

SBA Profile[Privacy Statement](#)[\(Back to Profile List](#), or use Back button)**Identification, Location & Contacts**

This profile was last updated: 08/12/2021
 Status: Active

User ID: P2370849
 Name of Firm: Solution Engineering For Reliable and Viable Enterprises
 (SERVE) Advisory Group, LLC

Trade Name ("Doing Business
 As ..."):

UEI: GPUBL2K66M28
 Address, line 1: 5518 Oak PI
 Address, line 2:
 City: Bethesda
 State: MD
 Zip: 20817-3524
 Phone Number: 585-278-0183
 Fax Number:
 E-mail Address: will.reynolds@serveadvisory.com
 WWW Page: www.serveadvisory.com
 E-Commerce Website: <http://www.serveadvisory.com>
 Contact Person: William B Reynolds
 County Code (3 digit): 031
 Congressional District: 08
 Metropolitan Statistical Area: 8840
 CAGE Code: 8JC73
 Year Established: 2018
 Accepts Government Credit Card?: Yes No
 GSA Advantage Contract(s):

(Note: Size information is now under "NAICS Codes with Size Determinations by NAICS", below.)

Organization, Ownership & Certifications

Legal Structure: LLC
 Ownership and Self-Certifications: Black American, Other Minority Owned, Self-Certified Small Disadvantaged Business, Service-Disabled Veteran, Veteran

Current Principals

1. William B. Reynolds III, CEO/President
2. Cassandra Z Bryan Reynolds, Director of Operations / Office Manager

"Business Development Servicing Office" (for certifications)

WASHINGTON DISTRICT OFFICE (SBA office code 0353)

SBA Federal Certifications

8(a) Certification:

SBA 8(a) Case Number:
 SBA 8(a) Entrance Date:
 SBA 8(a) Exit Date:

HUBZone Certification:

HUBZone Certified?: Yes No
 HUBZone Certification Date:

8(a) Joint Venture Certification:

8(a) JV Entrance Date:
 8(a) JV Exit Date:

Women Owned - SBA Certified:

WOSB Certified?: Yes No
 WOSB Pending?: Yes No

Economically Disadvantaged Women Owned - SBA Certified:

EDWOSB Certified?: Yes No
 EDWOSB Pending?: Yes No

Other Certifications

Non-Federal-Government Certifications:

MBA
 CSM

Products & Services

Capabilities Narrative:

Solution Engineering: Providing solutions to problems that occur with systems when customers have a task that they want to accomplish and their methods are not sufficient. Tech Transfer & Device / Prosthetic Advancement: Facilitating the transfer of innovative health care technology to the various healthcare markets. Health & Well-being Innovation Development: Advising product manufacturers on the interfacing, deployment, & adoption of their tools, & end-users of efficient, data driven usage. Vocational Transition Assistance: Implementing cross-categorical, instructional programs for Servicemembers, & others in the market to transition careers. Military, Veteran, Family, & Caregiver Program Support: Promulgating earned care, benefits, & services to adequate places in communities

when the support is most needed. Adaptive Sports & Disability Advocacy: Educating various healthcare networks, & service providers on the rehabilitative merits of sports, & rec therapy.

Special Equipment/Materials:

(none given)

Business Type Percentages:

Construction (10 %)
 Research and Development (10 %)
 Service (80 %)

Bonding Levels

Construction Bonding Level (per \$0 contract)
 Construction Bonding Level \$0 (aggregate)
 Service Bonding Level (per \$0 contract)
 Service Bonding Level \$0 (aggregate)

NAICS Codes with Size Determinations by NAICS:

#	Primary?	Code	NAICS Code's Description	"Buy Green"? (1)	Small? (2)
1	Yes	541611	Administrative Management and General Management Consulting Services		Yes
2		541410	Interior Design Services		Yes
3		541420	Industrial Design Services		Yes
4		541612	Human Resources Consulting Services		Yes
5		541613	Marketing Consulting Services		Yes
6		541614	Process, Physical Distribution, and Logistics Consulting Services		Yes
7		541618	Other Management Consulting Services		Yes
8		541620	Environmental Consulting Services		Yes
9		541690	Other Scientific and Technical Consulting Services		Yes
10		541810	Advertising Agencies		Yes
11		541820	Public Relations Agencies		Yes
12		561110	Office Administrative Services		Yes
13		561312	Executive Search Services		Yes
14		561320	Temporary Help Services		Yes
15		561330	Professional Employer Organizations		Yes
16		611430	Professional and Management Development Training		Yes
17		621610	Home Health Care Services		Yes
18		812199	Other Personal Care Services		Yes

(1) By entering Yes for "Buy Green", the firm asserts that it obeys EPA guidelines for environmental friendliness for this NAICS code. Note, EPA guidelines do not exist for every NAICS code.
 (2) If Yes, the firm's revenues/number of employees do not exceed the NAICS code's small business size standard.

Keywords:

Consulting, Management Consulting, Organizational Design, Human Centered Design, Solution Engineering, Technology Transfer, Military, Veteran, Servicemember, Veterans Affairs, Transition, Vocational, Adaptive Sports, Advocacy

Miscellaneous:

Quality Assurance Standards: (none given)
 Electronic Data Interchange [] Yes [] No
 capable?:

Export Profile (Trade Mission Online)

Exporter?: [] Yes [X] No [] Wants To Be
 Export Business Activities: (none given)
 Exporting to: (none given)
 Desired Export Business (none given)
 Relationships:
 Description of Export (none given)
 Objective(s):

Performance History (References)

Name:	Centre for Public Impact Bloomberg Philanthropies Future of Work
Contract:	CPI BbP
Start:	01/17/2019
End:	03/10/2019
Value:	\$48,000
Contact:	Zach Osborne
Phone:	240-444-2511

Name:	Army Warrior Games Trials
Contract:	Army Trials
Start:	03/01/2019
End:	12/31/2019
Value:	\$25,000
Contact:	Chris Uggiano
Phone:	910-709-6693

Name:	Chenega Reliable Services
Contract:	HT001120C0020
Start:	08/01/2020
End:	01/01/2023
Value:	6,225,000
Contact:	George Gisin
Phone:	210-410-2605

The structure of this page was last updated 02/01/2013, as part of SBSS 8.1.1.
