



GENESIS PREFERRED SOLUTIONS



CERTIFICATIONS EXPERTS

**MBE ■ WBE ■ DBE
VBE ■ HUB**

Minority-Owned + Woman-Owned
Disadvantaged Business-Owned
Veteran-Owned + Historically Underutilized
Business

Position your business to gain
access to lucrative contracts



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.



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.



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

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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)



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





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!**





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



CERTIFICATION PRICING

Becoming **CERTIFIED** is not a “one-size-fits-all” process. There are different variables and different certifications that meet your company’s identity, needs and futuristic goals. At Genesis Preferred Solutions, we have a 99% success rate. **Schedule a consultation** today with one of our experts to see which certifications is best for your organization.

CERTIFICATION PRICES		
CONSULTATION <i>Includes business overview</i> \$100.00 per hour		SINGLE CERTIFICATION <i>Process any one Certification (MBE, DBE, HUB, or WBE).</i> \$425.00
VETERAN BUSINESS CERTIFICATION <i>Includes business overview and all ancillary registrations (VBE and Service-Disabled Veterans).</i> \$995.00		CERTIFICATION COMPLETE <i>Our experts complete all documentation on your behalf. Fee includes two (2) applications (MBE, DBE, HUB or WBE).</i> \$825.00
CONTRACT ATTRACTION <i>DIY self-study course that includes DBE processing, different contracting strategies, NAICS, NIGP, SIC codes and so much more!</i> http://bit.ly/contractattraction2 \$895.00		CERTIFICATION RENEWALS <i>Renewal processing of non-expired certification (excluding VBE/SDVBE).</i> \$350.00
CONTRACT/RFP LISTING <i>Receive notifications about contract or RFP opportunities from around the U.S. right in your email inbox.</i> \$999.00 per year		TARGET MARKET LISTING <i>Business registration with at least 10 governmental agencies + 10 F500 companies, Capability Statements for target opportunities.</i> \$475.00



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



CONTRACT/RFP *Services*

CONTRACT RESEARCH SERVICES

ONE-TIME
CONTRACT SEARCH

\$299

*price includes free
Consultation

MONTHLY
CONTRACT SEARCH

\$599

*Minimum of 4 RFP's
or contracts per month

YEARLY MEGA
RESEARCH

20%

*Minimum of 16 RFP's
per month. Contract
agreement required

www.GenesisPreferred.com



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



GET IN TOUCH



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