



# NEWSLETTER



## The "Silver Tsunami" is HERE: What it Means for Your Business (and Your Exit Strategy)

In the world of business brokerage and advisory, we often talk about macro trends as if they are distant clouds on the horizon. However, based on the quantitative data I am seeing across the Small-to-Medium Business (SMB) landscape, one specific trend has officially made landfall.

Here is the "Silver Tsunami."

This isn't just a catchy phrase; it is a fundamental shift in the American economy. While predicting macro trends is always complex, the data points currently shaping the SMB market are impossible to ignore.

### The Anatomy of the Shift

To understand the scale of what we are facing, we have to look at the numbers:

- **The Demographic Peak:** Census data and business surveys now indicate that over 50% of business owners are age 60 or older. We are entering the largest transfer of business wealth in history, as a generation of founders prepares to step back.
- **The Dangerous Planning Gap:** Despite the age of these owners, a staggering 70-80% lack a formal, written succession plan. This gap represents a massive risk to the legacies and the bank accounts, of thousands of entrepreneurs.
- **Resilience in the Lower Middle Market:** While headlines often focus on volatility in large-cap M&A, the lower middle market has shown incredible resilience over the last decade. Volume remains steady because these businesses are essential to the economy.
- **The Private Equity "Dry Powder" Factor:** PE firms are currently sitting on record-breaking levels of capital to deploy. They are aggressively searching for stable, well-run companies to acquire, but they are becoming increasingly selective about where they put that money.



### Navigating the Wave

The "Silver Tsunami" can either be a threat to your legacy or the greatest opportunity of your career—it all depends on your readiness. Whether you plan to exit in twelve months or five years, the time to bridge the "Succession Planning Gap" is now.



If you fall into that 50% demographic, I invite you to a confidential discussion. Let's look at your data, assess your stability, and ensure you are positioned to capture the maximum value for the business you've spent a lifetime building.

Are you ready for the wave? Schedule a Confidential Strategy Session

