

When a GSA Schedule Makes Sense (and When It Doesn't)

Strategic Use of the GSA Multiple Award Schedule

A GSA Multiple Award Schedule (MAS) allows federal agencies to purchase commercial goods and services through a pre-negotiated contract vehicle. While often viewed as a milestone, a GSA Schedule is not appropriate for every business.

This guide explains when a GSA Schedule makes strategic sense and when it does not.

What a GSA Schedule Is

A GSA Schedule is a long-term contracting vehicle, with pre-negotiated pricing, and subject to ongoing compliance, audits, and reporting.

It is NOT a certification and does NOT guarantee sales.

When a GSA Schedule Makes Sense

A GSA Schedule may be appropriate when the following is applicable:

- federal agencies are already buying your services,
- you have consistent commercial pricing,
- you can support compliance and reporting, and
- you have resources to market the Schedule post-award.

Schedules reward mature, scalable businesses.

When a GSA Schedule Does NOT Make Sense

A GSA Schedule is often premature when the following is applicable:

- there is no federal buying history,
- pricing is inconsistent or still evolving,
- compliance infrastructure is limited, and
- leadership expects passive sales.

Many Schedule holders never generate revenue.

Common Misconceptions

- “Once on Schedule, agencies will find us.”
- “A Schedule replaces competitive marketing.”
- “Small businesses are exempt from compliance.”

All are false.

Best Practices

- Validate demand before applying
- Align Schedule pursuit with target agencies
- Prepare for audits and price monitoring
- Treat Schedule management as an active function

Key Takeaway

A GSA Schedule is a platform, not a shortcut. Businesses should pursue it only when readiness, demand, and capacity align.

***Disclaimer:** This resource is for planning purposes only and does not replace GSA guidance, solicitation requirements, or legal review.*