



**SALESGLOBE**

# **SalesGlobe Signals Economic Forum**

**April 30, 2026**

SalesGlobe.com  
(770) 558-4650

# SalesGlobe Signals answers 2 questions

1. What are the market signals?
2. What does this mean for profitable revenue growth?

The Signals Economic Forum is a place to connect and dive deeper



## The Great Generational Wealth Transfer Will The Kids Save It or Spend It?

2026 – Issue 4

### What You Need to Know

Baby Boomers, one-fifth of the population, control half of U.S. household wealth.

That concentration is moving with nearly \$100 trillion in wealth transfers through 2048 from Boomers and older at a rate of \$1 trillion per year.

The first Baby Boomers turned 80 in January 2026, and deaths are projected to reach 4 million per year by 2037. The bulk of estate transfers is still ahead.

Transfers will cascade with Gen X first (\$14 trillion over the next decade), Millennials inheriting the most (\$46 trillion by 2048) followed by Gen Z (\$15 trillion).

Wealth is concentrated with 2% of households



## Where Have All the Babies Gone? Declining Youth and Your Revenue Growth

2026 – Issue 3

### What You Need to Know

The U.S. total fertility rate hit a record low of 1.60 in 2024, which is 24% below the replacement rate of 2.1.

Annual births have fallen 16% since their 2007 peak of 4.3 million.

By 2030, more Americans will die each year than are



## Housing Affordability? It's About Supply. What it Means for Your Revenue Growth.

2026 – Issue 2

Mark Donnolo

### What You Need to Know

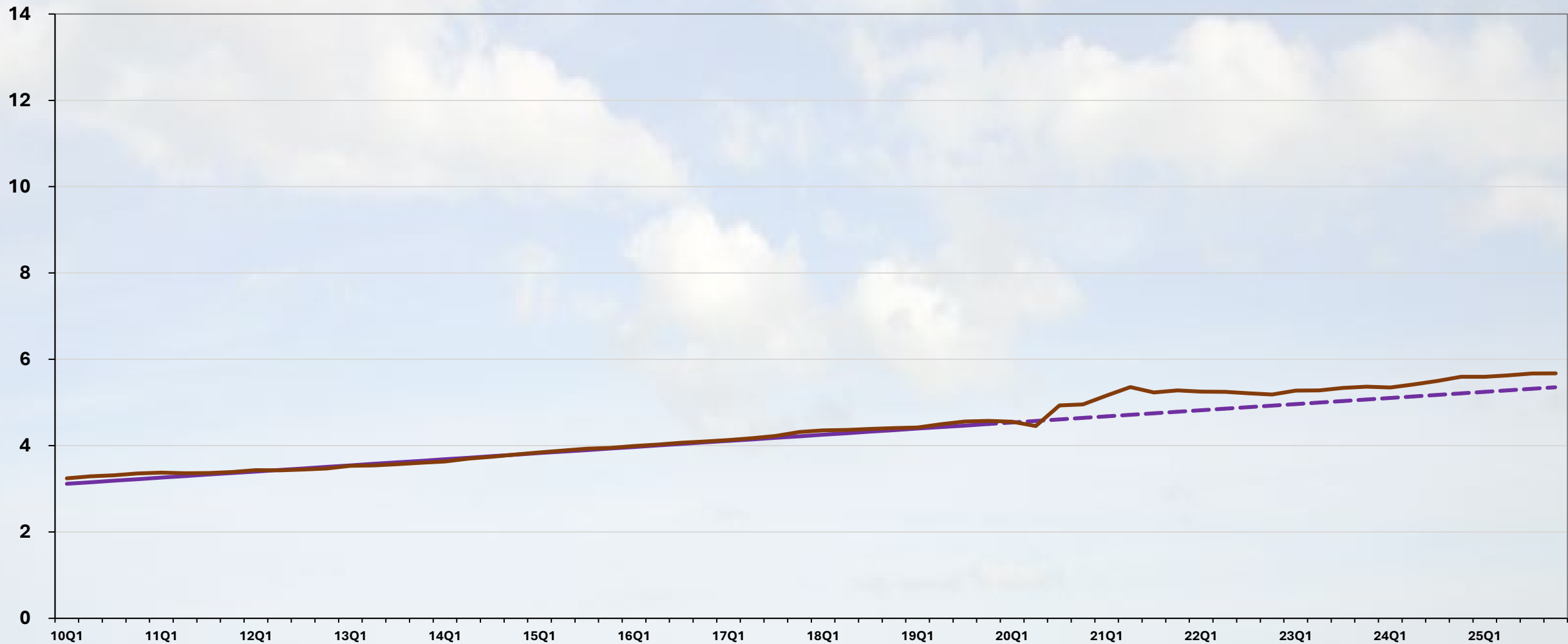
SalesGlobe Signals is about seeing a bigger, macro view on growth and taking actions that will help you reach your growth aspirations. This

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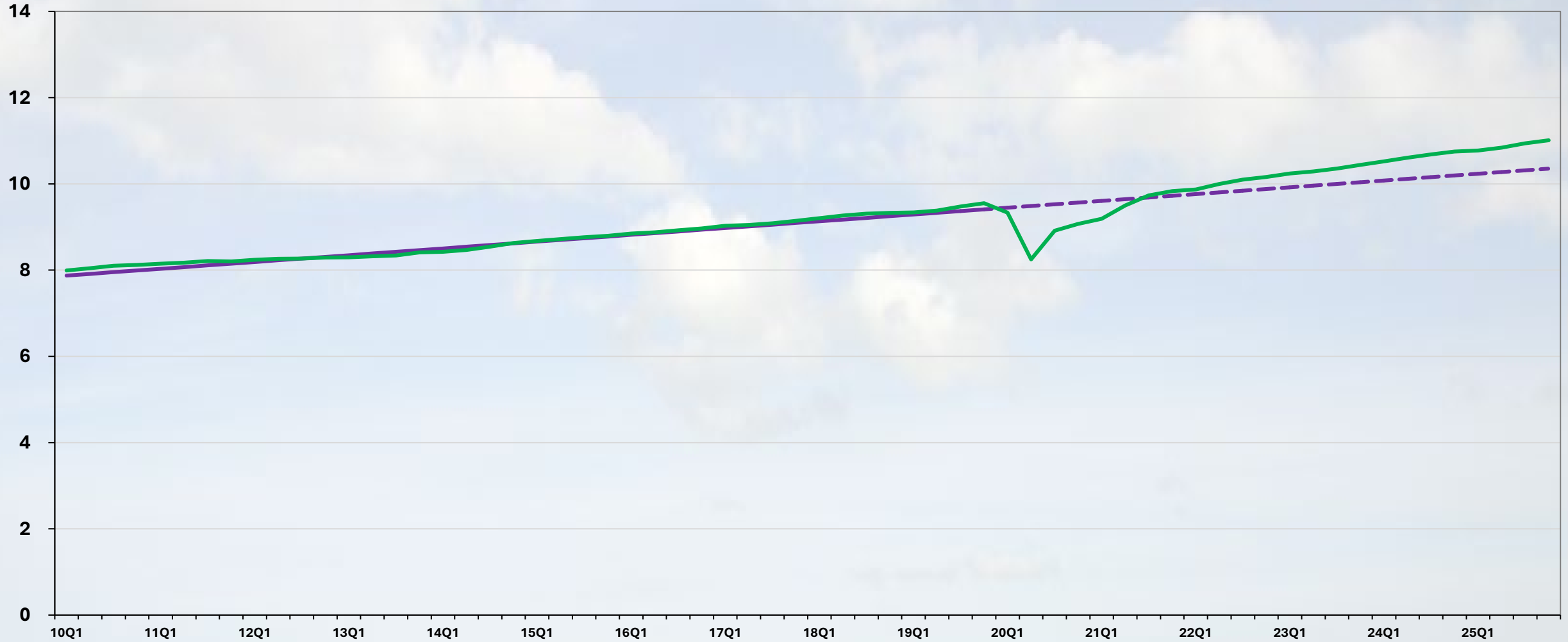
# WHERE ARE WE?

(SPENDING ON GOODS – 2017\$000,000,000)

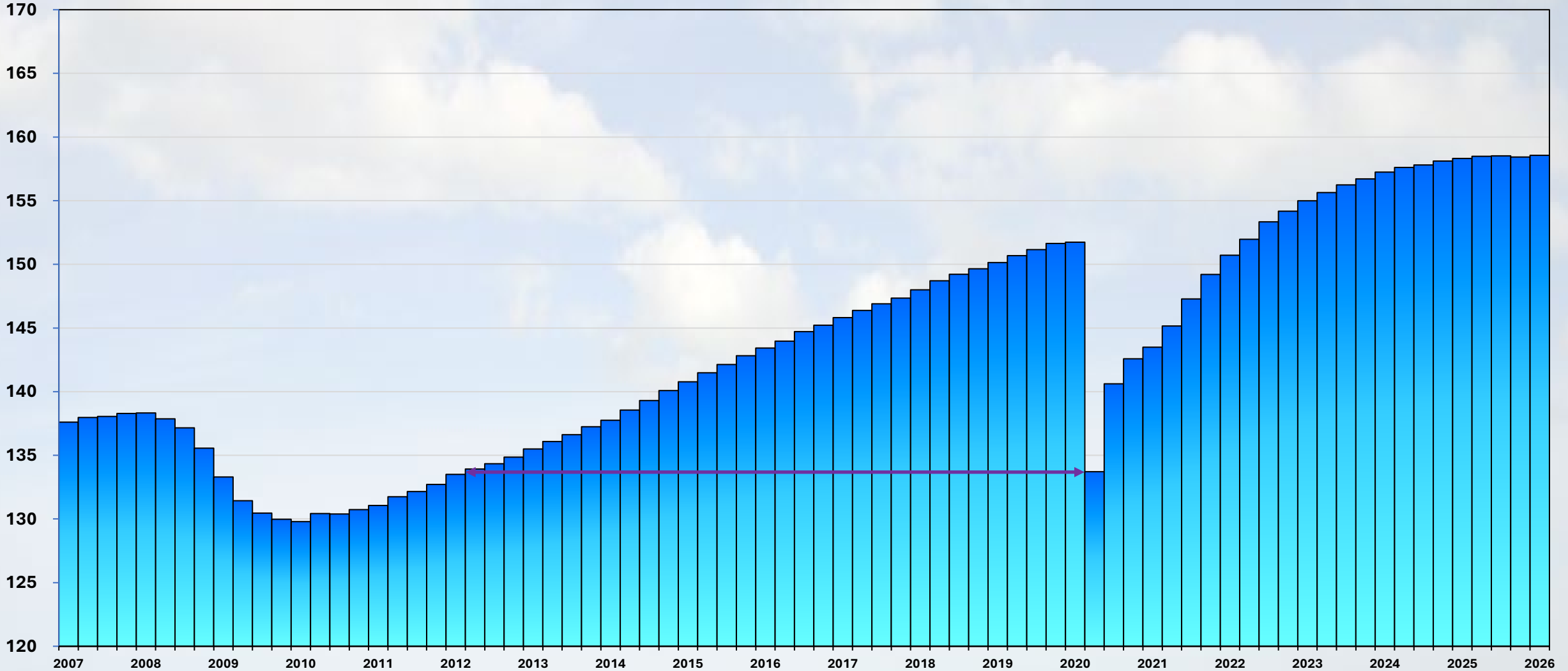


# WHERE ARE WE?

(SPENDING ON SERVICES – 2017\$000,000,000)

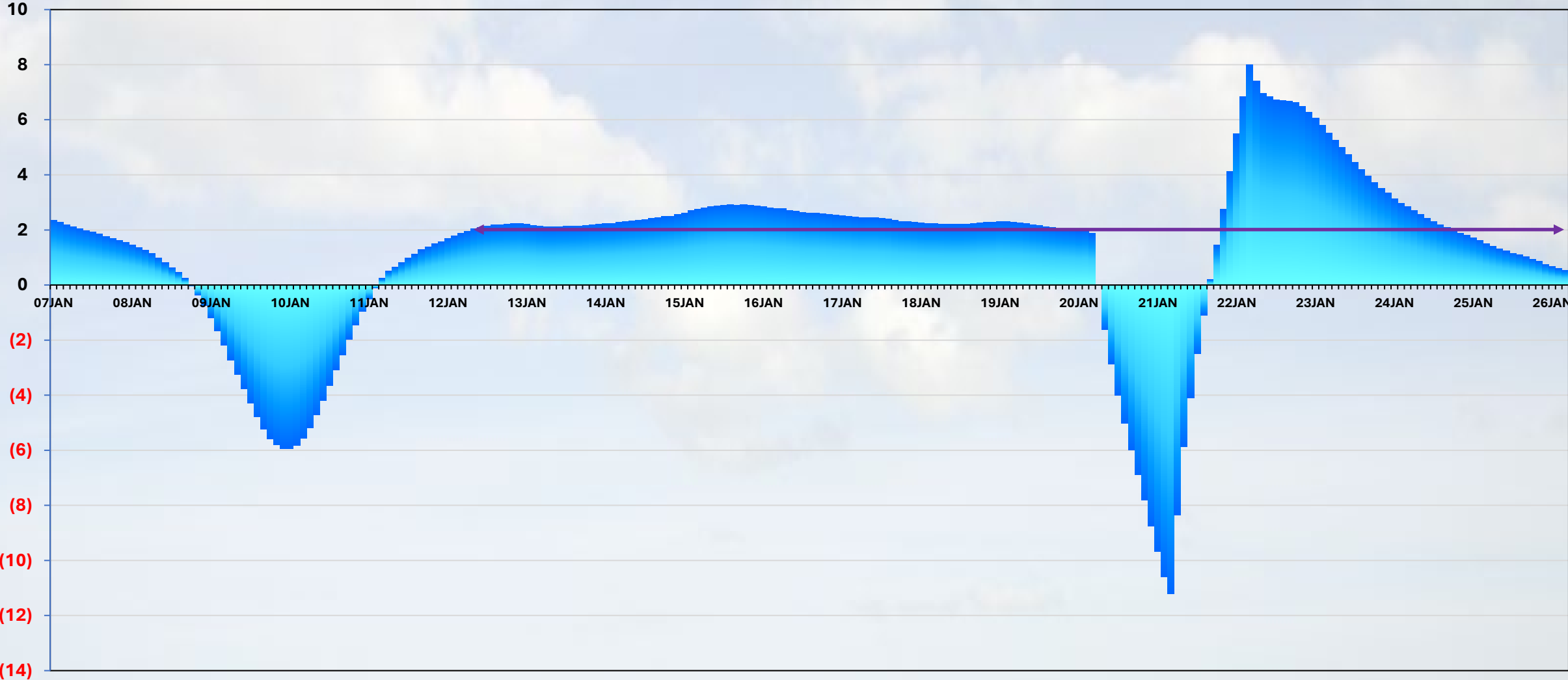


# EMPLOYMENT (TOTAL NON-FARM – 000,000)

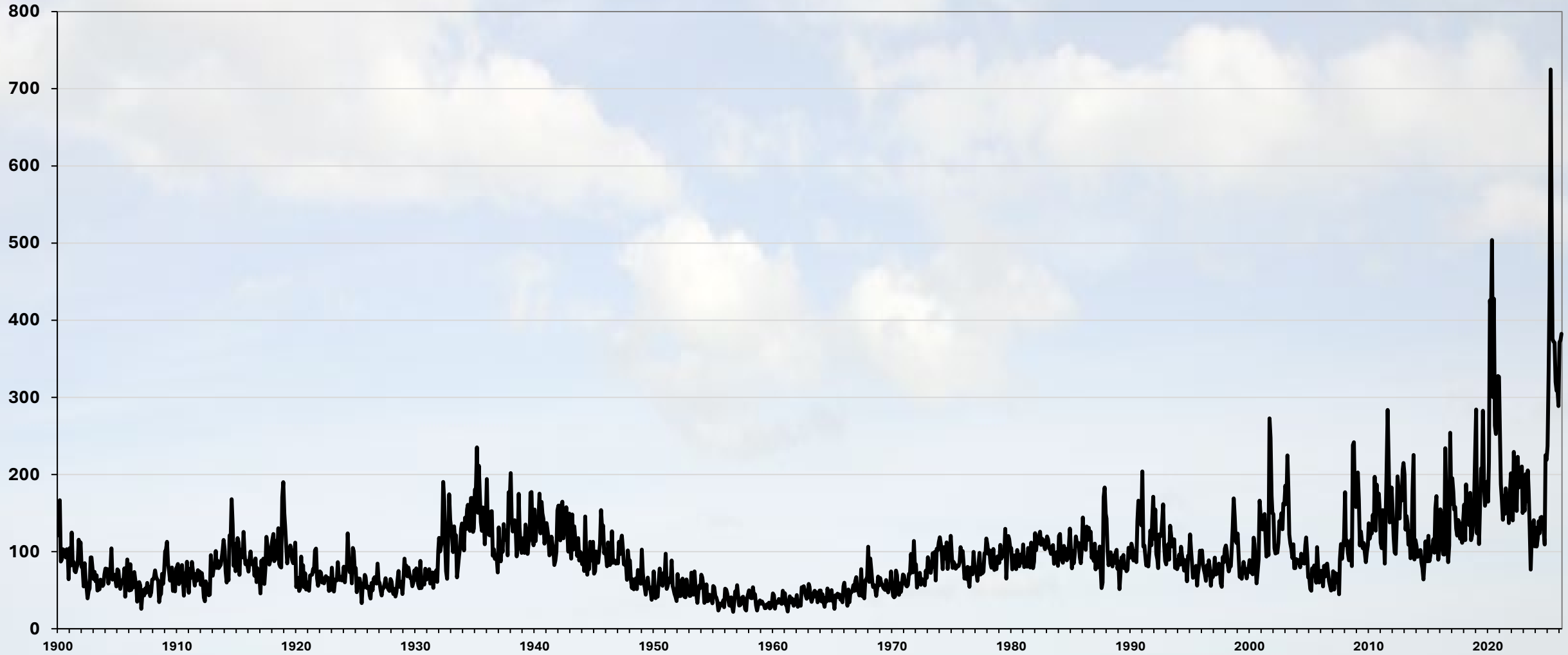


# EMPLOYMENT

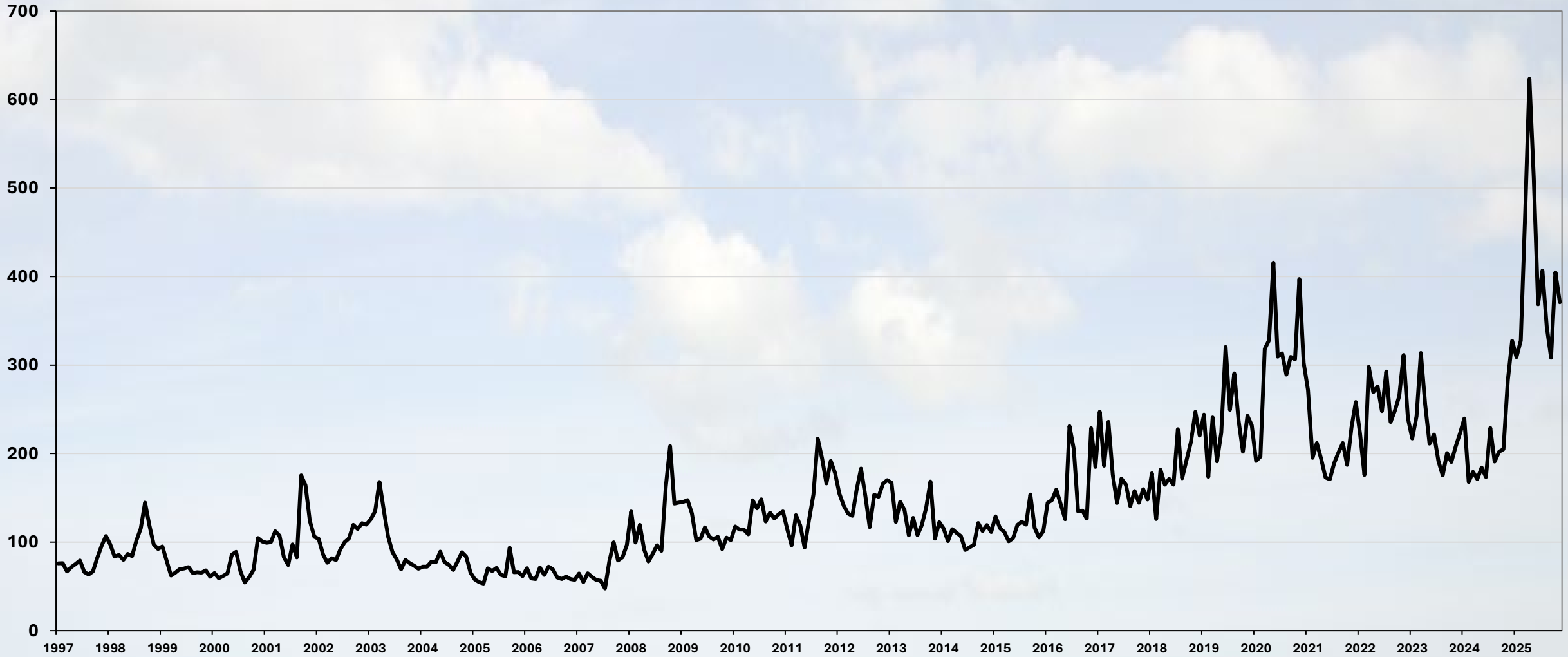
(TOTAL NON-FARM – 12MM – 000,000)



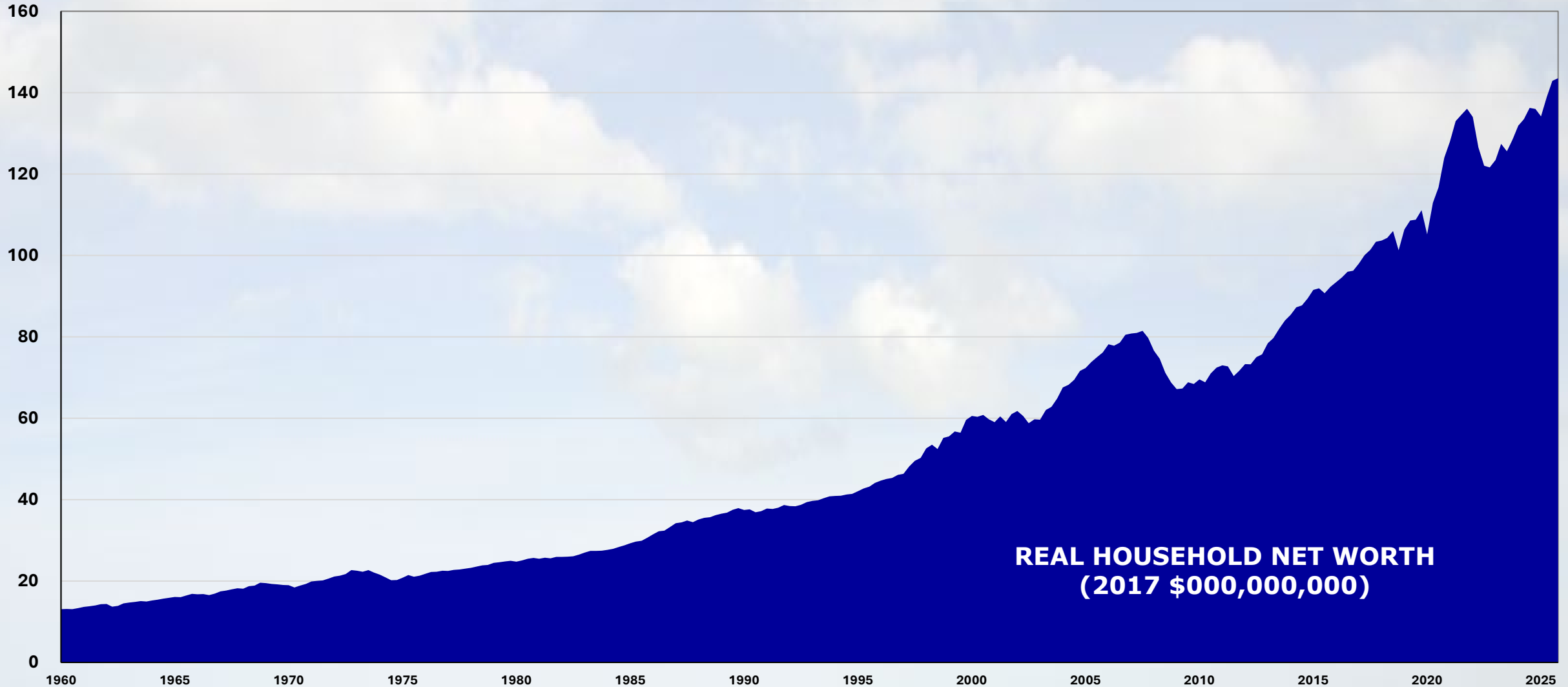
# U.S. ECONOMIC POLICY UNCERTAINTY INDEX (100=1985-2014 AVERAGE, 03/26)



# GLOBAL ECONOMIC POLICY UNCERTAINTY INDEX (11/25)

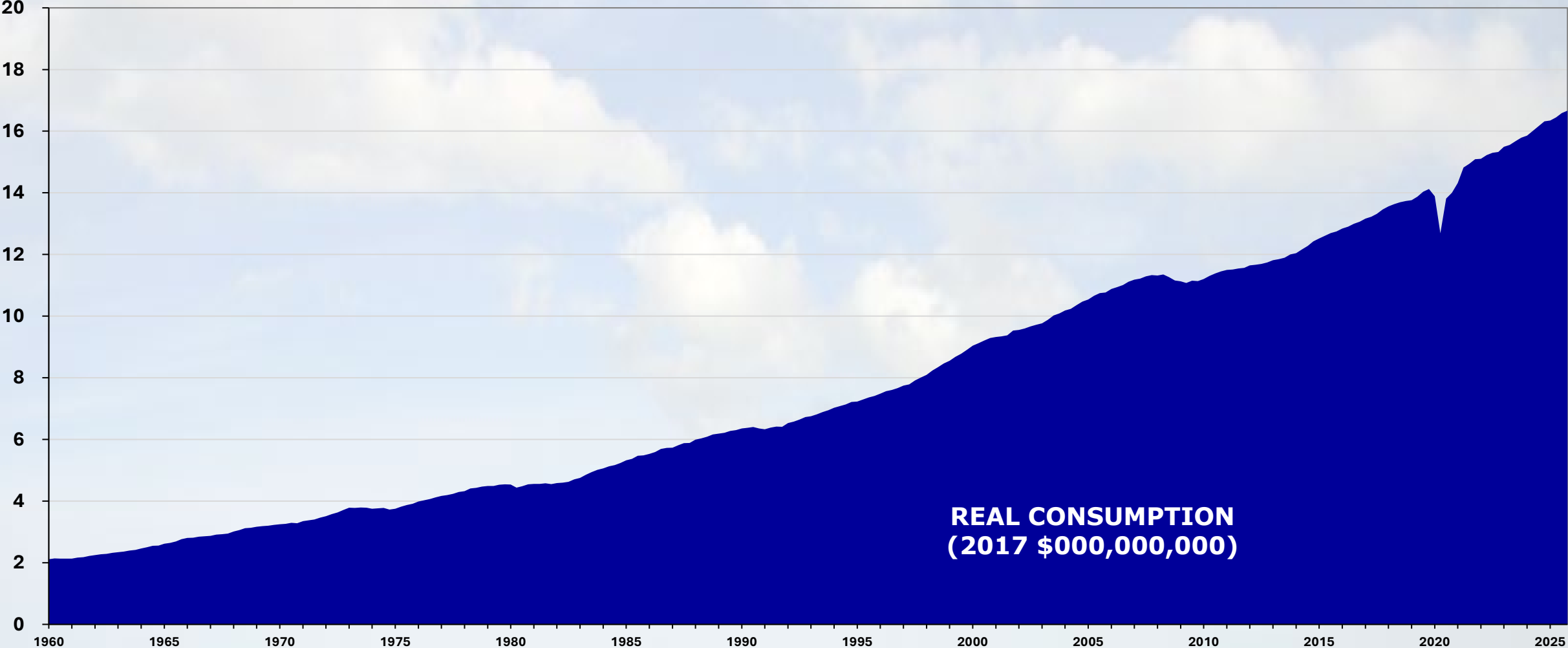


# THE STOCK MARKET AND HOUSING ARE SUPPORTING HOUSEHOLD WEALTH



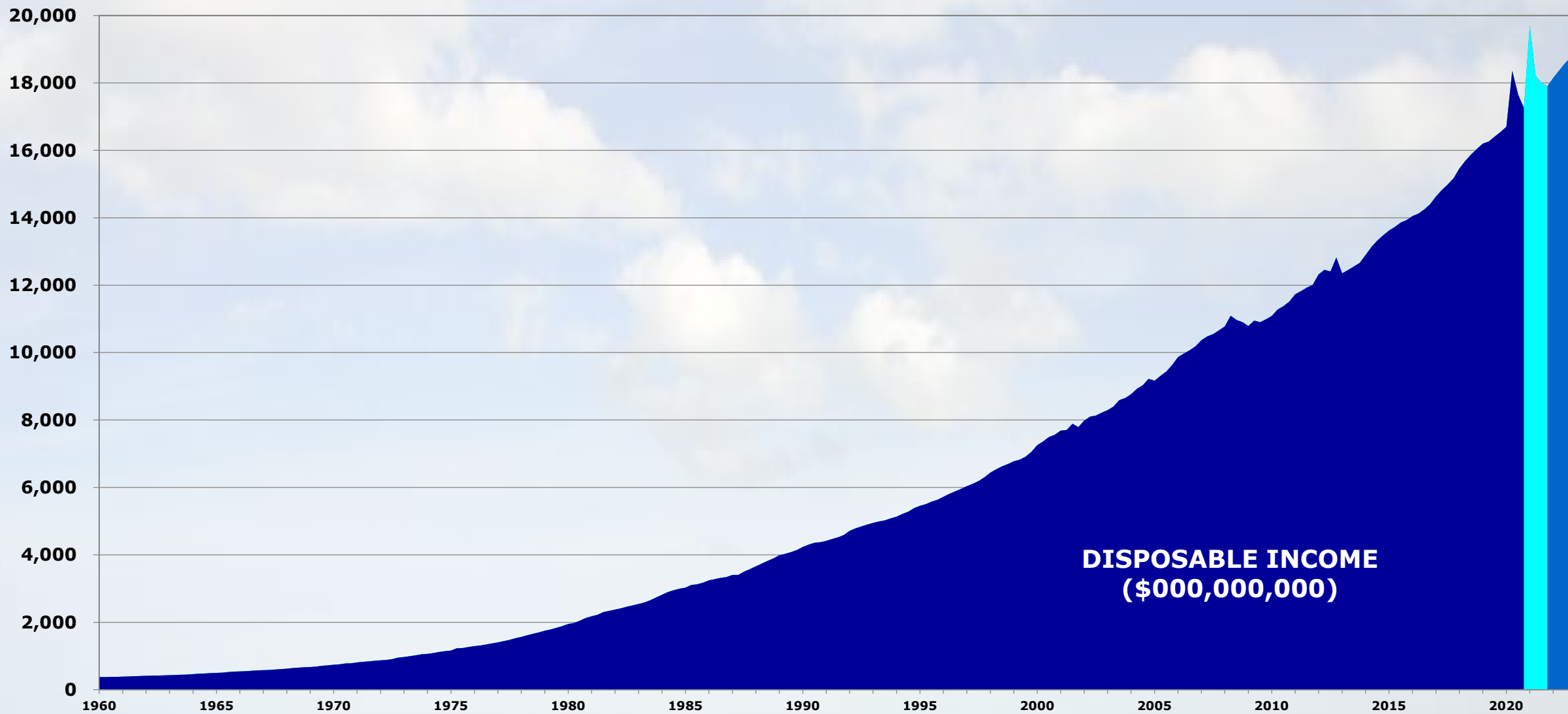
**REAL HOUSEHOLD NET WORTH  
(2017 \$000,000,000)**

# CONSUMERS HAVE MONEY AND ARE WILLING TO SPEND



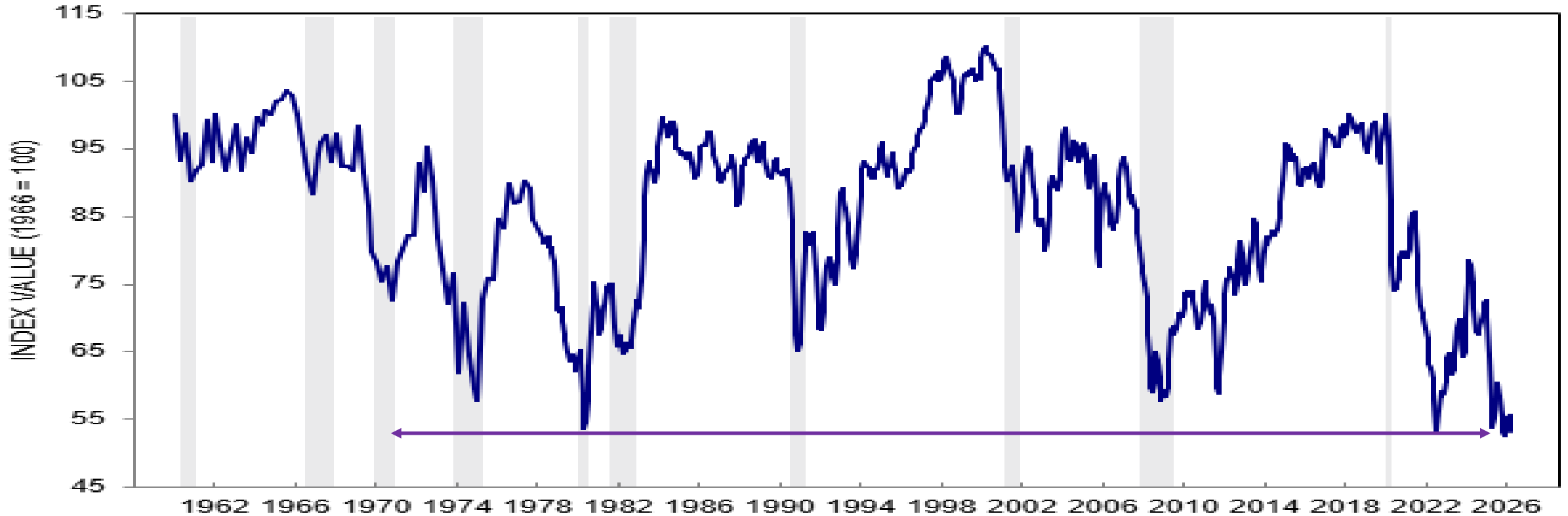
**REAL CONSUMPTION  
(2017 \$000,000,000)**

# INCOME IS HIGHER THAN EVER!



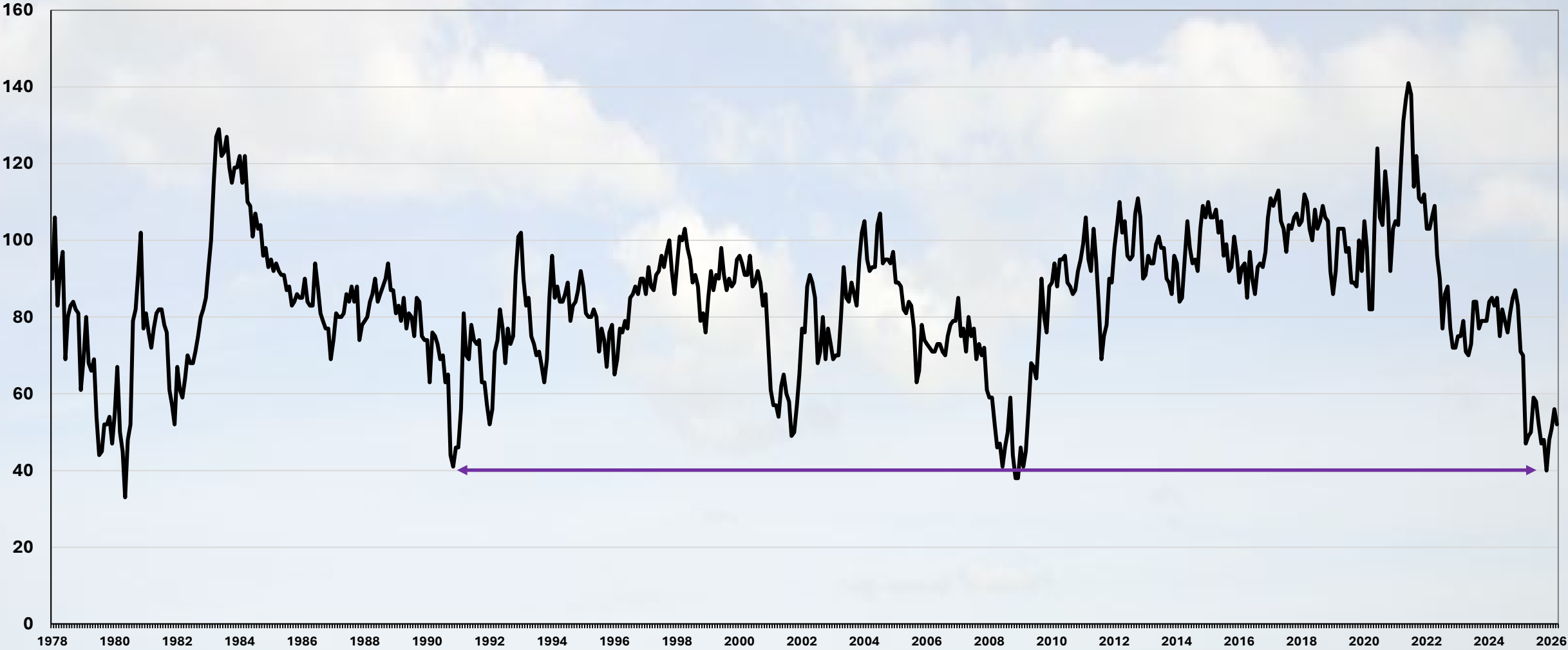
# BUT NOBODY IS HAPPY!

(CONSUMER SENTIMENT INDEX – UNIV. OF MICHIGAN)

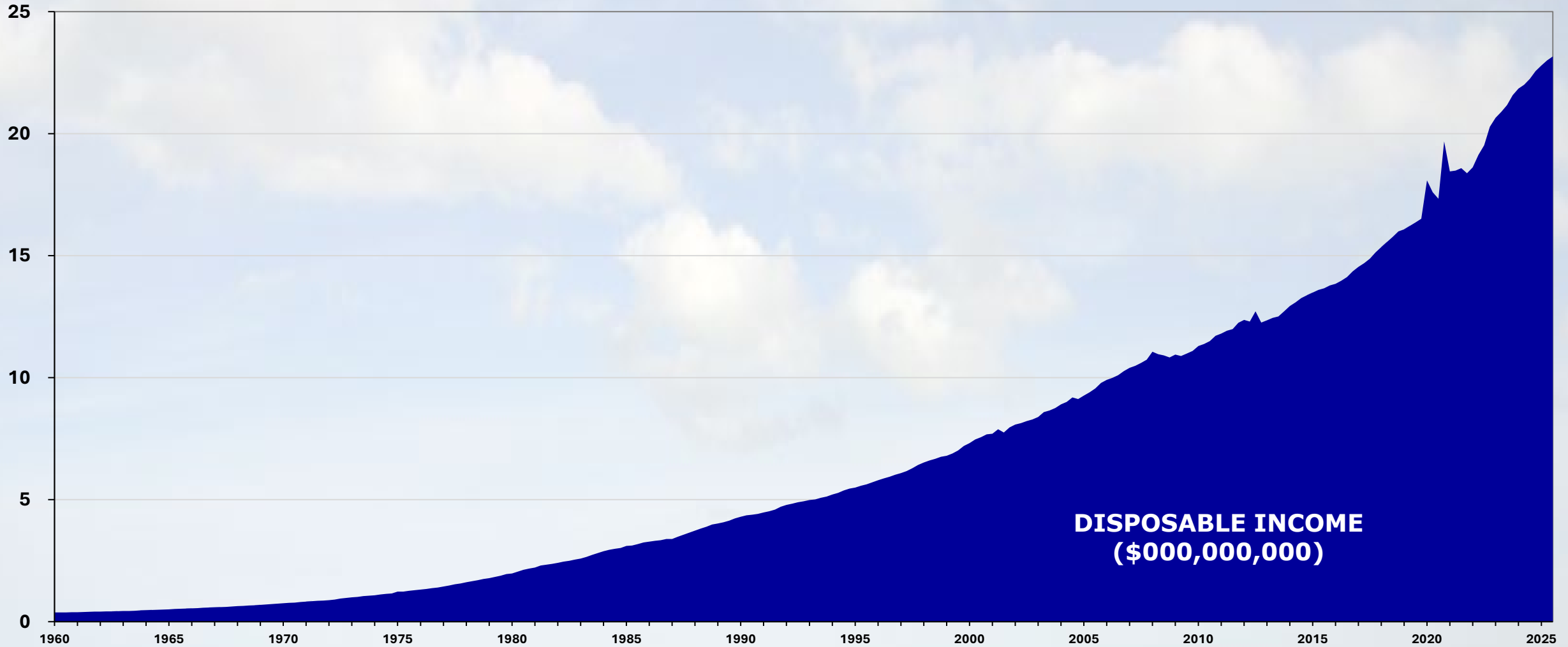


**CONSUMPTION = f(EMPLOYMENT EXPECTATIONS, NET WORTH)**

# UNEMPLOYMENT EXPECTATIONS (CONSUMER SENTIMENT SURVEY – UNIV. OF MICHIGAN)



# INCOME IS HIGHER THAN EVER!



# ENERGY GOODS AND SERVICES (% OF DISPOSABLE INCOME)



# Thank You

## Questions?

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**get results.**

