary which is wholly owned by a corporation in which at least 51 percent of the parent company's voting stock is owned by one or more veterans; or a joint venture in which at least 51 percent of the joint venture's management, control and earnings are held by one or more disabled veterans.
- DD214 is required.
- **Service Disabled:** service-related disability of at least 10 percent



# CERTIFICATION TYPES *continued*

**HISTORICALLY UNDERUTILIZED BUSINESS (HUB) –(Texas only)** Is a for-profit enterprise, regardless of size, physically located in Texas, owned, operated and controlled by small, minority- and women-owned businesses. Companies interested in doing business with the state are encouraged to become HUB certified.

Statewide Procurement Division connects vendors with state purchasers and contract opportunities and help state and local government entities procure non-IT goods and services through easily accessible contracts that meet their needs.



**HUB Certified**





Being CERTIFIED as an MBE/WBE/HUB, the opportunities are endless! It's not only governmental entities that are seeking out small companies like yours, but publicly and privately traded companies too, such as Walmart, Omni Hotel, American Airlines, and so many more. For further information about this program, please review the Federal Acquisition Regulations (FAR) as well as the Texas State Comptroller's websites for further information.

# CHECKLIST ITEMS

- \_ Proof of U.S. Citizenship/Permanent Resident & Ethnicity (Birth Certificate, U.S. Passport,)
- \_ Work experience resumes, for all owners and officers of your firm
- \_ Personal tax returns for the past three years, for each owner **\*\*SIGNED\*\***
- \_ Firm's tax returns (gross receipts) and all related schedules three years **\*\*SIGNED\*\***
- \_ Documented proof of contributions used to acquire ownership for each owner
- \_ Firm's signed loan agreements, security agreements, and bonding forms
- \_ Descriptions of all real estate (including office/storage space) owned/leased by your firm
- \_ List of equipment leased and signed lease agreements. **Include \*\*Vehicle Registrations\*\***
- \_ List of construction equipment and/or vehicles owned and titles/proof of ownership
- \_ Assumed name certificate with stamp approval date
- \_ Documented proof of transfers of assets to/from your owners over the past two year's
- \_ Year-end balance sheets and income statements for the past three years
- \_ All relevant licenses, license renewal forms, permits, and haul authority forms
- \_ DBE and SBA 8(a) or SDB certifications, denials, and/or de-certifications, if applicable
- \_ Bank authorization and signatory cards
- \_ Schedule of salaries (or other compensation) paid to all officers/Managers/owners
- \_ Trust agreements held by any owner claiming disadvantaged status, if any
- \_ Driver's License (enlarged to 125%)
- \_ Three (3) References (name, telephone, How much \$\$ in business with them)
- \_ Vehicle Registration (**on all vehicles listed in List of Equipment**)
- \_ EIN Number (letter from IRS)
- \_ Copies of Contracts

## PARTNERSHIP OR JOINT VENTURE

- \_\_\_\_\_ Original and any amended Partnership or Joint Venture Agreements

## CORPORATION OR LLC

- \_\_\_\_\_ Official Articles of Incorporation - signed and sealed by a state official
- \_\_\_\_\_ Stock transfer ledger and both sides-of all corporate stock certificates
- \_\_\_\_\_ Shareholders' Agreement/ Corporate by-laws and any amendments
- \_\_\_\_\_ Minutes/Board Meetings. **First year's and current year's**
- \_\_\_\_\_ LLC - Official Certificate of Formation and Operating Agreement with amendments

## TRUCKING COMPANIES

- \_\_\_\_\_ Documented proof of ownership of the company
- \_\_\_\_\_ Insurance agreements for each truck owned or operated by your firm
- \_\_\_\_\_ Title(s) and registration certificate(s) for each truck owned or operated by your firm
- \_\_\_\_\_ List of U.S. DOT numbers for each truck owned or operated by your firm

Additional documents maybe necessary based on numerous variables such as

- Veteran Status
- Whether any Owner, Manager or Officer works for another employer
- Trusts and Irrevocable Trusts
- Franchise Ownerships
- Any Officer/Manager part owner or owner of another business
- Schedule of Salaries
- 1099 reporting and

# CERTIFICATIONS

## GET CERTIFIED



Allow the experts at Genesis Preferred Solutions to prepare your Certification applications, review all mandatory documents, and assure your certification approval for you!

## SERVICES & PRICES

EFFECTIVE: SEPTEMBER 1, 2022

Schedule an appointment if you're not sure which certifications are applicable for your business

CERTIFICATIONS	Prices	4 EAST PAYMENTS
2 Certifications (MBE/WBE/SBE/DBE/HUB)	\$1150	\$1250
4 Certifications (MBE/WBE/SBE/DBE/HUB)	\$1475	\$1575
Airport Certifications	\$1150	\$1250
Veteran-owned or Service Disabled Veteran	\$995	\$1050
Registration to receive Bids	\$1200	\$1300
All Certifications & Register (60 entities)	\$2300	\$2500
Certification Renewals	\$450 each	\$550 each

**\*\* ADDITIONAL FEE FOR REQUIRED CORPORATE DOCUMENT RECREATION**  
i.e., Operating Agreements, Minutes, Member Certificates, Stock Ledgers

**CALL US: 800-718-2425**

**WWW.GENESISPREFERRED.COM**



Architect  
Electrical  
Excavation  
Real Estate  
Agricultural  
Dump Truck  
Construction  
Graphic Artist  
Medical/Health  
Sports/Athletics  
Speakers/Trainer  
Financial Advisor  
Consultants & Experts  
Social Media Marketing  
Teachers and Educators  
Information Technology  
Transportation & Freight  
Automotive Repair/Service  
T-Shirts/Apparel/Uniforms  
Financial and Business Services  
Insurance and Insurance Related

# WIN CONTRACTS!

**Want to win contracts whether you bid on them or not?** Become a client and we will show you strategies on how to prepare yourself to do business with the government, Super Bowl, and Fortune 500 Companies around the world-such as AT&T, Toyota, BNSF Railway, Walmart, Wells Fargo Bank and so many more! We can also **provide strategic outlooks** on how to go after **contract without bidding at all!**





# Next Step GET BIDS

Register with public entities & private companies to receive bid solicitations



## ALREADY CERTIFIED?

Allow us to get your company registered with 60 entities so you can:

1. Receive emailed bid solicitations
2. Gain access to opportunities
3. Receive no/bid or below threshold contracts
4. Bid on multi-million dollar opportunities that will grow your company substantially
5. Target national bid portals
6. 30 cities/10/counties/10 ISD's/10 companies

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

# We are your RFP Department

Electronic Responses only-Professional Services

WE'VE HELPED OUR CLIENTS get certified M/WBE nationwide, now allow us to position you to gain access to multi-Million dollar state RFP's.

Genesis Preferred Solutions  
M/WBE Certification Experts, Consultants & Mentors



## WIN CONTRACTS

Locate RFP's  
Respond for you  
Submit Bid



**Can't Win if you don't Bid**

Professional Services only. Only qualified businesses will be accepted.  
3 RFP submissions per month into digital portals only.

More information call us  
**800-718-2425**

 [www.Genesispreferred.com](http://www.Genesispreferred.com)  
VISIT OUR WEBSITE

## Our Services Include:

- Research up to 3 contract opportunities per quarter (3 months)
- Thoroughly review each RFP (that you agree to bid on)
- Provide you with a time-sensitive request for necessary documents
- Create an informative Product Sheet
- Create an informative Capabilities Statement
- Your approval to submit a bid on behalf of your company
- Complete all documents for online bid responses

*\*Note: It is against Regulation for any agency organization to make claims of guaranteed awards. It is the determination of the contract-issuing or bid-issuing organization or entity to determine the award of the contract or bid. You further understand that we will provide all documents submitted on behalf of your company for any bid submission in an effort to maintain transparency.*

# \$5900 -or- 3 installments of \$2000 each

### Ancillary or additional services for fees

- |   |                                   |
|---|-----------------------------------|
| • Certification applications/processing | \$1150.00 (2 certs)               |
| • Company Registration for bids         | \$1200.00 (60 different entities) |
| • Re-creation-Corporate documents       | \$450.00                          |
| • DE&I Plan                             | \$500.00                          |



*Dr. Cassandra Bradford*

# RFP REVIEW *Services*

Reviewing an RFP can be very time consuming. Not for us! Allow us to review for Scope & Capacity

## BASIC RFP REVIEW

**\$499**

\*and up. Includes

Research RFP/Contract  
Review for Scope, Time-lines &  
Requirements  
Capacity Consultation  
Pre-Bid Meeting Attendance (add'l fee)

## M/WBE COORDINATOR

**Call for Pricing**

Host M/WBE Outreach Project Event  
Track, Monitor Project M/WBE's  
M/WBE Project Reporting  
Sub-Contractor locators

## LOCAL PRE-BID ATTENDEE

**Call for Pricing**

Attend local Pre-Bid Meetings  
Event Networking  
Amendment Review

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



# OUR SERVICES

We are your **EXPERTS** when it comes to developing your business, growing your business, and generating revenue.

Our team of professionals would love the opportunity to discuss your business, its potential, then provide opportunities that will produce revenue.

Genesis Preferred Solutions has more than 19 years experience in providing solutions for small businesses, whether **FOR-PROFIT** or **NON-PROFIT**. We are your **SOLUTIONS GENERATORS**.

Assumed Name  
Corporations  
Subsidiaries  
Non-Profit/501c3  
Contracts & Agreements  
Sub-Contractor Agreements  
Certifications (M/WBE, VBE, HUB  
Business Development & Resources

Bylaws, Operating Agreements  
Business Plans  
Church Covenants  
Board of Director Forms  
Exclusivity Agreements  
Teaming & Partnership Agreements  
Mentoring Programs  
Database Creation



# GET IN TOUCH



**Dr. Cassandra Bradford**  
Certification Expert  
[Cassandra@GenesisPreferred.com](mailto:Cassandra@GenesisPreferred.com)  
(800) 718-2425 ext. 704



**Administrative Team**  
Scheduling or Questions  
[Info@GenesisPreferred.com](mailto:Info@GenesisPreferred.com)  
(800) 718-2425 ext. 701



@Genesis Preferred Solutions



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



Genesis Preferred Solutions

Business Success Solutions

# Get Certified Today

Position your business to receive  
opportunities and contracts from the largest  
CUSTOMER-the government

The government can afford to pay your invoice

Genesis Preferred Solutions is a nationwide leader in getting your  
Certified. Our Services include desk review and audit, application  
preparation, file monitoring, and successful certification  
deliverables

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