

# The Advisor

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

### Extreme Winter Weather Creates Blizzard of New Requirements



**Depending on** where you are located, winter can wreak havoc, or at minimum, add some complications in the way things get done in your business. This is hardly a revelation to employers in regions regularly battered by punishing snow and ice storms. But what might not be so obvious is the degree to which federal and state laws dictate your obligations to employees when hazardous winter weather strikes.

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## Family Business

### Fringe Benefits for a Family Partnership or LLC



**If your family business operates as a partnership or LLC**, there are special tax rules that apply to the fringe benefits you provide to partners or members. Here is a rundown of the taxable and tax-free perks that your business can supply.

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## Sales

### The Fine Art of Price Setting



**Beating the competition** is one factor to consider when you price your goods or services, but it's not the only one. There is a balance you need to keep in mind. Click "Full Article" for a rundown of the nine basic principles underlying a successful and profitable pricing strategy.

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## Marketing

### Analyze Customer Reports For Maximum Profit Potential

**To sustain your** bottom line, periodically review the costs involved in selling to, or servicing, each customer. Here are four steps to help get you started.

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*Reuters.com - Wed, 18 Feb 2015 15:06:42 GMT*

### **Wall Street pulls back from record, investors await Fed**

*Reuters.com - Wed, 18 Feb 2015 15:04:53 GMT*

### **Mercedes-Benz says Pullman limo to start at 500,000 euros**

*Reuters.com - Wed, 18 Feb 2015 15:02:20 GMT*

### **Oil falls towards \$61, rally's sustainability in question**

*Reuters.com - Wed, 18 Feb 2015 14:59:37 GMT*

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