

**A
Resource
Network
for
Business
Growth**



Service Provider Q & A

Q&A

THE DIRECT BUSINESS ASSISTANCE PROGRAM (DBA)

1. What is the DBA program?

The DBA program is a program sponsored by the University of Houston Small Business Development Center Network (UH SBDC). It is referral service that provides small growing businesses access to experienced business professionals.

The DBA program offers two types of referrals – professional and advisory. The professional referral program links small business owners with professionals like you who will perform specific business services for that client.

The advisory board referral program allows the client to select up to five professionals to offer advice in all areas of business planning and operation. DBA service providers agree to an initial reduced fee structure.

2. Who uses the DBA program?

Since 1989, over 1500 clients have received referrals from DBA. These companies included both start-up ventures and established businesses. In fact, some of these companies later became some of southeast Texas' fastest-growing private companies.

3. How does the program work?

When a client requests referrals in your area of expertise, three companies are made available to them. The client will call you to discuss the type of services they seek. It is then up to you and the client to proceed to the next step.

4. Is there a fee to participate the DBA program?

There are absolutely no fees to participate in the program.

5. How does the reduced fee structure work for professional service referrals?

As a DBA company, you agree to provide a 30-minute introductory meeting at no charge to the small business client. If your company is hired to do the job, you will follow this discounted fee schedule:

first two hours of service - **no charge**,
next two hours of service - **25 percent** of your regular rate,
next four hours of service - **50 percent** of your regular rate, and
next eight hours of service - **75 percent** of your regular rate.

Adhere to the following discount structure if an hourly fee schedule is not applicable.

first order or job - **30% discount** from normal pricing,
second order or job - **20% discount** from normal pricing

While DBA companies agree to an initial reduced fee schedule, this is often recouped many times over when clients become long-term customers.

6. Can you tell me more about the advisory board referral program?

The advisory board referral program allows a client to select up to five professionals who function as an ad hoc Board of Directors. Advisory board members agree to hold a free one-half hour introductory meeting and four, one-hour meetings at no charge. After that, you and the client can negotiate compensation.

7. Why should my company participate?

You have everything to gain. By becoming a DBA service provider, you have access to some of the fastest growing privately held companies. After you complete a DBA service provider agreement, UH SBDC handles all the details. Your company information, fee structure and profile are entered into our database and are released to interested companies.

8. What's the next step?

Call us at 713/752-8400 or complete the service provider application form and return it at your earliest convenience. The number of companies in each business service category will be limited. So please respond at your earliest convenience to make sure your company is included.

