

# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

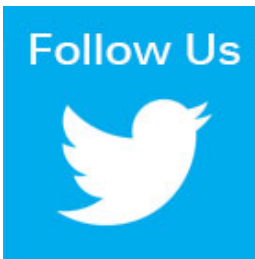
**GRAY GRAY & GRAY**  
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## Gray, Gray & Gray, LLP's News

### Live from Gray, Gray & Gray - Radio Entrepreneurs Radio Show



During the month of June, Gray, Gray & Gray had the privilege of hosting the Radio Entrepreneurs show, a syndicated daily business radio program dedicated to entrepreneurs, at our Canton office. Interviews were led by Partners [Richard Hirschen](#) and [Kelly Berardi](#), who serve as reporters for the show on a recurring basis. Special guests included Gray, Gray & Gray Partner [Paul Gerry](#), Partner [Jim DeLeo](#), Director of Tax & International Business [Jennifer Meyers](#), and Director of Tax [Derek Rawls](#), as well as several other local entrepreneurs. The common thread among each show was the opportunity to share business experiences in a variety of industries to assist fellow entrepreneurs with taking their businesses to the next level.

[View brief video recordings from the June sessions here.](#)

[Listen to the full audio recordings from the June sessions here.](#)

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## Family Business

### Make a Tax-Smart Redemption of C Corp Stock



**Current tax laws** present an opportunity for owners of family businesses that operate as C corporations. You may be able to get some of the wealth out of your business at a relatively low tax cost. Click "Full Article" for the details of this strategy.

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## Sales

### Unsolicited Fax Advertisements



**Unsolicited faxes** can cost recipients money they don't want to spend. Companies should be aware that the law provides significant protection against unwanted faxes. Here are the details of the *Junk Fax Prevention Act*.

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## Marketing


### B2B Advertising: Sell The Steak



**With business-to-business advertising**, you're better off selling the substantive benefits of your products or services. As the old saying goes, sell the steak -- rather than the sizzle. Here's why it's a better strategy to get to the meat.

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*Reuters.com - Wed, 22 Jun 2016 09:53:07 -0400*

### **Fed's Fischer cites progress on too-big-to-fail rules**

*Reuters.com - Wed, 22 Jun 2016 09:27:56 -0400*

### **IMF sees U.S. economy in 'good shape', too many in poverty**

*Reuters.com - Wed, 22 Jun 2016 10:09:26 -0400*

### **U.S. existing home sales rise to more than nine-year high**

*Reuters.com - Wed, 22 Jun 2016 10:54:06 -0400*

### **Tesla offers \$2.8 billion for SolarCity in 'no brainer' deal for Musk**

*Reuters.com - Wed, 22 Jun 2016 10:36:57 -0400*

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