

# SB LIFT OFF

SUCCESSFUL BUSINESS TRANSITIONS



sb LiftOff is sponsoring an innovative survey of business owners in the National Capitol Area to examine the “State of Owner Readiness.” This is a critically important piece of research because national surveys have shown that only 20 to 30% of businesses that go on the market actually sell.

“It is just unacceptable that more than 70% of local businesses do not sell,” says sb LiftOff CEO Sharon Heaton. “That leaves owners without solid options to monetize their companies and ensure economic continuity for the next generation. We want more local owners to be 'ready' with an attractive business so that they can look forward to a successful transition and their business remains a driver of economy growth.”

The State of Owner Readiness Survey in the National Capitol Area – led by the Exit Planning Institute and sponsored by sb LiftOff – consists of 45 questions and takes less than 10 minutes to complete. It will be sent to a sample of 10,000 business owners from the micro, lower, and middle market in the Washington, D.C. and Northern Virginia area. The survey data will be compiled and analyzed and the final report will be issued in December 2017.

“We are proud to take part in this effort to assess the state of local owner readiness and to work with the Exit Planning Institute,” adds Heaton. “It is our mission to ensure business owners have clarity, value and options so they can lift off successfully to their next goal in life. Owner readiness is key.”

**76%** of owners plan to transition over the next 10 years (representing 4.5 million businesses and over \$10 trillion in wealth).

**49%** have no transition plan.

More than **70%** of businesses that are put on the market **do not sell**.

**Only 30%** of family-owned businesses transition to the second generation and only 12% survive to the third...



**If you are a business owner in the National Capitol Area, please take a moment to fill out the survey below.**

[Click Here for the State of Owner Readiness Survey](#)