

SMALL BUSINESS PULSE

Longevity with distinct transition priorities

San Francisco's long-lived businesses face ownership transitions that carry implications for continuity, community role, and local commerce.

MAY 2026

San Francisco at a glance

14.6%

of San Francisco businesses are long-lived

1 in 7 businesses

54%

of San Francisco owners plan to retire in the next decade



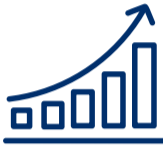
San Francisco ranks 9th of 55 largest U.S. metros for density of long-lived businesses.

What San Francisco owners want from a transition



Preserve community role

62% cite this as a top priority



Maximize sale value

64% cite this as a top-three priority



Find the right next owner

San Francisco vs. the U.S.



Planning to retire in the next decade

San Francisco

54%

U.S.

40%



Already thought about identifying a new owner

56%

28%



San Francisco businesses are relatively well-prepared

Why this matters locally

Succession planning in San Francisco carries implications beyond individual businesses. With 1 in 7 businesses long-lived and elevated retirement intent, ownership transitions will shape continuity in local commerce and community life.

What gets owners moving



Consult an expert



Establish governance



Train new leadership



Planning early helps preserve San Francisco 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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