

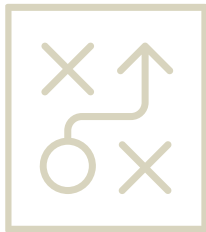
Succession Planning: Helping Mature Businesses Transition Generational Ownership





Program

A Local Workforce Board (WDB) launched an Employee Ownership program to help retiring business owners explore options for transitioning ownership to their employees, preserving jobs, business identity, and sustaining the local economy. The WDB wanted to target businesses 30+ years old for initial engagement.



Challenge

The WDB lacked detailed data on business age, ownership, and tenure of current owners to identify prospective eligible businesses.



Solution

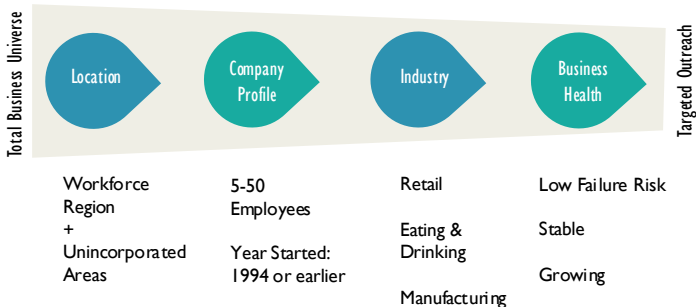
Using EconoVue's historical business information and advanced search capabilities, the WDB quickly built a targeted outreach strategy for the Employee Ownership program.

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Solution

EconoVue filters used in this analysis:





Results

With over 600,000 businesses in the County, EconoVue enabled the WBD to narrow its search to those who met its specific criteria.

- 1,151 businesses within the targeted industries.
- 175 that met the company size, business health, and year-started requirements.



Bottom Line

EconoVue's search platform, which provides complete current and historical business information, enables workforce boards to use unusual criteria, such as unincorporated areas and year of establishment, to build highly targeted outreach strategies for employee ownership programs.

