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Going Beyond the Numbers to Deliver Insight, Guidance and Success

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IRS "Clawback" Won't Spoil the New Estate and Gift Tax Exemptions



The Tax Cuts and Jobs Act of 2017 effectively doubled the lifetime exemption of assets that can be protected from federal estate and gift taxes. For 2018, assets of up to \$11.18 million for an individual and \$22.36 million for a married couple can be transferred without triggering the estate and gift tax. Those limits are indexed for inflation and will increase to \$11.4 million for individuals and \$22.8 million for married couples for the 2019 tax year.

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Family Business

From Counting Transactions to Cultivating Relationships



These days, your customers head to the Internet to comparison shop, get the facts and find out what other consumers are saying about their purchases. That's why smart marketers are using online technology to not only disseminate information, but also manage and improve communication with the buying public. Learn how to get the most out of an email marketing campaign by reading this article.

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Benefits Administration

Improved Workplace Injury Coding System Now Required



A change in the way workplace injuries are coded may save your company money. The previous system had grown obsolete and inflexible, allowing for too many mistakes. The updated coding system, known as ICD-10, eliminates many errors by incorporating greater specificity into the reporting process. Here's an overview of how ICD-10 works.

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Marketing

Maximize Profits By Minimizing 'Departmentalism'

Want to boost sales without spending a fortune on advertising? Your company can probably accomplish this by simply asking: "If we could *never* run another newspaper, radio, television, direct mail or online ad, how could we bring in customers?" Actually it's easy peasy. All you need to is close down the walls that compartmentalize your business and work together. This article will show you how.

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