

Quick Start Guide for Registering Entities in an Organizational Hierarchy

Helpful Information

How is my organization's hierarchy determined?

Dun and Bradstreet, Inc. (D&B) provides SAM with the organizational structure for non-federal entities. The linkages are based on the financial & legal responsibility amongst related business units. SAM receives the D&B "family tree" for each entity and maps those linkages in SAM as the organizational hierarchy.

My request to register my entity is still pending. What do I do?

For non-federal entities that are part of a larger organization, you need administrative approval before completing a registration. If you do not receive a response to your request in 3-5 business days, please contact our supporting Federal Service Desk at www.fsd.gov, or by telephone at 866-606-8220 (toll free) or 334-206-7828 (internationally), for FREE help.

Registering a New Entity in SAM

To create an entity registration for an entity which is part of a larger organization:

1. Go to <https://www.sam.gov> and log in.
2. On the My SAM page, select Entity Registrations from the sub-navigation menu, then select Register New Entity.
3. Select Start Registration on the Overview page, then select Continue on the Before You Start fly out.
4. Select the appropriate entity type, select why you are registering on the Purpose of Registration page, then select Next.
5. Enter the required information about your entity on the DUNS Information page (DUNS Number, Legal Business Name, and Physical Address), then select Next.
6. Review the information returned on the Verify DUNS Information page.
7. Once you select Save and Continue on the Verify DUNS Information page, you will receive a message that states:
"You are trying to register an entity that is part of a larger organization. We sent your request to an administrator in that organization. They must review and approve your request before you can register this entity. You will receive an email notification from SAM.gov when the organization administrator makes their decision. Until then, you cannot proceed."
8. You will also receive an email with this information.

Registration Request Process

The entity registration will remain in draft status pending review by an entity administrator in the organization. You will not be able to edit or update the registration until approved by an organization administrator.

Once the organization administrator reviews your request and makes their decision, you will receive an email notification from the system. It will come from donotreply@sam.gov. If approved, you will be able to proceed with your registration. If rejected, the draft record will be deleted from the system.