U.S. Department of Housing and Urban Development
Washington, D.C. 20410

OFFICE OF THE CHIEF PROCUREMENT OFFICER

Department of Housing and Urban Development
Government National Mortgage Association (Ginnie Mae)
Sources Sought Notice

Global Market Advisory and Investors Analytics (GMAIA) Support Services

July 9, 2026

Sources Sought Notice
U.S. Department of Housing and Urban Development (HUD)
Ginnie Mae Global Market Advisory and Investors Analytics (GMAIA) Support Services

Notice Type: Sources Sought Synopsis

Response Deadline: July 17, 2026, @ 2:00 PM EST

Primary NAICS Code: 541611 – Administrative Management and General Management Consulting Services

Product Service Code (PSC): R710 – Financial Services

Target GSA Schedule: Multiple Award Schedule (MAS) SIN 541611 – Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

1. Introduction & Purpose
HUD is issuing this Sources Sought synopsis as market research to identify qualified organizations with the capability, capacity, and resources to provide **Global Market Advisory and Investors Analytics Services**. The goal of this requirement is to improve efficiency and expand resources for linking the United States housing market to global capital markets, ultimately providing low-cost financing for federal housing programs. The results of this research will assist the government in determining the optimal procurement method and potential socio-economic set-asides.

Important Note: This Sources Sought is strictly being used for Market Research purposes that help define the Acquisition Strategy. There is no active solicitation at this time. This request does not constitute a Request for Proposals (RFP). Submission of information is purely voluntary, and the government assumes no financial responsibility for any response preparation costs. General capability statements **will not** be evaluated; vendors must respond to the specific questions listed in Section 3 – Requested Information to be included on the solicitation distribution list.

2. General Description of Work
Ginnie Mae's Office of Capital Markets (OCM) requires a contractor to provide global market advisory and mortgage analytics support. The selected vendor will help Ginnie Mae better understand the global marketplace, evaluate product competitiveness, and generate incremental demand from new global investors. Core service areas include:

- Project Management
- Global Engagement and Advisory Services
- Global Markets Analysis - Data Analytics and Intelligence Services
- Develop Ginnie Mae Global Institute
- Global Investor Profiling and Database
- Agency MBS Global Competitive Landscape
- Quantify GNMA MBS Value Proposition
- Analytics of MBS Index
- Data Driven Housing Finance Policy Impact Evaluation
- Market Intelligence Update

- Global Engagement of Official Institutions Strategies
- Regional Operation and Management Plan
- Transition Out

For detailed Background, Performance Metrics, Reporting Requirements, and Place of Performance, please reference ***Attachment A – Draft Performance Work Statement (PWS)****.*

Note: Please be advised that the attached PWS is a **DRAFT** of the anticipated required services and at this time the **DRAFT PWS does not reflect any changes. Any changes deemed necessary by the Government will be incorporated in the solicitation.**

3. Requested Information

Interested vendors must provide a response addressing the following questions:

1. Provide organization name, address, email address, website address, telephone number, and size and type of ownership for the organization.
2. Identify all relevant partnerships your organization holds with the Mortgage-Backed Securities (MBS) landscape: (policy, regulatory, servicers, lenders, secondary market analytics and global investors. Specify the partnership tier or level for each institution.
3. Indicate whether your company holds the mortgage finance analytics, international institutional investors allocation strategies, and investment benchmark indexing, if applicable.
4. Describe your organization's experience analyzing, communicating, and supporting global investment institutions in terms of format, practices, and locations.
5. Describe your approach and methodologies on benchmarking MBS investment performance.
6. State how long your firm has been providing these specific services. Provide case studies, project summaries, or client references, preferably from organizations of similar size, industry, or mission needs.
7. If significant subcontracting or teaming is anticipated in order to deliver technical capability, organizations should address the administrative and management structure of such arrangements.
8. Provide comments, recommendations, or questions regarding the draft PWS, if applicable.

In addition to answering the questions listed above, the vendor's response shall include a cover page with the following information:

- Point of contact name, position title, telephone number and email address
- Unique Entity Identifier (UEI)
- Business size applicable to NAICS Code
- Socioeconomic business category
- GSA contract number (if applicable), and any other applicable GWAC number, if applicable

4. Evaluation Criteria for Market Capacity

The government will evaluate the submitted information to determine market capacity based on:

- **Scope and Scale:** Ability to match the operational depth described in this notice and the draft PWS.

- **Resource Adequacy:** Ability to secure and deploy corporate financial, human capital, and technical resources.
- **Project Management Health:** Demonstrated capacity for schedule compliance, cost containment, performance tracking, personnel retention, and risk mitigation.

5. Submission Instructions & Communications Policy
Please email your completed response before the deadline.

- **Deadline:** July 17, 2026 @ 2:00 PM EST
- **Email To:** Jennifer Perez, Contract Specialist (**Jennifer.M.Perez@hud.gov**) and Cheri Redding, Contracting Officer (**Cheri.L.Redding@hud.gov**).
- **Subject Line:** Source Sought - Ginnie Mae Global Market Advisory and Investors Analytics (GMAIA) Support Services

Strict Communications Policy: The government will not accept or acknowledge vendor telephone calls or texts. In addition, the government will not provide vendor feedback, including evaluation comments regarding submissions, nor will it respond to any vendor emails or requests for follow-up.