

# How to help small business owners as retirement draws near.



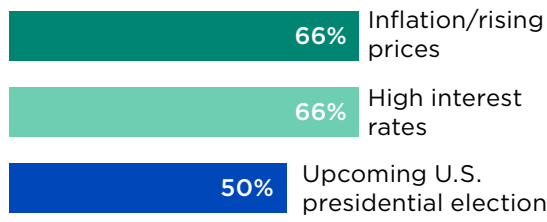
Small businesses are the heart of the U.S. economy, but right now many small business owners are juggling the stresses of running a successful business and planning for their future.

The Nationwide Retirement Institute® surveyed small and middle market business owners who are at or near the traditional retirement age (age 60-65) to hear their views on the economy, their business and their retirement, and discover opportunities for financial professionals to help them realize their financial

## How do retirement-age business owners see the economy?

The challenging economic climate has impacted business sentiment, including the views of business owners age 60-65. **62% rate the current condition of the U.S. economy overall as fair or poor.**

When thinking of their business finances, older business owners are most concerned about:



## How do they feel about their retirement preparations?

The majority say they're on the right track for their current retirement plans, but a significant number of business owners are feeling less prepared or not engaged.

Around **1 in 5** feel they're on the wrong track

Around **1 in 5** aren't thinking about retirement right now

**41%** of retirement-age business owners have negatively **changed their retirement timeframe** in the last 12 months, with most now **expecting to retire later than planned.**

**70** The age when the average retirement-age business owner expects to retire



## Bring calm and clarity to the uncertainties business owners face.

Retirement-age business owners have a lot on their minds as they look ahead to retirement. You're in position to help them plan for a secure financial future while they manage their business today.

Retirement-age business owners rate **consultations with a financial professional who specializes in retirement planning** as the top resource for support in preparing for retirement.

### Topics to discuss with your retirement-age business owner clients:

- Insurance planning** — Prepare for the move from running a business to a secure retirement
- Retirement planning** — Plan ahead for potential risks and potential disruptions at reasonable costs
- Succession planning** — Maximize business value and ensure a smooth transition
- Benefits planning** — Attract and retain key employees without increasing expenses

## Nationwide offers a wide range of support for business owners.

Nationwide serves the needs of businesses in several specialized markets. Learn about the solutions we can offer to your business clients and insights that can help you grow your relationships.



[Learn about corporate solutions from Nationwide.](#)



**Methodology:** Edelman Data & Intelligence conducted a national online opinion survey from May 1-15, 2024 among 400 small business owners and 400 medium business owners. As a member in good standing with The Insights Association as well as ESOMAR Edelman Data and Intelligence conducts all research in accordance with local, national, and international laws as well as in line with all Market Research Standards and Guidelines.

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NFM-23989AO (06/24)