

# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

GRAY GRAY & GRAY  
CERTIFIED PUBLIC ACCOUNTANTS | ADVISORS

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

### Is Your Business One of the 90% That Has Not Filed a Certification of Entity Tax Status?



Reminder: Massachusetts Businesses Face April 1, 2013  
Deadline to File Tax Status

Businesses (corporations) incorporated in Massachusetts must file an annual certification entity tax status with the state's Department of Revenue. The deadline for filing this year is April 1, 2013. To date, only 10% of those businesses required to file have completed the necessary paperwork.

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## Timely Opportunities

### Health Insurance and Medical Expenses: What Can You Deduct?



If you are like most people, you find yourself paying more for out-of-pocket healthcare costs. You may wonder what benefit you can get on your tax return for all the expenses. Unfortunately, the answer for many people is ... *nothing*. But you may be one of the fortunate ones who is able to claim healthcare-related tax breaks for health insurance premiums and medical expenses. This article explains the rules.  
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## Marketing

### Make Your Message Contagious



Social Media has transformed viral marketing, which can give new life to your sales with little effort or cost. This article addresses the key differences between a campaign that can light up your business with positive tweets and one that can go down in the flames of negative comments being shared across the globe.  
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## Human Resources

## Know the Rights of Foreign Employees



All employees have the same rights. Your company's best bet for staying out of trouble with regulators is to brush up on state and federal immigration and employment laws. Here are the basics, along with some pointers on hiring staff members who aren't American citizens.

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NYSE prepares disaster backup plan: WSJ

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