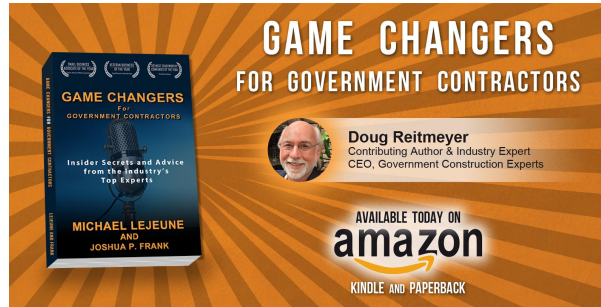


Episode 8. Hyper-Growth for Construction Companies



CEO, Government Construction Experts

Want to exponentially grow your construction business in the fastest time possible? Then this might be the most important episode in this book.

Here's why...

The biggest opportunities are often right in front of you, yet invisible. What if you had been an early investor in Microsoft, Facebook, Google, Starbucks, or Amazon? While hindsight is 20/20, foresight takes new knowledge and action.

And with the knowledge available in this episode, you can better predict the future with 100% accuracy.

"In the Federal Market, there will be more construction opportunities for any and every construction contractor and subcontractor to get and substantially increase their business profits, year after year, than anywhere else on the planet."

You can repeat those words every day and it will always be true.

So, what's stopping you? Most likely one thing. No one told You that You could actually learn HOW to build Your own personal *Federal Money Tree*.

Here's How It Works

I first committed to becoming a National federal contractor and building a *Federal Money Tree*. Then, the more that profits came in, much of it was reinvested in enhancing that money tree.

Over the past 25 years, more than a half-million dollars (\$500,000+!) was invested in creating systems, tools, templates, developing scripts, software and advanced technologies to enable any successful construction contractor or subcontractor to double revenues and profits consistently, year after year, by simply getting and completing hundreds of highly profitable federal contracts.

For the first time, here are a few of the insider secrets; what it will take for You to build Your very own *Federal Money Tree* and achieve hyper-growth in Your business. In the process, you'll discover how to utilize Your *Federal Money Tree* and start making a lot more money in a lot less time and with a lot less stress than you ever thought possible.

Ready? Let's get started.

An Introduction

I am, at heart, a construction project manager; not a slick salesman, marketer, website, or funnel expert.

Yet, without any advertising, Facebook/social media marketing and without any salesmen or estimators, I've been awarded millions of dollars of federal contracts with no competition. Twice I've received "Contractor of the Year" awards from the US Army Corps of Engineers.

You can do this – start a new business or grow an existing one to \$100 million per year and more with federal contracts. And You can do it fast.

How do I know this? Because I did. And quite honestly, you're probably smarter than me.

Did you get through high school in 4 years? It took me 5 years. I'm a college dropout and was drafted during the Vietnam War because my birthday was #54 of the 1969 Selective Service Lottery.

Yet, by all measures, I've enjoyed a very successful career, all because I figured out how to build a '*Federal Money Tree*.'

It was a BIG DISCOVERY that others had built their very own *Federal Money Tree* and that collectively there are thousands of *Federal Money Trees* that pour billions of dollars into the bank accounts of contractors, subcontractors, and the American economy every week.

Understanding the Streams of Federal Money

Billions of dollars are sent from the US Treasury directly to the bank accounts of contractors that know how to tap the money streams of 400+ federal agencies that operate and maintain the U.S. Governments' over 900,000 buildings.

All of these near one-million structures require upkeep, repairs, and replacements of roofs, HVAC systems, floor coverings, masonry, electrical, painting, fire protection testing, upgrades and replacements, water and sewer maintenance, and all types of other construction services.

Because 97+% of Contractors and 99+% of Subcontractors have not made the effort of getting in on the action, they are excluded from these thousands of opportunities and all that money. It's a money-making game that they are being left out of.

FACT

*The largest construction businesses in the world actively seek out and get federal contracts for one simple reason,
"That's where the BIG MONEY is!"*

If you're not in this unique and highly profitable market, you're losing out, big time.

Building Your Federal Money Tree

The **roots** of the *Federal Money Tree* are the deep base of knowledge of how the federal money-stream flows that keeps the tree nourished and hydrated.

The **trunk** of the tree are all the business systems that are needed to support the structure of the tree.

The **leaves** are the millions of hundred-dollar bills that the Government prints out every day to trade for all of the construction service requirements of its over 400 agencies. These hundreds of thousands of \$100 bills only fall into the bank accounts of those that have taken the time to build their own *Federal Money Tree*.

Road Map of Building Your *Federal Money Tree*

The Road Map starts with these 7 relatively simple steps.

1. Decide if the Effort is Worth the Risk.

Does it make sense for you and your business to go after highly profitable federal contracts? One of the most common reasons for getting into the federal market and why I decided to become a federal contractor is because it did for me.

In the private market there is often great difficulty in getting customers to pay in full for the materials and services that get delivered to them.

In the federal construction market, *a real person, known as a Contracting Officer, is being paid to pay you for your services* via the U.S. Treasury with funds automatically deposited to your business bank account, usually within 14 days of an approved progress payment. Not sure about this? Just Google the "Prompt Payment Act" and read it.

2. Get Registered:

Go to www.SAM.gov and take the time to get registered and qualified to get federal contract awards. Free help is available at any of the more than 300 PTAC offices around the country. Find the closest one using their website, www.APTAC-US.org. If you don't have the time, then pay a consultant to help you get registered.¹

3. Get Qualified:

If you meet the requirements for any of the "set-aside" contracts such as woman-owned small business (WOSB), service disabled veteran owned small business (SDVOSB), Indian-owned, HUBZone, 8(a) for

¹ Registering in the System for Award Management (SAM) is a free service provided by the Association of Procurement Technical Assistance Centers (APTAC), www.aptac-us.org.

minorities / social disadvantaged, and/or others, be sure to get those qualifiers because many of the solicitations (*thousands of opportunities!*) are restricted to only businesses that have these certifications.

4. Get Connected:

Find and reach out to others that are already successful federal contractors. My group on LinkedIn, “*Federal Construction Professionals*” has over 5,500 members including both active and retired federal procurement officials, contractors and subcontractors, inspectors (also known as Contracting Officer Technical Representatives (COTRs), consultants, attorneys, and material suppliers. The resources available via the members of this group are endless.

5. Get Training:

The U.S. Army Corps of Engineers (USACE) and many other agencies offer free training, seminars, webinars and there are many federal market consultants that offer both free and paid training, much of it online.

Most construction opportunities advertised by the various federal agencies offer site visits prior to the bid date where you can meet with those that need work done. They are actively seeking qualified contractors and subcontractors that are registered in SAM.gov.

And for the most seriously interested, there is the *Mastering Federal Contracting Workshop* where a few times each year, I personally train experienced construction contractors and subcontractors on how to build their own *Federal Money Tree*. You’ll find dozens of interviews with the Workshop graduates. Download the brochure and get the details at www.GCExperts.com/workshops.

6. Get Experience:

Participate by bidding on and submitting proposals to federal procurement officials. They are actively seeking contractors to get their agency’s work done. Each time you don’t ‘win,’ do a complete analysis of why you lost. If your proposal is rejected, request a “debriefing.” A debriefing can be provided via a phone conversation or in writing. Either way, get the information of why you were not selected so you can get better at getting selected on the next one.

Remember, you either get it right and make some money, or you can get a lesson learned on how to get it right the next time.

7. Be In It For the Long Game

Winners win because they make the effort to constantly improve and learn from their failures. Never give up on doing federal contracts. If for no other reason because it’s the only construction market that *never suffers a bad economy*.

During the meltdown of 2007 to 2010, Congress passed the “American Recovery and Reinvestment Act” (ARRA) which allocated an extra \$787 Billion for all the federal agencies to buy whatever they needed just to pour fresh money into the US Economy. \$147 Billion of that \$787 Billion was specifically provided for all the federal agencies to spend on construction services. The result? Many construction contracts that were awarded under the ARRA funded allocations had profit margins exceeding 50% simply because there were not enough qualified contractors that knew how to tap this unique market.

If you're worried about another economic downfall, and you certainly should be, take the time now to get into the federal market, build your own *Federal Money Tree* and reap the rewards when all your "not-so-smart" competitors are crying the blues.

The Secret Sauce

The problem for most contractors and subcontractors is that they have developed skills in a niche. They have identified themselves as being competent in that niche and their ego compels them to relate only their skills in that niche to potential clients. Their websites and marketing tools scream, "I'm the best ____ (put the niche here) _____. Use me!"

This creates a two-fold marketing-to-conversion problem:

- a) Nearly everyone else is shouting, "I'm the best, use me.", which leads potential clients into the despair of "paralysis by analysis." Competitors can't all be "the best," so clients have to struggle with figuring out which contractor truly brings the best value; and
- b) this type of marketing is extremely limiting to only those particular, potential clients that actually have a specific problem that is perceived as needing a specific "niche experts' solution."

On the other hand, ask yourself, "How can I eliminate competition? Those that cause the above described conversion problems?"

The answer is to simply ask yourself this question:

"Where is the BIG MONEY?"

In a highly competitive construction market, where all the bidders are low-balling and cutting their margins, there's rarely any "big money."

So where is the BIG MONEY?

Answer: "The BIG MONEY is in getting a high value contract, defined as a contract that requires very little time, little or no resources yet provides a huge cash return."

Put another way:

- a) There are people in the construction business trading their time for \$20/hour to \$200/hour because their mindset is, "I get paid for the actual construction work that I do and the on-site services that I deliver."

The \$20 to \$200/hour mindset is, "I'm the best, use me." This concept puts the whole conversation around the seller's need to get some work going so they can make that \$20 to \$200/hour.

- b) There are also those that make \$1,000 to \$10,000/hour and more for their time working in the "construction business."

For the \$1,000 to \$10,000/hour and more individual, their mindset is, “Tell me about the problem you’re trying to solve, the budget you have to get it done, and the time frame that it must be completed within.” These are the people that are customer-focused and providing a solution to the client’s immediate need(s).

The B-type contractors are focused on getting high value contracts that others, working for \$20 to \$200/hour, can perform the services for. A business that is focused on getting highly profitable contracts and know how to get others to get the work done in a way that meets or exceeds the customer’s perceived expectations, in the federal market, can easily grow their business to a \$100 million/year and more, as many have.

Where and How Does it Work?

To find what types of projects you may be most interested in going after, start by going through the newly transferred Federal business opportunities at SAM.gov.

The process goes something like this:

Facilities managers and engineers determine construction needs, such as a roof is starting to leak and it requires replacement. They make a request for the funds and send it up the chain of command all the way to the “Office of Management and Budget (OMB)” under the Executive Branch which has the responsibility to run the Government. That request for funding and its justification is then sent to Congress. If and when Congress approves the request, they send the funding to the agency’s “Contracts Division” who then assigns a Contracting Officer to solicit or advertise to get someone to bid or submit a proposal for getting the project completed.

Once an award is made to a competent contractor, the government will call for a preconstruction conference meeting and subsequently issue a notice to proceed with the work to the contractor.

There will be an assigned government inspector, aka the Contracting Officer’s Technical Representative (COTR), that will work with the project superintendent, review the submittals for contract compliance, observe construction progress, determine compliance with the plans and specifications, and approve the payment requests, etc.

Most federal construction contracts allow for monthly billings based on percentage of work completed. Once you do the work, they owe you the money and will pay you *within 14 days* for all progress payments in accordance with the Prompt Payment Act.

Want Hyper-Growth in Your Business?

To start making more money, send in bids *every day* in response to federal solicitations. Study the results of each bid to understand how to make the next one better.

When you get a contract award, get the project done as quickly as possible. Enjoy watching the money wired directly into your business bank account. And **just do it** over and over again. That’s what I did. You can do this too!

Now, go back over the road map. Take the actions I've listed above. Start building Your very own *Federal Money Tree* and grow Your business exponentially!

* * *

Doug Reitmeyer: After personally completing more than a thousand federal construction contracts throughout the United States and several offshore locations, Doug Reitmeyer is now known as "The Federal Construction Expert." In 1998 Doug and his team of programmers started building the BidTrakker software system utilized daily by the most successful federal contractors.

Since 2010, he and his son, Sean Reitmeyer, have trained over 100 individuals and businesses on how to build their own *Federal Money Tree* in the 3-Day *Mastering Federal Contracting Workshop* events in Austin, Texas. Discover dozens of video testimonial interviews with the graduates, download the brochure, read the reviews and get the details at www.GCExperts.com/workshops.

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You can get connected with Doug at www.Linkedin.com/in/DougTheExpert.

Doug's connections on LinkedIn are invited to join the over 5,500 members at his LinkedIn group *Federal Construction Professionals*.

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