

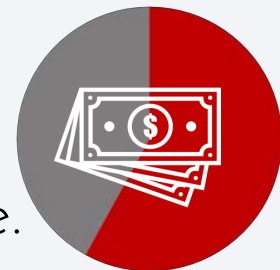
As business owners retire, how do we  
RETAIN BUSINESSES IN  
**SAN FRANCISCO, CA**

and turn the risk of the Silver Tsunami into opportunity?

The city of San Francisco has a population of 884,000 and is located on the Pacific Coast in the San Francisco Bay metropolitan area. With a median income household income of \$110,000 and as Northern California's commercial, financial and cultural hub, San Francisco is a critical city for the region's small business economy. Employee ownership can help keep good businesses rooted in San Francisco and expand opportunities to create wealth and equity for their employees.

**8,000** businesses in  **San Francisco** are over **20** years old.

They account for **\$65B**  
or **58%** of small business revenue.



These businesses employ **1** in **4** workers.



Data is according to a Project Equity study. Measurements are estimates and indicate percentages of total businesses with employees included in the study and do not include nonprofits, publicly traded companies, franchises, public sector and related companies.

**HALF** of all business owners in the US are looking to transition out in the next **5** years, yet, up to **85%** have no succession plan in place. **ONE-THIRD** plan to simply close their doors. As their owners retire, how do we keep these businesses and jobs in San Francisco?



Statistics according to Barlow Research Associates and Securian Research.



# DISCOVER THE POWER OF **EMPLOYEE OWNERSHIP**

By selling businesses to the employees, owners can



## **RETIRE WELL**

and keep businesses

## **LOCALLY ROOTED**



And for

## **EMPLOYEE-OWNERS**

Household  
net worth is



**92%**  
**HIGHER**

Median job  
tenure is



**53%**  
**LONGER**

Median income  
from wages is



**33%**  
**HIGHER**

Statistics obtained from the National Center of Employee Ownership 2017 study.



AMERICA'S  
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