



DISASTER RESPONSE MARKETING

VETERAN-OWNED BUSINESS ENROLLS IN SIMPLIFIED ACQUISITION PROGRAM

BACKGROUND

PuroClean Disaster Response Inc. is a Service-Disabled Veteran-Owned Small Business (SDVOSB) that specializes in remediation and restoration of facilities. They sought to enter the federal marketplace to provide their services to aid in the government's response to the COVID-19 pandemic.

To do so, they first needed a complaint registration in the System for Award Management (SAM). This is the first requirement for all businesses looking to enter the federal sector. However, compliance is just one component. They also needed cost-effective marketing materials that were suited for working with the federal government.

SOLUTION

To get started in the federal space, PuroClean hired US Federal Contractor Registration (USFCR), enrolling in the Simplified Acquisition Program (SAP). The first component of the SAP consists of USFCR's SAM registration service.

USFCR's SAM registration service is an outsourcing solution for getting in compliance for federal contracting. PuroClean was provided with a worksheet from USFCR where they provided key company information. USFCR's Case Management department verified the information they and processed the registration on the behalf of PuroClean.

PUROCLEAN DISASTER RESPONSE INC.

NAICS: 562910
DUNS: 079248184
CAGE: 8DRK3



PuroClean Disaster Response Inc. is a U.S. and Canadian-based franchise system specializing in the remediation and restoration of facilities, buildings, offices, and homes. One of their main services includes COVID-19 disinfectant fogging and cleaning.



USFCR'S CASE
MANAGEMENT
DEPARTMENT
**VERIFIED THE
INFORMATION THEY
PROVIDED AND
PROCESSED THE
REGISTRATION ON
BEHALF OF
PUROCLEAN.**

www.usfcr.com

The next step of the process was setting up PuroClean's DSBS profile, email domain, and online capabilities statement. For this part of the SAP, USFCR's SAP team took information of PuroClean core competencies and past performance, creating a custom website that was consistent with the company's brand.

With the same information, they were able to optimize PuroClean's DSBS profile to boost the business's visibility to prime contractors and federal agencies.

OUTCOME

The implementation of the Simplified Acquisition Program was a success for PuroClean. With a compliant SAM registration, the company was eligible for federal contracts. By having an online capabilities statement, contracting officers can access the information they need to make a buying decision.

With the ongoing pandemic, USFCR's SAP team added a banner and relevant copy specifically for COVID-19 related contracts.



BY HAVING AN **ONLINE CAPABILITIES STATEMENT**, CONTRACTING OFFICERS CAN ACCESS THE INFORMATION THEY NEED TO MAKE A BUYING DECISION.

BENEFITS

PuroClean was provided with these services from USFCR.

SAM REGISTRATION SERVICE

- GUARANTEED COMPLIANCE FOR FEDERAL CONTRACTS
- VERIFIED VENDOR SEAL
- DYNAMIC SMALL BUSINESS SEARCH (DSBS) OPTIMIZATION



SIMPLIFIED ACQUISITION PROGRAM

- WEB DEVELOPMENT FOR ONLINE CAPABILITIES STATEMENT
- CUSTOM EMAIL DOMAIN



VETERAN-OWNED BUSINESS REGISTRATION

- FULL-SERVICE SDVOSB APPLICATION AND REVIEW
- VETBIZ PROFILE SETUP

