

# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

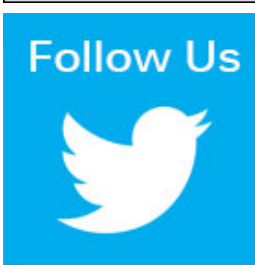
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## Gray, Gray & Gray, LLP's News

### Upcoming Webinar: The Eye Opening New Tax Realities in Real Estate



*If you conduct business in the real estate industry and/or own multiple entities, tune in to this webinar for important information on potential real estate tax concerns.*

**Join us on Thursday, August 10th, at 10:00am ET for a special webinar presented by Gray, Gray & Gray Tax Partner Emeritus Mike Koppel.** During

this webinar, Mike will help sort through the tangled web of real estate tax issues and better prepare you to successfully manage such complex issues as [substantive consolidation](#), new capitalization rules, like kind exchanges, REIT opportunities, investor vs developer distinctions, capital gains vs recapture rates on building sales, tax advantages/disadvantages of being a real estate professional, and more!

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## Family Business

### Remember Business Basics When Paying Relatives



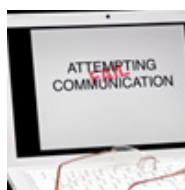
**Salaries can** hit close to home in a family business. Some relatives may feel they're underpaid compared with others. The key to harmony and a profitable business is to rely on industry standards. This article provides a rundown of the issues involved in family business compensation.

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## Benefits Administration

### How to Make Benefits Information Easier for Employees to Understand



**If you value** your employees, don't blindsides them with important information written in a way that is unclear. It's not uncommon for otherwise intelligent people to struggle with things like jargon and multiple acronyms and convoluted language. Here are some tips to consider when preparing handbooks and other communiques that you want your workforce to read and understand.

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## Marketing

### Tailor Marketing to Your Competition

**Dun & Bradstreet** and other sources can provide a wealth of valuable data about your rivals that can help you bolster your marketing campaigns. Click "Full Article" for tips on where to find the information and how to use it to stay on top.



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*Reuters.com - Wed, 26 Jul 2017 15:00:17 -0400*

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*Reuters.com - Wed, 26 Jul 2017 13:28:12 -0400*

### **U.S. defense companies lift forecasts amid growing security concerns**

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### **U.S. new home sales rise in June, but trend softening**

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### **Wall Street edges up after Fed holds tight on rates**

*Reuters.com - Wed, 26 Jul 2017 15:02:17 -0400*

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