

# 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

### 34 Memories at 34 Southwest Park



We've come a long way since move-in day at 34 Southwest Park back in 1999. As we pack up to move to our new home in Canton, MA, next month, we're reminded of the many great memories we've created here at our Westwood office.

In celebration of our impending move, we invite you to take a stroll down memory lane with us. "Like" us on Facebook and watch for our "34 Memories at 34 Southwest Park" posts as we count down to moving day by reliving some of the most memorable events and milestones.

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## Timely Opportunities

### Tax Court Cautionary Tale: Classifying Workers as Contractors



Businesses often prefer to treat workers as independent contractors to lower their costs and administrative burdens. But the IRS may challenge an employer's classification. Here's a look at seven factors the Tax Court considers when deciding whether to classify workers as employees or independent contractors -- and how they were applied to a home health care manager in a recent case.

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## Family Business

### Keep the Long-Term in Mind When Instituting Changes



Planning an expansion, merger or acquisition, or a new way to boost profits? Change can bring upheaval to a family business so you need to keep the process under control. Click "Full Article" for a checklist of essential questions to answer to help ensure your growth strategy succeeds.

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## Management

[Find Your Company's USP](#)



Stand out from the competition by capitalizing on your company's strengths. If you learn to identify and emphasize the *unique selling proposition* of your business, you can draw more customers and improve employee morale. Click "Full Article" for the questions you need to ask to uncover your company's USP.

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## Operations

### Protect Your Invention by Applying for a Patent



Patent knowledge is an essential skill if you want to protect your company's inventions. While you may dread the complex and often costly process of applying for a patent, your company may be eligible to take advantage of a lower-cost option. Click "Full Article" for a look at some patent basics.

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### U.S. economy contracts sharply, consumer spending revised down

*Reuters.com - Wed, 25 Jun 2014 13:58:47 GMT*

### U.S. services sector expands at fastest pace in four-and-a-half years

*Reuters.com - Wed, 25 Jun 2014 13:52:27 GMT*

### Wall Street opens slightly lower after data

*Reuters.com - Wed, 25 Jun 2014 13:37:29 GMT*

### France tells investors: just learn to play game our way

*Reuters.com - Wed, 25 Jun 2014 13:09:55 GMT*

### Futures point to lower open after weak GDP report

*Reuters.com - Wed, 25 Jun 2014 12:56:10 GMT*

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