

SMALL BUSINESS PULSE

**Longevity meets transition pressure**

With many long-lived businesses and retirement intent above the U.S. average, succession readiness will influence business continuity across the region.

MAY 2026

**Salt Lake City at a glance**

**13.9%**

of Salt Lake City businesses are long-lived

**1 in 7 businesses**

**58%**

of Salt Lake City owners plan to retire in the next decade



**Salt Lake City ranks 15th of 55 largest U.S. metros for density of long-lived businesses.**

**What Salt Lake City owners want from a transition**



**Preserve employees' jobs**






**Maximize sale value**  
74% cite this as a top-three priority



**Find the right next owner**

**Salt Lake City vs. the U.S.**

	SALT LAKE CITY	U.S.
 Planning to retire in the next decade	<b>58%</b>	<b>40%</b>
 Already thought about identifying a new owner	<b>42%</b>	<b>28%</b>

 **Salt Lake City businesses are relatively well-prepared**

**Why this matters locally**

Succession planning in Salt Lake City will influence continuity across a large base of established businesses. With 1 in 7 businesses long-lived and retirement intent above the U.S. average, readiness will shape local outcomes.

**What gets owners moving**



Consult an expert



Establish governance



Train new leadership

 **Planning early helps preserve Salt Lake City 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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