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Gray, Gray & Gray, LLP's News

REMINDER: We've Moved!



Please update your records with our new address:

Gray, Gray & Gray, LLP
150 Royall Street, Suite 102
Canton, MA 02021

It's a new year and we couldn't be more excited about spending it in our beautiful new Canton home!

As the busy tax season approaches, we'd like to remind you to please review your records to ensure they reflect our new address.

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"All Er Nothing"



By Michael D. Koppel, CPA, PFS, CITP, MBA
Retired Partner at Gray, Gray & Gray

The title of this article is taken from the 1943 Broadway musical, *Oklahoma*. But it may also be applied to a very important tax concept that also originated with a musical great from an earlier decade.

In 1930, songwriter George M. Cohan went to tax court to dispute the denial of deductions for business entertainment and travel expenses. The IRS had denied the deduction because Cohan had kept no records of his spending. The resulting decision has been a benchmark for such cases in which taxpayers who are unable to produce records of actual expenditures may rely on reasonable estimates provided there is some factual basis for it.

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Family Business

Keeping the Business in the Family

If you're part of a family business, you've taken pride in watching the company grow



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-- and having family members be part of it. But at some point, you may want to step down from the leadership position. If you want your siblings or children to take the helm, make sure they're well equipped to rise to the challenge. Here are some considerations as you craft a succession plan.

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Sales

A Dozen Ways to Negotiate Better



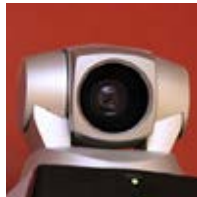
When you think of great dealmakers, you may conjure up images of moguls like Donald Trump... the kind of tough businesspeople who seem to never back down. But some of the best negotiators are willing and able to back down artfully. To find out 12 more ways to become a better negotiator, read the "Full Article."

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Turn Your Website into a Marketing Magnet



Search engine optimization is crucial to attracting visitors to your online site and making sales. Two tools are particularly useful in boosting your business's ranking in search engine results: keywords and focused content. Click "Full Article" for tips on techniques to make the most of SEO.

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