

SMALL BUSINESS PULSE

**Newer businesses, emerging transitions**

Although fewer businesses are long-lived, owner retirement intentions indicate succession considerations are coming into view.

MAY 2026

**Austin at a glance**

**8.4%**

of Austin businesses are long-lived

1 in 12 businesses

**42%**

of Austin owners plan to retire in the next decade

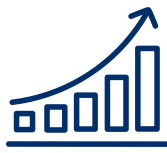


Austin ranks 34th of 55 largest U.S. metros for density of long-lived businesses.

**What Austin owners want from a transition**



Preserve employees' jobs



Maximize sale value

72% cite this as a top-three priority



Find the right next owner

**Austin vs. the U.S.**



Planning to retire in the next decade

AUSTIN

**42%**

U.S.

**40%**



Already thought about identifying a new owner

**53%**

**28%**



Austin businesses are relatively well-prepared

**Why this matters locally**

Succession planning in Austin is becoming more relevant as business owners approach transition. While only 1 in 12 businesses are long-lived, retirement intent signals that readiness will matter for future growth and continuity.

**What gets owners moving**



Consult an expert



Establish governance



Train new leadership



Planning early helps preserve Austin legacy, jobs, and communities

**Methodology:** Chase surveyed approximately 1,000 small business owners across the nation in mid-March 2026. Respondents include both Chase and non-Chase customers.

A business is defined as long-lived if it has operated continuously for 20 or more years.

Keywords:

small business performance, small business revenue growth, cash flow, cash flow volatility, inflation, labor market, small business hiring, impact of tariffs on small businesses, small business owner concerns, small business economic outlook, SMB Pulse report

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