

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

Breaking News: Seminar Registration Deadline Extended to October 9th!



Due to the overwhelming popularity of Gray, Gray & Gray's October 1st Year-End Planning Seminar, we've increased the capacity and extended the registration deadline for our October 16th seminar in Westborough, MA!

Don't let this second chance pass you by. [Register by October 9th](#) and join us to learn how you could better manage your finances and your life. Our all-star lineup of presenters includes thought leaders in Boston's accounting, tax, legal and investment communities.

Wednesday, October 16, 2013
Hilton Doubletree Hotel
Westborough, MA

[Click here to learn more and to register for Gray, Gray & Gray's October 16th Year-End Planning Seminar.](#)

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Timely Opportunities

Sell Underwater Incentive Stock Option Shares before Year End



If you have underwater shares from exercising an incentive stock option earlier this year, selling before year end could help you avert a big alternative minimum tax (AMT) hit. These employer stock options have federal tax advantages but a special set of AMT rules apply when you exercise and sell shares acquired by exercising them. This article explains the complex rules that affected taxpayers face.

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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



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loan from a family member.
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Sales

Herd Salespeople Toward Success



Simple quotas aren't always the best way to measure your sales staff. However, that is how many organizations evaluate and compensate their salespeople. Here are some other factors that can get results and help grow your company.

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Marketing

Spin E-Mail Messages into Gold



The Internet is one of the best marketing tools available. But you can't take full advantage of it until you build a database of e-mail addresses. Here are nine pointers to help keep your list under control and up to date.

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