

GENERAL SERVICES ADMINISTRATION  
Federal Supply Service

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST

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

*For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.*

**Schedule Title:** Professional Services Schedule (PSS)  
**Contract Number:** GS-23F-0055T  
**Contract Period:** August 20, 2007 through August 19, 2022  
**Business Size:** Small

**Contractor:**

**Name:** CWS Marketing Group, Inc.  
**Address:** 11091 Crooked Stick Lane  
Carmel, IN 46032  
**Phone:** (317) 844-4270  
**Fax:** (317) 844-4388

**Web Site:** [www.cwsmarketing.com](http://www.cwsmarketing.com)

**Contact for contract administration:** Eric King  
[eking@cwsmarketing.com](mailto:eking@cwsmarketing.com)

**Pricelist current through Modification PS-0020, dated May 8, 2018**

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## Customer Information

**1a. Special Item Numbers:**

SIN: 520-2 ~ Transaction Specialist

SIN: 520-3 ~ Due Diligence & Support Services

**1b. Lowest priced model number and lowest unit prices:** See Pages 10 - 11 for pricing.

**1c. Labor Category Descriptions:** See Page 7 for labor category descriptions.

**2. Maximum Order:** \$1,000,000.00. Orders exceeding the maximum order threshold may be placed in accordance with clause I-FSS-125, "Requirements Exceeding the Maximum Order (SEP 1999)".

**3. Minimum Order:** \$100.00

**4. Geographic Coverage:** 50 States, DC Puerto Rico

**5. Points of Production:** Carmel, IN 46032 in Hamilton County.

**6. Statement of Net Price:** Not Applicable.

**7. Quantity Discounts:** Yes. Commission percentages are discounted based on the dollar volume of goods sold. CWS Marketing Group offers a 1% discount on labor hour task orders that exceed \$500,000. Additionally, discounts for orders placed that exceed the maximum order threshold can be negotiated on an order-by-order basis.

**8. Prompt Payment Terms:** None.

**9a. Acceptance of Government purchase cards below micro-purchase threshold:** CWS Marketing Group accepts Government Purchase Cards below the micro-purchase threshold.

**9b. Acceptance of Government purchase cards above micro-purchase threshold:** CWS Marketing Group accepts Government Purchase Cards above the micro-purchase threshold.

**10. Foreign Items:** Not Applicable.

**11a. Time of Delivery:** 30 days ARO.

**11b. Expedited Delivery:** To be negotiated per each delivery order.

- 11c. Overnight and Two-day Delivery:** To be negotiated per each delivery order.
- 11d. Urgent Requirements:** Contact CWS Marketing Group for urgent requirements.
- 12. F.O.B. Points:** Destination
- 13a. Ordering Address:**
- CWS Marketing Group  
Attn: eking@cwsmarketing.com  
11091 Crooked Stick Lane  
Carmel, IN 46032
- 13b. Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can be at the GSA/FSS schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).
- 14. Payment Address:**
- CWS Marketing Group  
11091 Crooked Stick Lane  
Carmel, IN 46032
- 15. Warranty Provision:** Not Applicable.
- 16. Export Packing Charges:** Not Applicable.
- 17. Terms and Conditions of Government purchase card acceptance:** CWS Marketing Group accepts Government Purchase Cards above the micro-purchase threshold.
- 18. Terms and Conditions of rental, maintenance, and repair:** Not Applicable.
- 19. Terms and Conditions of installation:** Not Applicable.
- 20. Terms and Conditions of repair parts indicating date of parts price lists and any discounts from list prices:** Not Applicable.
- 20a. Terms and Conditions for any other services:** Not Applicable.
- 21. List of service and distribution points:** Not Applicable.
- 22. List of participating dealers:** Not Applicable.
- 23. Preventive Maintenance:** Not Applicable.

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- 24a. Environmental Attributes:** Not Applicable.
- 24b. Section 508 Compliance:** Yes
- 25. Data Universal Number System (DUNS):** 13-368-4774
- 26. Notification regarding registration in SAM:** CWS Marketing Group is registered.

## **About CWS Marketing**

CWS is a Small Business that is 51 percent unconditionally and directly owned by a woman and a nationwide leader in business solutions. Headquartered in Manassas, VA, CWS has regional offices in Indiana, Texas, California, New Jersey, Virginia, Florida, Illinois and Arizona providing comprehensive support services to a diverse clientele, including financial institutions, government agencies, and other private-sector entities in the United States and abroad.

CWS and its principals have sold over \$1 billion dollars of real and personal property for Government agencies such as U.S. Customs and Border Protection (CBP), Internal Revenue Service-Criminal Investigation (IRS-CI), U.S. Department of the Treasury, U.S. Department of Housing and Urban Development (HUD), Small Business Administration (SBA), Veterans Administration (VA), Fannie Mae, and the U.S. Marshals Service. We have supported seized property contracts for the U.S. Marshals Service, the Department of the Homeland Security, and the Department of the Treasury's Seized Real Property Program. CWS has conducted sales in all 50 states as well as Puerto Rico, Cayman Islands, Mexico, and Guatemala for thousands of property items ranging in value from \$5,000 to \$50 million, consistently generating sale revenues above market value.

CWS has been a trusted subcontractor for the Departments of the Treasury and Homeland Security on their seized property management contracts for more than 20 years. We work to make the sale of Government property a revenue-generating program. In 1990, CWS was instrumental in establishing groundbreaking policies and procedures for the marketing and sale of seized assets resulting in a positive cash flow for the first time in the program's history. Our contribution in conducting successful multi-agency sales was recognized by the National Partnership for Reinventing Government through presentation of the Hammer Award. CWS has provided support to Treasury Asset Forfeiture Division and its legacy agencies for the management and sale of seized, forfeited, and blocked assets. Our staff consists of recognized leaders in their respective fields with specialized disciplines in government property management and disposition. All CWS key personnel have qualifications that exceed their proposed management supervisory roles. We are experienced in large program transitions and contract startups and have performed this function on multiple government contracts.

Our success is attributed to the fact that we do not distinguish our marketing efforts on the basis of property value. Our philosophy has always been to provide the same level of attention and detail to smaller sales as to larger sales to ensure the Government receives the greatest revenue on the sale of each asset. With in-depth knowledge of a diverse range of commodity types and the retail marketplace, we attract qualified buyers through aggressive research and comprehensive advertising campaigns targeted to niche buyers.

## Labor Category Descriptions

### **Project Manager**

*General Experience.* Possesses extensive experience planning and managing large-scale or complex projects and have demonstrated the ability to set and maintain overall direction for a project; to control overall scope, budget, and schedule for complex, multi-project programs; and the ability to communicate with client executive management to ensure that critical project related issues are addressed. Responsible for managing the performance of all contracts and the assigned staff to ensure that prescribed activities are carried out in accordance with specified objectives. Plans and develops methods and procedures for implementing contract requirements, directs and coordinates contract activities, and exercises control over personnel responsible for specific functions or phases of contracts.

*Functional Responsibility.* Management authority for multiple, complex projects and is responsible for contract performance. Responsible for providing overall direction to the project and ensures that the project is executed on schedule and within budget. Directs and coordinates activities concerned with implementation and carrying out objectives of contract. Reviews reports and records activities to ensure progress is being accomplished toward specified contract objectives and deadlines. Controls expenditures in accordance with budget allocations.

#### *Minimum Education:*

Project Manager I - Bachelor's Degree or equivalent experience and a minimum of 13 years relevant experience.

### **Project Director**

*General Experience.* Experience planning and managing large-scale projects and have demonstrated the ability to set and maintain direction for a project; to control scope, and the ability to communicate with client executive management to ensure that critical project related issues are addressed. Responsible for managing the performance of contracts and the assigned staff to ensure that prescribed activities are carried out in accordance with specified objectives.

*Functional Responsibility.* Provides management for a project and is responsible ensuring that it is executed on schedule and within budget. Confers with staff to explain contract and individual responsibilities for functions and phases of contract. Directs and coordinates activities concerned with implementation and carrying out objectives of contract. Reviews reports and records activities to ensure progress is being accomplished toward specified contract objectives and deadlines.

#### *Minimum Education:*

Project Director I - Bachelor's Degree or equivalent experience and a minimum of 12 years relevant experience.

### **Auction Cashier**

*General Experience:* Records the item number, the *description* of the merchandise sold, the bid number of the winner and the final sale price for every piece up for *auction*. Captures and tracks bids as they are received. Enters into the computer information to create a receipt when a merchandise is sold.

*Functional Responsibility:* Records amounts of final bids for merchandise at *auction* sales, and receives money from final bidders at *auction*. Locates lot and item number of article up for bidding on record

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sheet. Receives and disburses money received. May use electronic scanners, cash registers, or related equipment.

### ***Minimum Education:***

Auction Cashier I - Bachelor's Degree or equivalent experience and a minimum of 9 years relevant experience.

### **Finance Clerk**

*General Experience:* Provides accounting and clerical support, reviews, reconciles and posts financial information under the direction of senior members of finance and accounting.

*Functional Responsibility:* Provides overall financial, clerical and administrative support including preparing project/task cost estimates, receiving sales revenue collections and preparing outgoing wire transfers, viewing source documents/invoices for accuracy, matching invoices with appropriate supporting documentation, and preparing accounting entries for data input, performing calculations and account reconciliations, receiving vendor invoice, verifying accuracy, and processing payments and coding transactions and processing material to accrue costs to each seizure in the accounting system.

### ***Minimum Education:***

Finance Clerk I – High School Degree or equivalent experience and a minimum of 2 years relevant experience.

### **Marketing and Sales Manager**

*General Experience:* Responsible for maximizing real property sale revenue by effectively managing day-to-day Sales and Marketing operations, developing marketing strategies, developing the annual sale plan and special sale plans, and managing marketing and sales resources for sale promotions and sale conduct within budget.

*Functional Responsibility:* Responsible for advertising campaigns and Internet updates for client websites to provide efficiency of resources and maximize the use of the advertising budget. Ensures timely and responsive services and technical excellence that meets the specifications defined in a SOW, coordinates with Headquarters support personnel in the delivery of product and services, and communicates with vendors and subcontractors.

### ***Minimum Education:***

Marketing and Sales Manager I - Bachelor's Degree or equivalent experience and a minimum of 6 years relevant experience.

### **Purchasing Manager**

*General Experience:* Issues purchase orders and maintains procurement files.

*Functional Responsibility:* Negotiates with third-party vendors to draw up procurement purchase orders to include coordinating with sales managers to develop requirements and Statements of Work, developing and reviewing requests for quotations, offer responsiveness and eligibility for award, maintaining procurement files, negotiating, administering, extending, terminating, and renegotiating vendor agreements and maintaining listing of pre-qualified vendors.

### ***Minimum Education:***

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Purchasing Manager I - Bachelor's Degree or equivalent experience and a minimum of 7 years relevant experience.

### **Regional Property Manager**

*General Experience:* Manages the day-to-day field operations and has management responsibility for seized property contracts. Participates in developing, interpreting, and implementing policies and procedures for the organization, ensures compliance with established policies and procedures and SOW requirements.

*Functional Responsibility:* Manages all field activities to ensure effective and efficient high-quality, low-risk contract-wide seized property management services including leading and managing the overall projects and associated resources to achieve all contract milestones, goals and objectives, standardizing, approving, implementing and enforcing policies and procedures, including risk management and mitigation, ethics, quality, safety, and environmental compliance, monitoring and managing funding to ensure target costs are met and implement cost containment and avoidance actions and monitor results, and evaluating the efficiency and effectiveness of property maintenance and determine necessity and reasonableness of repairs

#### *Minimum Education:*

Regional Property Manager I - Bachelor's Degree or equivalent experience and a minimum of 3 years relevant experience.

Regional Property Manager II - Bachelor's Degree or equivalent experience and a minimum of 4 years relevant experience.

Regional Property Manager III - Bachelor's Degree or equivalent experience and a minimum of 6 years relevant experience.

Regional Property Manager V - Bachelor's Degree or equivalent experience and a minimum of 9 years relevant experience.

### **Sales Clerk**

*General Experience:* Prepares merchandise for sale and assists in its display, maintains sales records for inventory control, assists in disbursing new sales leads, assists in maintaining sales department reports, verifies accuracy of information on sales orders, invoicing, and commissions.

*Functional Responsibility:* Responsible for assisting in answering and researching sales questions posed from customer inquiries, creates and maintains reports on individual sales activities. Produces written documents/reports as required, and can effectively communicate with internal and external customers.

#### *Minimum Education:*

Sales Clerk I - High School Degree and a minimum of 2 years relevant experience.

### **Sales Manager**

*General Experience:* Organizes, motivates and leads sales teams in a wide range of efforts. Responsible for the combined performance of the sales team and for ensuring that everyone within their team reaches their targets. They may also operate incentive schemes that motivate members of their team to reach or exceed sales targets. Sales managers are responsible for specific geographical areas and/or particular products.

*Functional Responsibility:* Recruiting and training sales staff, supervising, motivating and monitoring team performance, setting budgets and sales targets, interacting with customers for the purpose of

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sales. In addition maintaining detailed knowledge of the company's services and products, keeping current with what our competitors are doing and prospecting activities in a given territory. This includes executing on cold calling campaigns, email campaigns and client meetings.

### ***Minimum Education:***

Sales Manager I - Bachelor's Degree or equivalent experience and a minimum of 8 years relevant experience.

### **Sales Coordinator**

***General Experience:*** Manages the day-to-day field operations and program management responsibility for the seized property contract. Participates in developing, interpreting, and implementing policies and procedures for the organization, ensure compliance with established policies and procedures and SOW requirements.

***Functional responsibility:*** Manages all field activities to ensure effective and efficient high-quality, low-risk contract-wide seized property management services including leading resources to achieve all contract milestones, goals and objectives, standardizes, approves, implements and enforces policies and procedures, including risk management and mitigation, ethics, quality, safety, and environmental compliance, ensures timely and responsive services and technical excellence that meets the specifications defined in the SOW, communicates with vendors and subcontractors, performs subcontractor facility and performance evaluation, trains, evaluates, and selects new vendors as required.

### ***Minimum Education:***

Sales Coordinator I - Bachelor's Degree or equivalent experience and a minimum of 9 years relevant experience.

### **Title and Closing Coordinator**

***General Experience:*** Reviews and takes actions to obtain clear and marketable title on all real property for sale, coordinates and tracks closings, determines validity of judgments, Federal tax liens, and mortgages and validating that all data is current in the seized real property database.

***Functional Responsibility:*** Coordinate and oversee actions to obtain clear and marketable title and coordinate closings including reviewing title commitments, liens, judgments, and court documents for discrepancies and validity, coordinating with all parties involved, governmental or private, to resolve title issues, contacting local tax authorities to record change of ownership and provide appropriate supporting documents, and providing all appropriate documentation to the title company to have individuals removed from titles.

### ***Minimum Education:***

Title and Closing Coordinator I – High School Degree or equivalent experience and a minimum of 2 years relevant experience.

### **Title and Closing Manager**

***General Experience:*** Establishes, maintains, and monitors title research, clearing, and closing activities.

***Functional Responsibility:*** Serves as the coordinator for title and closing issues, coordinates with field agents, taxing authorities, closing agents, and other third parties, as required, to effect clear title and facilitate closing.

*Minimum Education:*

Title and Closing Manager I - Bachelor's Degree or equivalent experience and a minimum of 6 years relevant experience.

**Graphics Manager**

*General Experience:* Maintains strong knowledge of the creative process, from ideation through execution. Additionally, strong knowledge of various packaging and print technologies is required. Must be computer literate with proficiency with industry-standard graphics software. Must have proven leadership skills, the ability to inspire and motivate a diverse organization and have a balance of strategic and creative skills. Strong creative and analytical skills are a must. Excellent presentation skills and must be able to visually communicate complex strategic marketing initiatives.

*Functional Responsibility:* Responsible for overseeing the scheduling and coordination of projects with internal clients and external vendors. Ability to balance deadlines of other projects and determine priorities across projects. Gathers information on communication objectives, audience, budget and deadlines for graphics projects. Develops and/or adheres to brand identity system and graphics standards guidelines. Meets with clients to provide creative and value-added solutions for marketing strategies.

*Minimum Education:*

Graphics Manager I - Bachelor's Degree or equivalent experience and a minimum of 8 years relevant experience.

**Information Technology Specialist**

*General Experience.* Provides technical support to a project. Provides high-level functional and technical system development and analysis support. This position incorporates the design, integration, documentation, implementation and analysis of complex problems requiring knowledge of the technical subject matter. Makes recommendations and advises on organizational-wide systems improvements, optimization or maintenance efforts for a technical area. Possesses experience performing systems development, testing, conversion, and production support tasks on large-scale, complex systems.

*Functional Responsibility.* Our Information Technology Specialists develop functional and technical requirements, prepare systems designs and specifications, and perform systems development, testing, conversion, and production support tasks. They also develop required systems and operation documentation.

*Minimum Education:*

Information Technology Specialist I - Bachelor's Degree or equivalent experience and a minimum of 10 years relevant experience.

**Web and IT Coordinator**

*General Experience:* Responsibilities include day-to-day management and coordination of web site and technical requirements, web site structure, and technical team resource allocation. Possesses the ability to develop a compelling and dynamic systems that enable individuals to quickly find critical information.

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***Functional Responsibility:*** Strong technical and web management skills in a high-volume web publishing environment. A good understanding of current technical development trends and content management platforms. Proven experience in data and template driven web development using such tools as PHP, MySQL, HTML, Javascript, XML, XSL and CSS.

***Minimum Education:***

Web and IT Coordinator I - Bachelor's Degree or equivalent experience and a minimum of 6 years relevant experience.

**Web Site Manager**

***General Experience:*** Maintains strong experience in web site production, web design and development. Responsibilities include day-to-day management of web site and editorial content, web site structure, development calendar and team resource allocation. Possesses the ability to develop a compelling and dynamic site that enables individuals to quickly find critical information.

***Functional Responsibility:*** Strong web resource management skills in a high-volume web publishing environment. A good understanding of current web development trends and content management platforms. Proven experience in data and template driven web development using such tools as PHP, MySQL, HTML, Javascript, XML, XSL and CSS. Basic web design skills including familiarity with Photoshop, Flash or similar design tools.

***Minimum Education:***

Web Site Manager I - Bachelor's Degree or equivalent experience and a minimum of 5 years relevant experience.

Website Manager II - Bachelor's Degree or equivalent experience and a minimum of 6 years relevant experience.

## **GSA Pricing**

**SIN: 520-2; 520-3**

SIN	Labor Category	8/20/2017 - 8/19/2018	8/20/2018 - 8/19/2019	8/20/2019 - 8/19/2020	8/20/2020 - 8/19/2021	8/20/2021 - 8/19/2022
520-2; 520-3	Project Manager I	\$140.89	\$145.12	\$149.47	\$153.95	\$158.57
520-2; 520-3	Project Director I	\$131.24	\$ 135.18	\$ 139.23	\$ 143.41	\$ 147.71
520-2; 520-3	Auction Cashier I	\$83.56	\$86.07	\$88.65	\$91.31	\$94.05
520-2; 520-3	Finance Clerk I	\$41.40	\$42.64	\$43.92	\$45.24	\$46.60
520-2; 520-3	Marketing and Sales Manager I	\$64.62	\$66.56	\$68.56	\$70.61	\$72.73
520-2; 520-3	Purchasing Manager I	\$71.08	\$73.21	\$75.41	\$77.67	\$80.00
520-2; 520-3	Regional Property Manager I	\$48.83	\$50.29	\$51.80	\$53.36	\$54.96
520-2; 520-3	Regional Property Manager II	\$57.66	\$59.39	\$61.17	\$63.01	\$64.90
520-2; 520-3	Regional Property Manager III	\$61.70	\$63.55	\$65.46	\$67.42	\$69.44
520-2; 520-3	Regional Property Manager V	\$86.23	\$88.82	\$91.48	\$94.23	\$97.05
520-2; 520-3	Sales Clerk I	\$40.18	\$ 41.39	\$ 42.63	\$ 43.91	\$ 45.22
520-2; 520-3	Sales Manager I	\$78.17	\$ 80.52	\$ 82.93	\$ 85.42	\$ 87.98
520-2; 520-3	Sales Coordinator I	\$80.72	\$83.14	\$85.64	\$88.20	\$90.85
520-2; 520-3	Title and Closing Coordinator I	\$36.97	\$38.08	\$39.22	\$40.40	\$41.61
520-2; 520-3	Title and Closing Manager I	\$68.33	\$70.38	\$72.49	\$74.67	\$76.91
520-2; 520-3	Graphics Manager I	\$76.29	\$ 78.58	\$ 80.94	\$ 83.36	\$ 85.87
520-2; 520-3	Information Technology Specialist I	\$105.78	\$ 108.95	\$ 112.22	\$ 115.59	\$ 119.06
520-2; 520-3	Web and IT Coordinator I	\$59.84	\$61.64	\$63.48	\$65.39	\$67.35
520-2; 520-3	Web Site Manager I	\$63.03	\$ 64.92	\$ 66.87	\$ 68.87	\$ 70.94
520-2; 520-3	Website Manager II	\$67.65	\$69.68	\$71.77	\$73.92	\$76.14

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The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire 00CORP The Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories/employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

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**GSA Prices Offered ~ Commissions**

Sales Commissions Packages	Sales Dollar Volume			Price Offered to GSA
	From	To		
Bundled Sales - Personal Property - Extended Services (See Note 4)	All Sales	All Sales		22%
Bundled Sales - Personal Property (See Note 1)	\$0.00	\$50,000.00	(See Note 3)	10.00%
	\$50,001.00	\$150,000.00	(See Note 3)	9.00%
	\$150,001.00	\$300,000.00		8.00%
	\$300,000.00	and up		7.00%
Unbundled Sales - Personal Property (See Note 2)	\$0.00	\$199,999.00		7.49%
	\$200,000.00	\$499,999.00		6.31%
	\$500,000.00	and up		4.61%
Real Estate Sales	\$200,000.00	and up		4.00%

*Note 1: CWS Marketing Group provides advertising, cashiering, clerking, security, storage, and all sales costs.*

*Note 2: CWS only sells the property and does not provide any services included in Note 1 above.*

*Note 3: CWS provides sales at these dollar volumes for contracts totaling a value of \$500,000 in one year and does not offer them for one-time sales at these dollar volumes.*

*Note 4: All services listed in Note 1 and additionally includes photographing, auctioneering, asset preparation, asset valuation, lotting, cataloging and release.*