

Questions to Answer Before Pursuing Small Business Certifications

1. **Are you aware that the business type most favored by the federal government is small business?** *(All contracts valued at between \$3,500 and \$150,000 are automatically and exclusively set aside for small businesses. In addition, contracts above \$150,000 generally are set aside if there are two or more small businesses that could compete for the work. Thus, qualifying as a small business may be the only certification your client needs.)*
2. **Have you done any research to determine whether a certification could be beneficial for you?** *(Research into past federal contract awards to various categories of small businesses can provide insight into what's likely to be future actions by the government in the future.)*
3. **Are you prepared, in terms of time and resources, to pursue the certification process?** *(Certification applications are tedious, and often require a considerable amount of time and effort to prepare.)*
4. **Once you are granted a certification, are you prepared to implement a plan to “market” it?** *(A record of successful past performance remains the key selling point in the government marketplace, but a certification could be the tipping point under the right circumstances.)*