Maryland
DEPARTMENT OF SOCIAL AND ECONOMIC MOBILITY
OFFICE OF MINORITY BUSINESS ENTERPRISE

Top 10 Tips for Certification

Familiarize yourself with the certification requirements: ownership, minority status, control, small business size standards and personal net worth thresholds.

1. Firms are certified by NAICS (North American Industry Classification System) Codes. Familiarize yourself with the NAICS Codes that may apply to your business.

2. Submit your completed application and all required supporting documents in B2G, the Maryland Certification Management System.

3. Use the document checklist for your certification and your firm's structure. Save each document as a PDF and name it to match its checklist item.

4. Do not leave any area of the application blank. If an area does not apply to your business, indicate "N/A" or "Does Not Apply" in the space provided and include a brief explanation along with your supporting documents.

5. DBE, ACDBE and SBE applicants: sign and date the Declaration of Eligibility with a wet ink signature.

6. Keep a copy of your application and documents for your files.

7. Be responsive to requests for additional information.

8. Certification takes 2-3 months once we receive your completed application and all required supporting documents.

9. Visit EconomicMobility.Maryland.gov, email us or call the office with any questions about the certification process, the application or the required supporting documents. Free monthly application workshops and 30-minute one-on-one application reviews are listed under Certification Application Assistance.

Office of Minority Business Enterprise
mbe.dosem@maryland.gov
410-865-1269

Maryland
DEPARTMENT OF SOCIAL AND ECONOMIC MOBILITY
OFFICE OF MINORITY BUSINESS ENTERPRISE

Marketing Tips

Register in eMaryland Marketplace Advantage

- eMMA is Maryland's online procurement system and a great resource for finding contracting opportunities. https://emma.maryland.gov/

Get Certified Small Business (CSB) Certification for the Small Business Reserve (SBR) Program

- CSB certification is free and lets small businesses compete for State contracts reserved for small businesses, without competing with larger, more established firms. This is a race- and gender-neutral program. Apply in eMaryland Marketplace Advantage (eMMA), where you can be certified in as little as one day. https://emma.maryland.gov/

Identify Your Customers

- What agencies (state, county, city) buy the products/services you sell? Check their website for information about procurements with that agency.

Learn the Process

- Know your NAICS codes and learn the procurement process of each potential customer.

Attend Pre-bid Meetings

- This is where you will meet the prime contractors who are most likely to bid on the contract.
  Focus your marketing efforts on these prime contractors.

Prepare a Capabilities Statement

- Take it everywhere you go and hand it out to everyone you meet. Be sure to include examples of previous work and contact information.

Copy Best Practices

- Talk with other MBEs who are successfully working on government contracts (inside and outside of your industry) and follow suit.

Be Patient and Persistent

- Developing new business relationships takes time. Don't give up! Be willing to start small in order to build a record of past performance that is relevant to prime contractors.

Social Media

- Social media offers an inexpensive way to connect to potential customers. Research the platforms that best fit your business and learn how to use them effectively.

Ask Why!

- If your bid does not earn you the job, ask why. This is valuable information that can help the next time around.