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

### Capital Gains: Plan Ahead to Minimize Taxes



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

The ongoing economic recovery has resulted in a return of an extended bull market on Wall Street. One offshoot of this is an increase in capital gains generated by activities such as portfolio reallocation and the sale of appreciated assets. While many factors go into making a buy/sell decision, one of the most important concerns is the tax implication of any transaction that results in capital gains.

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## Family Business

### Remember Business Basics When Paying Relatives



**Salaries can** hit close to home in a family business. Some relatives may feel they're underpaid compared with others. The key to harmony and a profitable business is to rely on industry standards. This article provides a rundown of the issues involved in family business compensation.

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## Marketing

### Turn Your Website into a Marketing Magnet



**Search engine optimization** is crucial to attracting visitors to your online site and making sales. Two tools are particularly useful in boosting your business's ranking in search engine results: keywords and focused content. Click "Full Article" for tips on techniques to make the most of SEO.

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## Human Resources

## Help Avoid Costly Age Discrimination Claims



**Year after year**, tens of thousands of age discrimination claims find their way to the EEOC. Depending on the outcome, they may cost employers a bundle. Yet some companies continue to violate the laws that govern hiring. Here's what happened to seven businesses when they were charged with using age as a factor in employment decisions.

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