

# The Advisor

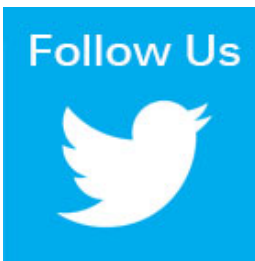
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## Gray, Gray & Gray, LLP's News

### Exploring the Cashless Movement in Retail



**Retailers have** seen a significant decrease in customers who pay with cash over the last decade — and that trend is expected to continue. Some businesses have even stopped accepting cash at all. Here are the reasons for the declining popularity of cash as a form of payment, considerations for businesses who are contemplating going cashless in the future and recent legislative moves to block this trend.

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## Family Business

### Find Balance in Your Time



**Running the family business** can send some owners into a tailspin trying to pay attention to the company and family members. But a few simple techniques can help find the balance you need. Continue reading for some tips on how to evaluate activities and keep time under control.

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## Benefits Administration

### What if an Employee Has Military Duty?



**If you're** fortunate enough to employ members of the Reserve or National Guard, chances are, they're among your best workers. That makes it that much harder to do without their help if these employees get called to away to serve the country. As an employer, you need to be aware of your responsibilities in regard to giving Reserve and National Guard members the time off they need. This article explains.

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## Marketing

### Smart Ways to Sell More on the Internet

**Strengthen your marketing** efforts by fully and effectively using the power of the Internet and email. You should consider training your staff in the nuances of the electronic age. It will strengthen and extend your reach. A combination of the seven strategies outline in this article can help you increase sales, build better customer relationships and strengthen your bottom line.

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