

# The Advisor

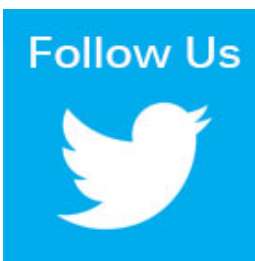
Going Beyond the Numbers to Deliver Insight, Guidance and Success

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

### New Accounting Standards for Software as a Service Contracts



When software programs were installed from a floppy disc or CD-ROM it was easier to identify and account for implementation costs. But the move to cloud computing and SaaS (Software as a Service) muddied the accounting waters. Last year the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU-2018-15) to address the issue. The new standards are about to go into effect (for public companies for fiscal years beginning after December 15, 2019, and for all other entities for fiscal years beginning after December 15, 2020).

[Click here](#) to read the full article including a brief summary of what you need to know if you are implementing new software through a SaaS provider, or if you are a SaaS provider.

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## Family Business

### Value Your Business Internally and Externally



**Valuing your** family business can help determine whether you should keep it, sell it or pass it on to a family member — either now or in your estate plan. There are two types of valuations that relate to a small business. Here are details on both and how they can fit into the succession plans for your family business.

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## Benefits Administration

### How To Survive a Workers' Compensation Audit



**In your already busy job,** the last thing you need is to have someone poking around questioning your Workers' Comp claims and procedures. Unfortunately these inconvenient distractions come with being in business. A Workers' Comp audit won't ever compare to a day on the beach, but knowing how to prepare can make it less daunting and more routine.

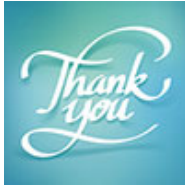
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## Marketing

### Earn Customer Loyalty with a Simple Gesture

**There's an easy,** low-cost way to tell your customers that you value their business, which in turn motivates them to come back and increases your sales. What sounds like an obvious tactic is something that few



companies do. And it will set your business apart. Click "Full Article" for the secret of the phrase that shows your customers you care.

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