

# The Advisor

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

### How to Tap into the Millennial Market



**What does** it take to get "Millennials" to buy your company's products and services? The Millennial generation -- which includes people born from approximately 1980 to 2000 -- tends to be self-expressive, open-minded, educated, technology-savvy and budget conscious. It's also the most ethnically diverse generation in U.S. history. Here's how business owners can get in the Millennial mindset.

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## Family Business

### Taking Advantage of Family Funds



**Family cash** can be a source of capital infusion for the business, but be careful. Borrowing from relatives brings a special set of circumstances that can threaten good rapport. Click "Full Article" for advice on how to minimize family stress when taking out a loan from a family member.

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## Marketing

### Share a Concept and Stretch Your Budget



**Find a marketing** partner to share an idea. You both profit and save money in the process. Click "Full Article" for two simple ways to package your advertising and stay ahead of the game.

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## Human Resources

### Keep Pace with Changing Staff Needs

**The key to retaining** employees -- and saving the cost of replacing them -- is to offer programs that meet the needs of staff as they grow older. It's a balancing act that can be expensive, but here are two areas you might be able to change with minimal expense.

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### **U.S. trade deficit shrinks; private jobs growth rebounds**

*Reuters.com - Wed, 03 Jun 2015 14:36:31 GMT*

### **Hedge fund mogul Paulson gives Harvard record \$400 million donation**

*Reuters.com - Wed, 03 Jun 2015 14:21:41 GMT*

### **OPEC set to hold line on output, setting aside Iran dilemma**

*Reuters.com - Wed, 03 Jun 2015 14:09:32 GMT*

### **Greece threatens to skip IMF payment; Tsipras set for EU talks**

*Reuters.com - Wed, 03 Jun 2015 14:05:45 GMT*

### **Wall Street opens higher on strong private sector jobs data**

*Reuters.com - Wed, 03 Jun 2015 13:57:14 GMT*

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