BidBridge

Service Levels — What You Get, and Why It's Worth It

Fixed fees, agreed before we start. Never a percentage of the award. · BidBridge

First, the honest part — you're not paying for a win.

No one can promise a federal award, and anyone who does is either misleading you or breaking the rules. What you pay for is the WORK: a compliant, competitive, on-time bid that actually gets evaluated instead of disqualified on a technicality — plus reusable past-performance, pricing and write-ups that make every future bid faster and cheaper.

The fee is fixed and agreed up front. You pay it whether you win or lose — so your downside is capped and known, while the upside (a multi-year federal contract) is many times larger.

Two ways to sense-check any proposal fee

1. By the hours. Proposal work is expert labour, billed at **$100–$250/hour** across the market. A simple single-site bid is a handful of hours; a full, multi-volume RFP is 40–80+ hours. A fixed fee that sits below that hourly total — and is capped — is a good deal.

2. By the contract value. The industry norm to prepare a services / O&M; bid (cleaning, grounds, facilities) is **0.2%–1.2% of the contract value**; complex technical bids run higher (1.5%–3%). Our fees sit inside that band — so on a $300k contract, a bid in the hundreds-to-low-thousands is exactly what the market expects.

TIER 1 · Opportunity Fit Check — FREE

Best for: Anyone, at first contact — before spending a penny.

What you get:

- A written bid / no-bid verdict on one specific live opportunity.
- An eligibility check: set-aside type, whether you qualify, and your SAM.gov / UEI status.
- A plain-English summary of what the solicitation actually requires of you.
- An honest read on whether you're competitive — and a clear go / no-go with the reasons.
- Delivered in about two business days. No cost, no obligation.

Why it's worth it: It stops you spending time and money on bids you can't win, and it costs you nothing to find out.

TIER 2 · Compliance & Pricing Pack — $350 – $850

Best for: Capable firms that will write their own narrative but want the foundation right — or simpler solicitations on a tight budget.

What you get:

• A complete compliance matrix — every requirement from Sections L & M mapped to where and how you must respond (the same tool evaluators use to disqualify the unprepared).

• A price model built from the labour / wage floor up, so your number is competitive and you can defend every line.

• The full list of required forms, certifications and attachments.

• A submission checklist. You write the narrative; we make sure nothing is missed.

Why it's worth it: The two things most likely to get you disqualified — compliance and price — done properly, for a few hundred dollars.

TIER 3 · Done-for-You Simple Bid — $700 – $1,600

Best for: Small firms bidding a straightforward, single-site RFQ or simplified buy (janitorial, grounds, facilities) — typically contracts up to ~$250k. This is our core service.

What you get:

• Everything in the Compliance & Pricing Pack, plus:

• Drafted technical & management write-ups, in the government's own evaluation language.

• Your bid assembled to about 90% — you add only your final price, references, certifications and signature (around 30 minutes of your time).

• A submission-ready package and a step-by-step submission guide.

Why it's worth it: A complete, compliant, competitive bid for less than a day of a consultant's billable time — versus weeks of your own time, or missing the deadline entirely.

TIER 4 · Standard RFP — $2,000 – $5,500

Best for: More established firms going after a formal, multi-volume RFP with weighted evaluation factors and page limits — typically contracts ~$250k–$2M.

What you get:

• A full proposal: drafted Technical, Management and Past-Performance volumes, written factor-by-factor to the Section M scoring (so you're scored well, not just judged compliant).

• A compliance matrix plus win-theme strategy that positions you against the competition.

• A defensible price-to-win model.

• Past-performance write-ups and a formatting / graphics pass so it reads like a serious bidder's submission.

• One revision round and a full pre-submission compliance review.

• Delivered submission-ready, with a submission checklist.

Why it's worth it: A formal RFP is 40–80 hours of specialist work — $4,000–$20,000 at market hourly rates. Our capped fixed fee is a fraction of that, and only ~0.3–1% of the contract you're chasing. You also keep the volumes and price model as reusable assets that make your next bid faster and cheaper.

TIER 5 · Complex RFP — from $6,500

Best for: Large, technical, multi-site or multi-year solicitations — many volumes, demanding requirements, sometimes oral presentations.

What you get:

• Everything in the Standard RFP, scaled to the job: multiple volumes, technical / staffing / transition plans, multiple review cycles, proposal graphics, and oral-presentation prep where required.

• Scoped openly to the specific solicitation — and still a fixed fee, agreed before any work begins.

Why it's worth it: On a high-value, multi-year contract, a thorough bid at roughly 1–2% of contract value is a small, sensible investment for a genuine shot at work worth millions.

TIER 6 · Capture Retainer — $900 – $2,800 / month

Best for: Firms that want to win repeatedly and treat federal contracting as an ongoing channel — not a one-off.

What you get:

• Continuous opportunity monitoring matched to your NAICS codes and location.

• A monthly bid / no-bid shortlist of the opportunities genuinely worth your time.

• An agreed amount of bid production each month, with priority on the pursuits you choose.

• Ongoing pipeline management — effectively an outsourced bid team.

Why it's worth it: A part-time, in-house proposal hire costs $3,000–$6,000+/month once you load taxes and overhead. This is a fraction of that, with none of the employment commitment.

"But there's no guarantee — why would I pay $3,500+ for a Standard RFP?"

Fair question — here's the straight answer. You're not buying a result; you're buying the difference between a bid that gets thrown out and one that genuinely competes. Most small firms lose not on price but on compliance — one missed instruction in Section L and you're rejected before anyone reads your number. We remove that risk.

Run the ROI: a $300,000/year contract with four option years is worth $1.5M. A Standard RFP fee of, say, $3,500 is 0.23% of that. Even a modest improvement in your odds — from “disqualified on a technicality” to “genuinely in the running” — makes the maths overwhelmingly in your favour. And win or lose, you keep a compliant package, a defensible price model, and reusable write-ups that cut the cost of every future bid.

Finally, the fee is FIXED and known before we start. Compare that to hiring a proposal writer at $100–$250/hour with an open-ended timesheet, or to not bidding at all and leaving the work to firms who simply learned the paperwork first.

Every engagement starts with the free Fit Check, and every fee is quoted and agreed in writing before any work begins. Fees are for the work performed and are not contingent on award (federal rules restrict contingent fees, and we'd play it straight regardless).

Illustrative guide ranges in USD; the exact fee is scoped to each opportunity. Not legal or financial advice.