

SMALL BUSINESS PULSE

Durable businesses, transitions ahead

Detroit has a high share of long-lived businesses, and many owners are approaching an ownership transition that could shape local jobs and continuity.

MAY 2026

Detroit at a glance

14.1%

of Detroit businesses are long-lived

1 in 7 businesses

58%

of Detroit owners plan to retire in the next decade



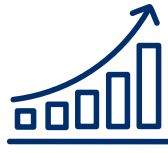
Detroit ranks 13th of 55 largest U.S. metros for density of long-lived businesses.

What owners want from a transition



Preserve employees' jobs

70% cite this as a top-three priority



Maximize sale value



Find the right next owner

Detroit vs. the U.S.



Planning to retire in the next decade

DETROIT

58%

U.S.

40%



Already thought about identifying a new owner

48%

28%



Detroit businesses are relatively well-prepared

Why this matters locally

Succession planning in Detroit will shape the future of many long-standing businesses that anchor local jobs and neighborhoods. With 1 in 7 businesses long-lived and retirement intent above the U.S. average, readiness matters now.

What gets owners moving



Consult an expert



Establish governance



Train new leadership



Planning early helps preserve Detroit 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

This material is a product of JPMorganChase Center and is provided to you solely for general information purposes. Information has been obtained from sources believed to be reliable, but JPMorgan Chase & Co. or its affiliates and/or subsidiaries (collectively J.P. Morgan) do not warrant its completeness or accuracy. Opinions and estimates constitute our judgment as of the date of this material and are subject to change without notice. No representation or warranty should be made with regard to any computations, graphs, tables, diagrams or commentary in this material, which is provided for illustration/reference purposes only. The data relied on for this report are based on past transactions and may not be indicative of future results. J.P. Morgan assumes no duty to update any information in this material in the event that such information changes. The opinion herein should not be construed as an individual recommendation for any particular client and is not intended as advice or recommendations of particular securities, financial instruments, or strategies for a particular client. This material does not constitute a solicitation or offer in any jurisdiction where such a solicitation is unlawful.