



**GENERAL SERVICES ADMINISTRATION**

**Federal Supply Service**

**Authorized Federal Supply Schedule Price List**

The Craddock Group specializes in capital planning, maximizing the value of real property, strategic/management consulting, budgeting, and Federal budgetary scoring. Our team can assess real property, both individual assets and entire portfolios, to identify the most effective use of space, develop comprehensive re-investment strategies, and help the government reposition underutilized assets.

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**<sup>™</sup>, a menu-driven database system. The INTERNET address for **GSA Advantage!**<sup>™</sup> is:

<http://www.GSAAdvantage.gov/>

<b>Schedule:</b>	Multiple Award Schedule
<b>Federal Supply Group:</b>	Professional Services
<b>Class:</b>	R704 and R499
<b>Contract Number:</b>	47QRAA18D007K
<b>Contract Period:</b>	April 4, 2018– April 3, 2023
<b>Business Size:</b>	Service-Disabled Veteran-Owned Small Business
<b>Contractor:</b>	The Craddock Group, LLC
<b>Address:</b>	3033 Wilson Blvd., Suite 700, Arlington, VA 22201-3868
<b>Contract Administrator:</b>	John H. Craddock, Jr.
<b>Telephone:</b>	888-320-1922
<b>E-mail:</b>	<a href="mailto:john.craddock@craddockgroup.com">john.craddock@craddockgroup.com</a>
<b>Website:</b>	<a href="http://www.craddockgroup.com">http://www.craddockgroup.com</a>

**For more information on ordering from Federal Supply Schedules, go to the GSA Schedules page at GSA.gov.**

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## Company Overview

### **Providing Real Estate and Strategic Planning Solutions**

The Craddock Group, LLC, a Service-Disabled Veteran-Owned Small Business (SDVOSB), was established in 2010 to provide professional services to Federal, state, and local governments. Our team is a unique combination of former members of the military, Federal employees, and private-sector professionals, which allows us to deliver innovative and scalable solutions using the best of public and private financial, organizational, real estate, and business methods.

The Craddock Group specializes in capital planning, maximizing the value of real property, budgeting, and Federal budgetary scoring. Our team can assess real property, both individual assets and entire portfolios, to identify the most effective use of space, develop comprehensive re-investment strategies, and help the government reposition underutilized assets.

Members of our team have led the development and implementation of strategic capital planning and public-private real estate solutions for multiple federal agencies, including the U.S. Departments of Veterans Affairs, Defense, Energy, and Transportation, as well as the U.S. General Services Administration, among others.

Team members have supported transaction execution and portfolio and asset management efforts associated with military family housing privatization, in addition to performing real estate project due diligence, site analyses, market surveys, and demographic studies to evaluate development opportunities nationwide.

Our team's experience also includes assistance with due diligence, financial structuring, negotiations, transaction documents, and project management in execution of Enhanced-Use Leases (EULs) across the country for the Departments of Defense and Veterans Affairs.

The Craddock Group's capabilities include the following:

- **Capital Planning:** Strategic capital investment planning (real estate, healthcare, financial) and space and equipment planning.
- **Real Estate Services:** Due diligence and financial analysis, transaction management, public-private partnerships, and transaction execution.
- **Strategy/Management Consulting and Program Support:** Strategic program development and management, management and process improvement solutions, mission-oriented business projects and programs, and training.
- **Federal Budgeting:** Federal budgeting, including budget formulation and execution, budget justification, budgetary scoring, legislative analysis, and Federal credit advisory services.
- **Financial Management Services:** Financial management, reporting and analysis, strategic financial planning, financial policy formulation, and development services.

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## Our Professional Services

The Craddock Group's services include the following Special Item Numbers (SINs):

- **SIN Order Level Materials (OLM):** We are able to provide our clients with Order-Level Materials where the supplies and/or services are acquired in direct support of an individual task or delivery order placed against our Federal Supply Schedule (FSS) contract or FSS blanket purchase agreement (BPA).
- **SIN 522310 Financial Advising, Loan Servicing, and Asset Management Services:** We support our clients with a variety of cross-cutting financial issues, including asset marketability, program development, and other financial and management considerations regarding federal assets (Program Financial Advisor). We assist our clients with asset valuation, portfolio analysis and optimization, financial restructuring and disposition strategies, and recommendations for the best transaction execution approach. We provide asset marketing expertise, as well as budget and credit reform analyses (Transaction Specialist). Other services include assisting agencies with monitoring and maintaining federal loan assets and tracking loan data, which may include borrower negotiations, restructuring, and workouts.
- **SIN 531210 Financial Asset Resolution Services:** We support our clients with a variety of cross-cutting financial issues, including asset marketability, program development, and other financial and management considerations regarding federal assets (Program Financial Advisor). We assist our clients with asset valuation, portfolio analysis and optimization, financial restructuring and disposition strategies, and recommendations for the best transaction execution approach. We provide asset marketing expertise, as well as budget and credit reform analyses (Transaction Specialist). To meet our clients' needs, we also assist with asset resolution services, as well as budget and credit reform analyses.
- **SIN 541219 Budget and Financial Management Services:** We advise our clients on federal budgeting, including budget preparation and execution, budget justification, and budgetary scoring (Budgeting). We support clients with recurring commercial processes, including financial management activities (Outsourcing Financial Management Services). Our client-facing services include: transaction and data analysis, technical assistance in devising new or revised accounting policies and procedures, special studies to improve budget and financial operations, assessment and improvement of budget formulation and execution processes, and technical assistance to improve budget preparation or execution processes.
- **SIN 541611 Management and Financial Consulting, Acquisition and Grants Management Support:**
  - Due Diligence & Support Services – We assist our clients with asset/portfolio analyses, collect and organize financial and asset-related data, create asset inventory databases, and provide support for asset acquisitions/dispositions – e.g., asset valuations, marketing, and lease negotiations.
  - Budgeting – We advise our clients on federal budgeting, including budget preparation and execution, budget justification, and budgetary scoring.
  - Complementary Financial Management Services – We also help our clients with financial reporting and analysis, strategic financial planning, and financial policy formulation, including performance measures, cost studies, economic and regulatory analyses, and benchmarking.
  - Program Management Services – We assist our clients with the development of new financial and business solutions programs and initiatives, management and oversight of existing programs, and real property project management to maximize the value of its assets.

- Grants Management – We assist government grants management personnel in managing systems, schedules, evaluations, reports, final reports, and other deliverables required by a grant program.
- Integrated Consulting Services – We provide our clients with practical solutions through management and consulting services, including special studies, reports to Congress, and agency decision support. Examples include: strategic and organizational planning, business process improvement, acquisition and grants management support, facilitation, surveys, improvement of financial management reporting, due diligence in validating an agency’s portfolio of assets and related support services, strategic financial planning, financial policy formulation and development, special studies, economic and regulatory analysis, benchmarking and program metrics, and business program/project management. We conduct data analysis and validation, feasibility studies, and real property assessments.
- Acquisition Management Support – Our professional support services help clients in conducting federal acquisition management activities related to real property from acquisition planning assistance, to solicitation development, to proposal evaluation support.
- Integrated Business Program Support – We assist our clients in managing their mission-oriented business projects and programs and in achieving their mission performance goals.

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## Customer Information

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)**

SIN	SIN Description
522310	Financial Advising, Loan Servicing, and Asset Management Services
531210	Financial Asset Resolution Services
541219	Budget and Financial Management Services
541611	Management and Financial Consulting, Acquisition, and Grants Management Support
OLM	Order Level Materials

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN**

See page 9.

**1c. HOURLY RATES (Services Only)**

See page 9.

**2. MAXIMUM ORDER**

\$1,000,000.00

**3. MINIMUM ORDER**

\$100.00

**4. GEOGRAPHIC COVERAGE**

Domestic Only

**5. POINT OF PRODUCTION**

N/A – Offering Services

**6. DISCOUNT FROM LIST PRICES**

Net GSA pricing is listed in attached Price List. Basic discounts have been deducted.

**7. QUANTITY/VOLUME DISCOUNTS**

2.00% for Orders \$250,000 - \$499,999

4.00% for Orders \$500,000 - \$999,999

6.00% for Orders \$1,000,000 - \$1,999,999

8.00% for Orders \$2,000,000+

**8. PROMPT PAYMENT TERMS**

Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

**9. FOREIGN ITEMS**

None

**10a. TIME OF DELIVERY**

To Be Determined by Task

**10b. EXPEDITED DELIVERY**

To Be Determined by Task

**10c. OVERNIGHT AND 2-DAY DELIVERY**

Please contact contractor for overnight and 2-day delivery.

**10d. URGENT REQUIREMENTS**

When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering activity, ordering activities are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering activity, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

**11. F.O.B. POINT(S)**

Destination

**12a. ORDERING ADDRESS(ES)**

3033 Wilson Blvd., Suite 700  
Arlington, VA 22201-3868

**12b. ORDERING PROCEDURES**

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

**13. PAYMENT ADDRESS(ES)**

3033 Wilson Blvd., Suite 700  
Arlington, VA 22201-3868

**14. WARRANTY PROVISION**

No Warranty Policy for Services.

**15. EXPORT PACKING CHARGES**

N/A

**16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR**

N/A

**17. TERMS AND CONDITIONS OF INSTALLATION**

N/A

**18a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE  
LISTS AND ANY DISCOUNTS FROM LIST PRICES**

N/A

**18b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES**

N/A

**19. LIST OF SERVICE AND DISTRIBUTION POINTS**

N/A

**20. LIST OF PARTICIPATING DEALERS**

N/A

**21. PREVENTIVE MAINTENANCE**

N/A

**22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (E.G., RECYCLED  
CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS)**

N/A

**22b. SECTION 508 COMPLIANCE**

Where applicable, Section 508 compliance will be available.

**23. UNIQUE ENTITY IDENTIFY (UEI) NUMBER**

DVFKRULPER77

**24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD  
MANAGEMENT (SAM) WEBSITE**

Active



## Hourly Rates

### Multiple Award Schedule

**All Prices Include the Industrial Funding Fee (IFF) and are subject to an annual escalation rate of 2.5%**

SIN	Labor Category	Base Period Year 1 4/4/2018 through 4/3/2019	Base Period Year 2 4/4/2019 through 4/3/2020	Base Period Year 3 4/4/2020 through 4/4/2021	Base Period Year 4 4/4/2021 through 4/3/2022	Base Period Year 5 4/4/2022 through 4/3/2023
522310 / 531210 / 541219 / 541611	Senior Executive I	\$418.37	\$428.41	\$438.69	\$449.22	\$460.00
522310 / 531210 / 541219 / 541611	Manager I	\$278.18	\$284.85	\$291.69	\$298.69	\$305.86
522310 / 531210 / 541219 / 541611	Manager II	\$195.80	\$200.50	\$205.31	\$210.24	\$215.28
522310 / 531210 / 541219 / 541611	Consultant I	\$155.96	\$159.70	\$163.54	\$167.46	\$171.48
522310 / 531210 / 541219 / 541611	Consultant II	\$122.16	\$125.09	\$128.09	\$131.16	\$134.31

The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## Labor Category Descriptions

The following labor categories apply to all SINs: 522310 / 531210 / 541219 / 541611.

Labor Title	Description	Minimum Education / Certification Level	Minimum Years of Experience
Senior Executive I	Leader in the firm responsible for client partnering, relationships and overall program/project execution as well as the commitment of the Firm's resources to the engagement plan. Provides overall guidance and direction and interfaces with senior level management responsible for each order. Directs the completion of projects within estimated time frames and budget constraints. Coordinates all parties' tasks and reviews work products for completeness and adherence to client's standards.	Master's	15
Manager I	Performs as lead project/program facilitator for mid- to large-sized project/task teams, possibly involving multiple projects and groups of personnel at multiple locations. Overall responsibility for program and project management, methodology, team performance and all contract support activities.	Master's	8
Manager II	Performs as project facilitator and leads small- to mid-sized project/task teams. Directly oversees the project, ensuring that deliverables are completed and delivered on time, and that issues are brought to the attention of both the client and team lead. Manages, organizes, directs and coordinates the planning and production of all activities associated with the project.	Bachelor's	5
Consultant I	Provides analytical support to project/task teams. Serves as a part of a project team working on a variety of tasks focused primarily on capital planning, market research, strategy, economic development, and public/private partnerships.	Bachelor's	3
Consultant II	Provides analytical support to project/task teams. Performs mid-level analytical assignments related to each project. Gathers relevant data necessary for analysis compiles information in appropriate formats and performs basic analysis prior to involving senior level staff.	Bachelor's	0

*Note 1: Advanced Degree - Three (3) years of relevant experience may be substituted for a master's degree.*

*Note 2: Undergraduate Degree - Five (5) years of relevant experience may be substituted for a bachelor's degree.*