

# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

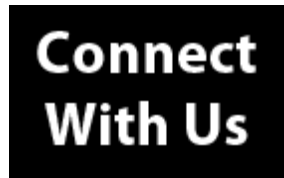
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## Gray, Gray & Gray, LLP's News

### Painful Lessons in Unreasonably Low Compensation



By John W. Cashman, Jr., CPA, CFP  
Gray, Gray & Gray, LLP

Truth be told, you can't fool Uncle Sam, especially when it comes to trying to fudge your income.

The IRS continues its aggressive efforts to collect payroll taxes from shareholders of S corporations who attempt to minimize or avoid such taxes by reporting very low compensation. Recently, several court cases have resulted in rulings favorable for the IRS.

[Click here to read more about the IRS pitfalls of unreasonably low compensation.](#)

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## Timely Opportunities

### When Is an Executive Personally Liable for Claims Against a Business?



If you're a business owner or corporate executive, be aware that your company's structure is not always enough to shield you personally from legal claims against the business. In one recent case, a grocery store owner found out the hard way that his direct, although limited, involvement in the company's operations rendered him individually liable when employees filed a lawsuit. Continue reading for details of the case and some guidance on this important matter.

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## Marketing

### Earn Customer Loyalty with a Simple Gesture



There's an easy, low-cost way to tell your customers that you value their business, which in turn motivates them to come back and increases your sales. Click "Full Article" for the secret of the phrase that shows your customers you care.

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## Human Resources

### Hire the Right Person — And Stay Out of Trouble Doing It



It's a challenge finding employees with the right skills who fit into your company. But you also need to avoid conversations that could lead to costly litigation and discrimination claims. Here are some techniques that interviewers need to know and some questions you should *never* ask.

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