

# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

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## Gray, Gray & Gray, LLP's News

### Service Spotlight: Our Promise to You, Our Very Important Client...

At Gray, Gray & Gray, we take great pride in living our core values. What does this mean for our clients? Simply put, you can count on us to go beyond the numbers for you by providing advice and insights to help you be successful in your business and personal lives. Our suite of service offerings is based on our clients' needs and in alignment with our mission of being your complete and trusted business advisor.

Therefore, it is important to us that you are aware of all the services available to you, particularly as your business evolves and your needs change. You can count on us to help you every step of the way!

In this "Service Spotlight" section of the newsletter, our goal is to help familiarize you, our very important client, with the wide variety of service offerings available to help you prosper. For information on all of our services, visit our website at [www.gggcpas.com](http://www.gggcpas.com).

### THIS WEEK'S TOPIC: BUSINESS VALUATION SERVICES



#### [Top 10 Reasons for a Business Valuation](#)

By Richard P. Feilteau, CPA, CV

How much is your business worth? That is not a speculative question, or one that should be answered with a "ballpark" guess. Attaching an accurate valuation to a company is a critical part of ongoing business strategy. [Read more here.](#)

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## Family Business

### Start Succession Planning Now



**Family business** transitions are tricky and they often end in failure. But there are ways to help ensure that your company stays in the family -- if that is your ultimate goal. Click "Full Article" to learn the strategies that are integral to successfully handing over the business keys to family members.

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## Benefits Administration

### Employers Want More Productive Workplaces



**Businesses are always** looking for ways to raise production. One proven way is to offer employees a healthy benefit package. Research shows employees value benefits far more than many bosses realize. What else should you know about employee attitudes about benefits and about your company? Read on to find out.

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## Marketing

### Smart Surveys Get Smart Results



A customer questionnaire is only as good as the information it gathers. A focused, well-designed survey increases the odds of getting the feedback you need. Click "Full Article" for four smart moves to help you learn more about your customers.

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## Latest Headlines

### **Retail sales rise; inflation picking up**

*Reuters.com - Wed, 15 Feb 2017 09:21:22 -0500*

### **Wall Street flat ahead of Yellen after data ups rate hike odds**

*Reuters.com - Wed, 15 Feb 2017 09:57:30 -0500*

### **Trump to meet with retail CEOs who oppose border tax**

*Reuters.com - Wed, 15 Feb 2017 09:41:37 -0500*

### **Berkshire takes huge bite of Apple, boosts airline stakes**

*Reuters.com - Wed, 15 Feb 2017 06:03:35 -0500*

### **Anthem sues Cigna to block deal termination**

*Reuters.com - Wed, 15 Feb 2017 07:40:13 -0500*

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