SEVERE WIND/TORNADO

NATURAL DISASTER IMPACT

IMMEDIATELY
40% OF SMALL BUSINESSES WON’T REOPEN

1 YEAR LATER
25% MORE SMALL BUSINESSES WILL CLOSE

3 YEARS LATER
75% OF BUSINESSES WITHOUT A CONTINUITY PLAN WILL FAIL

The average daily loss of a business that closes due to a disaster:

$3,000 SMALL BUSINESS
$23,000 MEDIUM SIZED BUSINESS

WHY IS THIS IMPORTANT?

SMALL BUSINESSES ACCOUNT FOR 99% OF ALL COMPANIES

SMALL BUSINESSES EMPLOY 50% OF ALL PRIVATE SECTOR EMPLOYEES