

A photograph of an elderly couple on a swing set in a park during autumn. The woman, on the left, has short grey hair, wears purple-rimmed glasses, a red scarf, and a dark jacket. She is smiling and looking up at the man. The man, on the right, wears a green flat cap, black-rimmed glasses, a green turtleneck, and a dark blue quilted jacket. He is holding the chain of the swing and looking down at the woman. The background shows a stone building and trees with yellow and orange autumn leaves.

**Is Your Community  
Ready for Next?**

Cindy Reid - Shelton



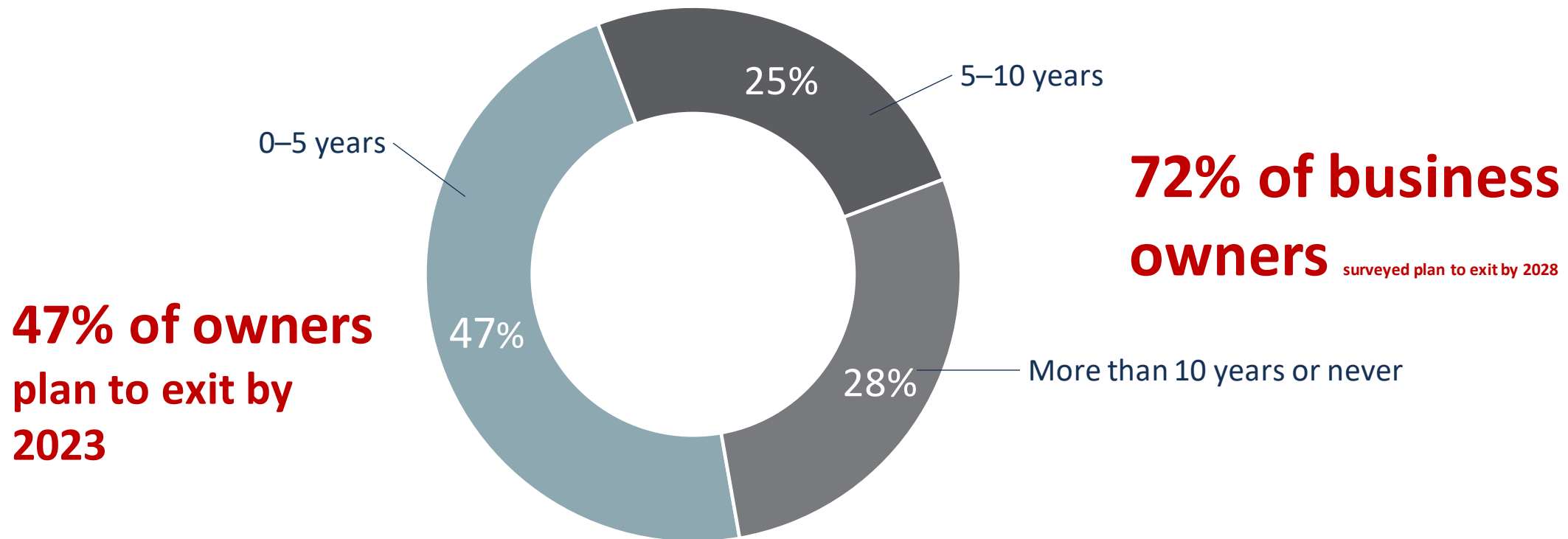
# Cindy Reid-Shelton

- Partner, Ready for Next Global
- CFP, CHFC, CLU, TEP, CEPA, CBA



# When Will the Boomers Bail?

Expectations around business exits should be reset



Source:  
2018 Canadian Federation of Independent Business (CFIB) report, Getting the Transition Right

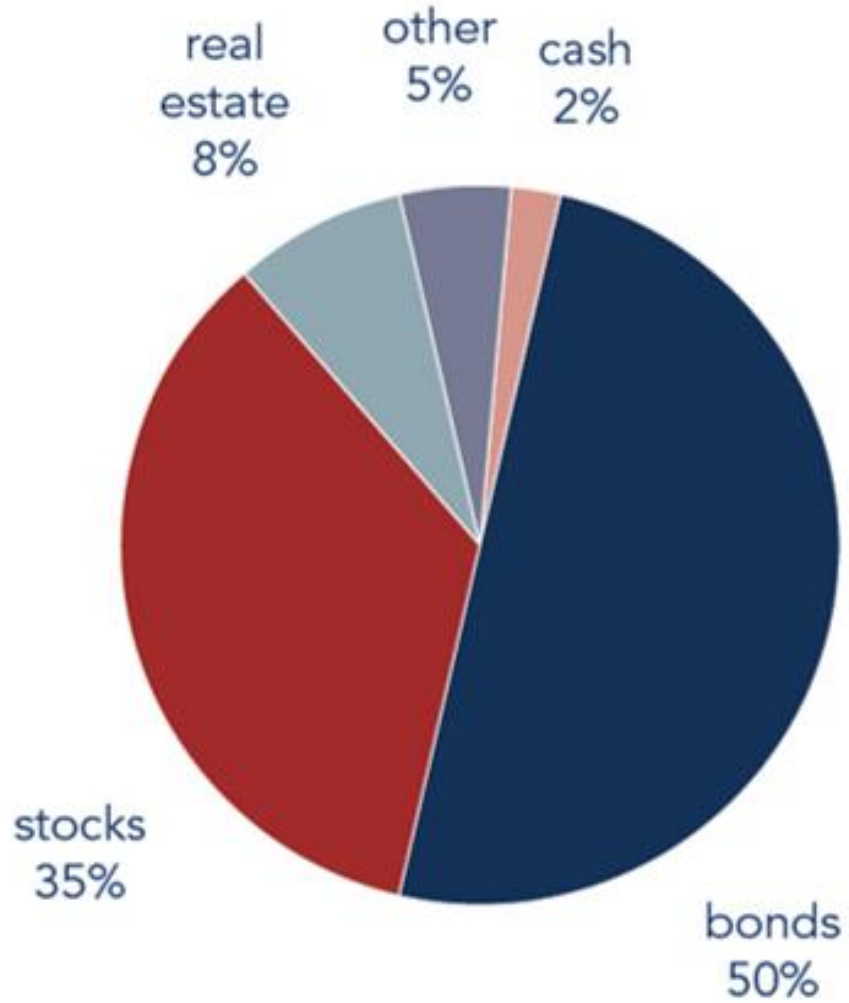
**Boomer owned  
businesses drive  
local economies**

**40%**

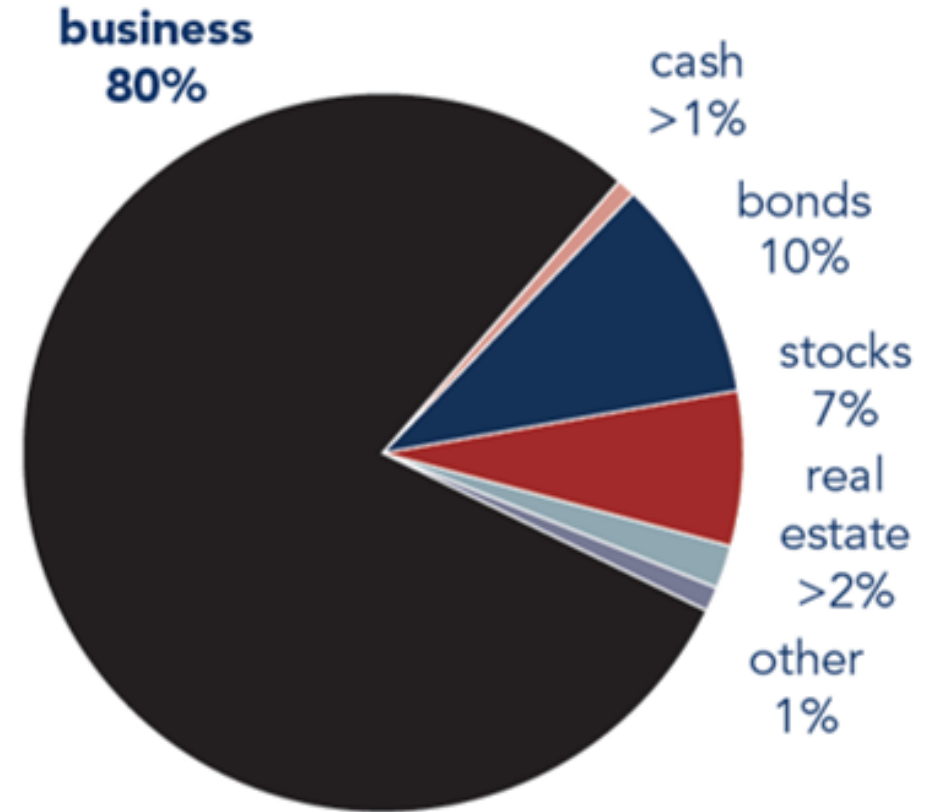
At least 40% of a community's economy



65-year-old



65-year-old business owner

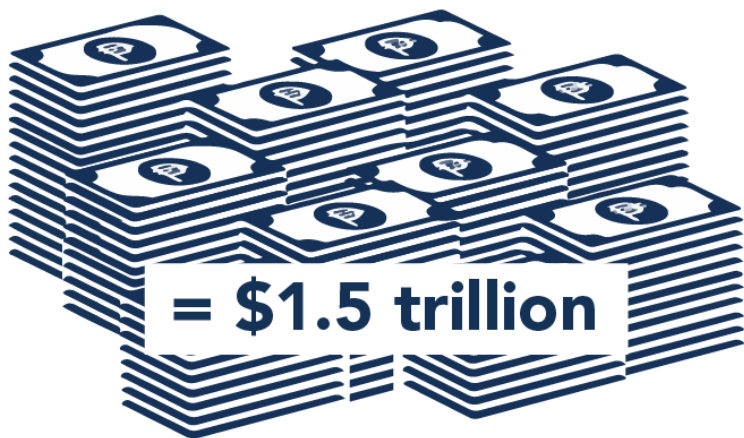


# in Canada

**1.2 million**  
baby boomer  
owned businesses



employ roughly  
**10,800,000**  
full time workers



There are approximately 1.2 million baby boomer owned/operated businesses in Canada, employing an estimated 10.8 million full-time workers.

The total enterprise value of these businesses is approximately \$1.5 trillion.

# Owners are completely unprepared for transition.

- Only 3 out of 10 owners have a transition plan
- 40% do not have a contingency plan if they die or are permanently disabled
- Between 70-80% of private business will fail to transfer
- 88% of family businesses fail to make it to the third generation
- 66% of owners are unfamiliar with the complete suite of transition options
- 78% have no formal transition team
- 93% do not have a life-after-business plan



According to  
StatsCan

2/3

of Canada's labour force are  
employed by small businesses



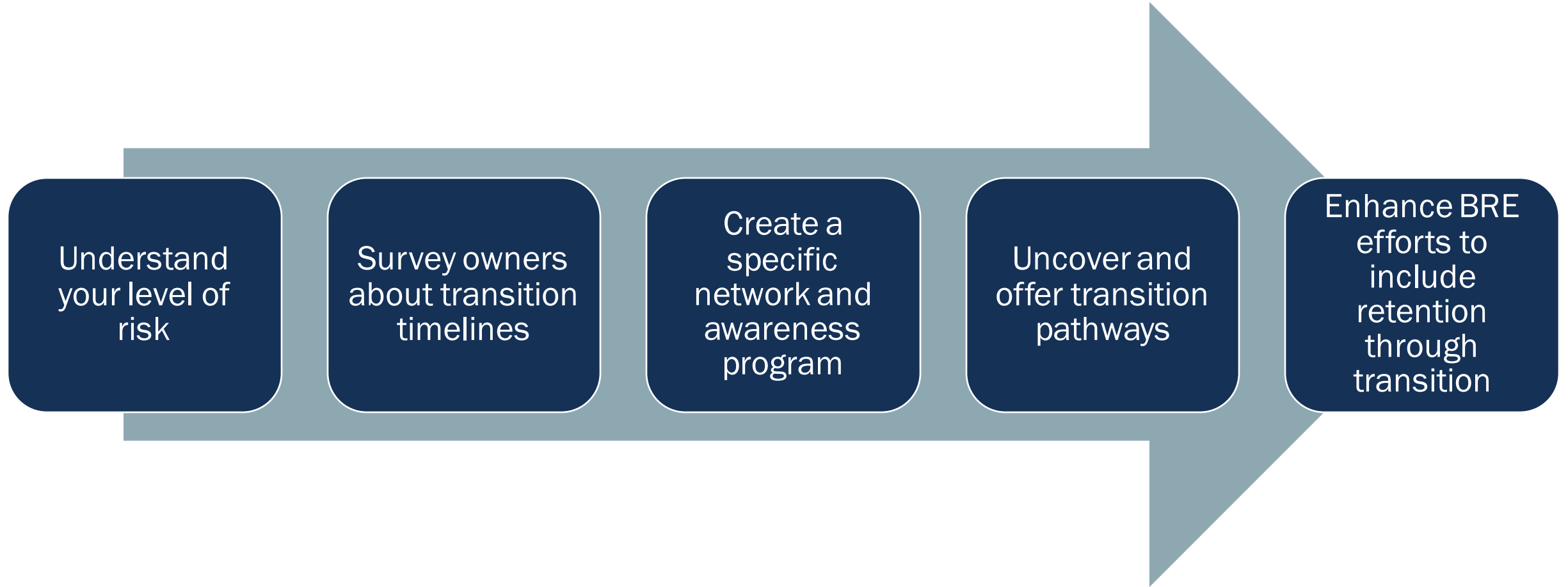


# Your Community and Business Retention

2 Challenges

2 Solutions

# Check-in with your community



# RFN Communities Solutions



## Foundations Premium

- 1000 business owners
- Unlimited assessments
- 4 half-day business owner workshops
- 2-year license
- Compiled owner data



## Foundations Lite

- 200 business owners
- Unlimited assessments
- 1-year license



## Business Owner Toolkit

- Up to 500 business owners
- Unlimited assessments
- 1-year license



# Business Owner Toolkit

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- Help your owners build transferable value and prepare for their eventual transition.
- Summary of business data from your community or municipality.

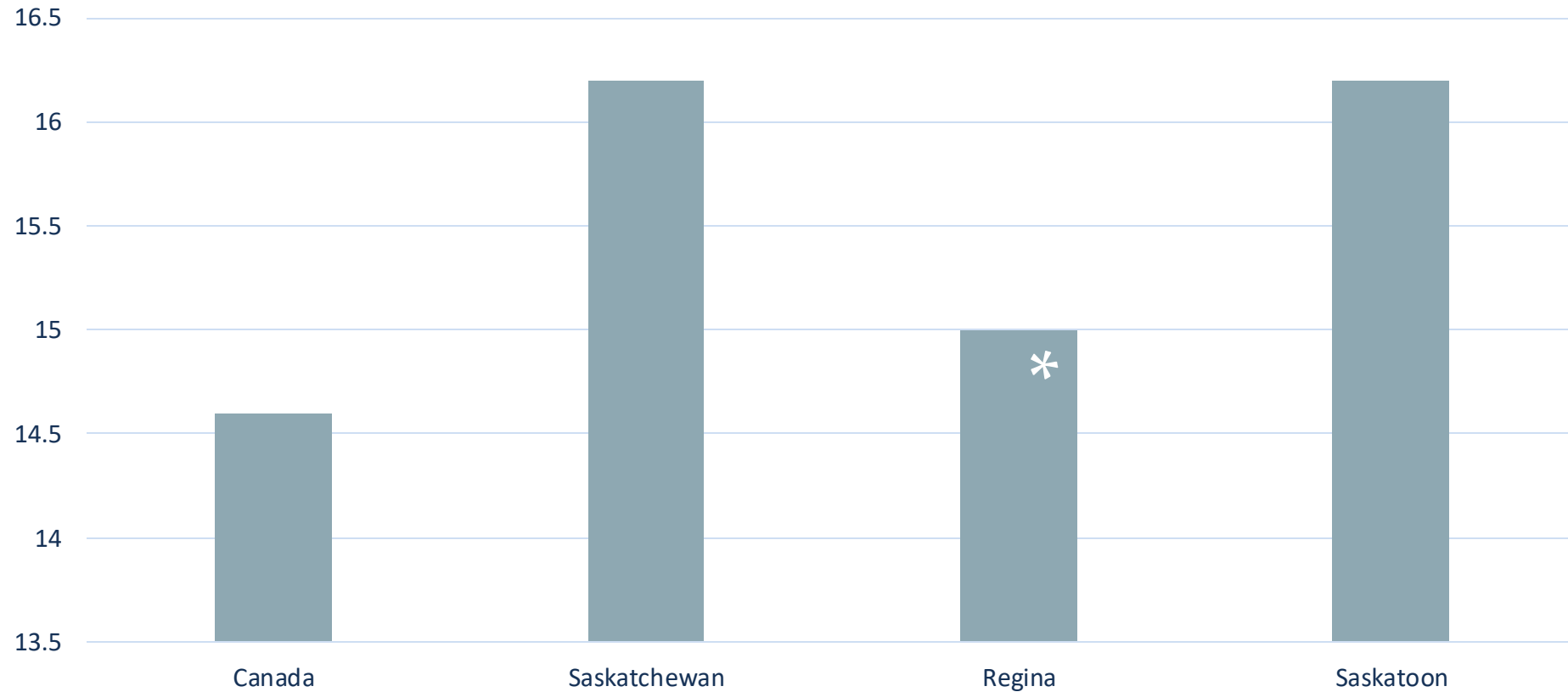


# How Owners Benefit

- Limited valuation for their business, highlighting value opportunities
- Education on topics to support business growth
- Tools and resources to implement immediately



# Percentage of SK Businesses with Owners Over 65



\* Estimate based on available data.

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# Business Disruption Risk

Rate your community's  
business disruption risk with a  
few different figures.



# Sample of BDR



Total Number of Private Businesses\*

Please enter number without commas

Estimate of Baby Boomer Businesses (BBBs)

Statistically 2/3 of businesses are owned by BB

What is the average revenue?\*

What is the average number of employees in a Baby Boomer Business (BBB)\*

average of 10-25

BBOB Employee Annual Income-at-Risk

BBB Owner Annual Income-at-Risk

Aggregate Community Income-at-Risk

Number of BBOB's failing to transition

Lost Enterprise Wealth

Lost Annual Income

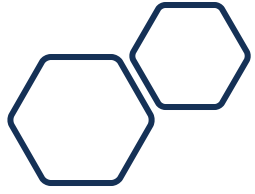
Lost Jobs due to failure to transition

# Canadian White Paper

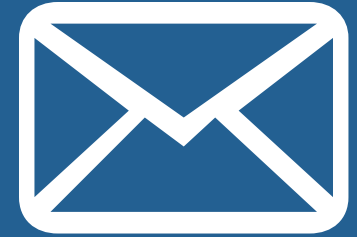
Uncovering the Giant  
Economic Risk that Could  
Cost Canadian Cities  
Trillions.







# Next Steps



## GET IN TOUCH

Send us a message or call to  
schedule an impact  
assessment.  
Visit [ReadyForNextCities.com](https://ReadyForNextCities.com)  
to take the pledge.

[Cities@ReadyForNext.com](mailto:Cities@ReadyForNext.com)

