Track SAM.gov expirations and compliance renewals automatically

> *"We missed our SAM.gov renewal date and lost eligibility to bid on active government contracts."*

Category: operations **Setup Time:** ~30 minutes **Estimated Hours Saved:** 4 hrs/week **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Set up automated 90, 60, and 30-day compliance alerts for SAM.gov entity registrations and certification renewals using free webhook automations and calendar sync. Government vendor records lapse every 12 months, and once inactive, federal agencies cannot legally award contracts or disburse funds to your UEI until renewed. A simple automated tracker monitors expiration dates in a table and fires Slack or SMS notifications to your operations team before deadlines.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Airtable:** **(Free Tier / Wholesale)**
- **Make:** **(Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Create an Entity Compliance Log in Airtable or Google Sheets**
   Create a table with columns for Legal Entity Name, Unique Entity ID (UEI), CAGE Code, Primary Point of Contact, and Current SAM.gov Expiration Date.

2. **Calculate Automated Expiration Milestone Formulas**
   Add formula fields calculating 90-day, 60-day, and 30-day countdown thresholds (e.g., DATETIME_DIFF({Expiration Date}, TODAY(), 'days')).

3. **Configure Webhook or Email Notification Automation**
   Trigger an automated notification when the countdown enters the 90-day window, reminding the compliance officer to initiate notarized entity administrator letters if banking or leadership changed.

4. **Set Up Multi-Channel Escalation Alerts**
   Route final 30-day escalation alerts to executive Slack channels or SMS so renewals are never blocked by an out-of-office inbox.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: How often does a SAM.gov registration expire?

A: SAM.gov entity registrations must be renewed every 12 months to remain active for federal contract bidding and grant awards.

Q: Does SAM.gov charge any fee for renewal?

A: No. SAM.gov registration and annual renewal is free through the federal government. Never pay third-party registration services that claim mandatory filing fees.

Q: Can we track multiple subcontractor UEIs in the same base?

A: Yes. A single base can track dozens of partner UEIs, CAGE codes, and insurance certificate expirations with automated reminders sent directly to each subcontractor contact.

Source: dgfcorporations.com/fixes/sam-gov-compliance-expiration-tracker/ · Free to use, modify & deploy Master Client Ownership · Zero Agency Retainers