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Going Beyond the Numbers to Deliver Insight, Guidance and Success

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

### Thank You for Attending Our Open House



Thank you to everyone who attended our 2014 Open House! We truly enjoyed celebrating our 70th anniversary and welcoming you, our loyal clients and friends, to our new home in Canton. Photos from the event are coming soon to our Facebook page. If you haven't shared your photos with us yet, you can share them with the hashtag #GGGOpenHouse.

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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

### Tap into the Power of Customer Testimonials



Positive comments from satisfied buyers can add immeasurably to your company's bottom line. Here's a guide to collecting and successfully using customer testimonials to boost your credibility and sales -- without spending a fortune on an ad campaign.

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## Marketing

### Maximize Profits By Minimizing 'Departmentalism'

Want to boost sales without spending a fortune on advertising? Your company



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can probably accomplish this by simply asking: "If we could *never* run another newspaper, radio, television, direct mail or online ad, how could we bring in customers?" Click "Full Article" for the answer.

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*Reuters.com - Thu, 30 Oct 2014 12:42:09 GMT*

U.S. jobless claims rise, but underlying labor market trends firming

*Reuters.com - Thu, 30 Oct 2014 12:37:57 GMT*

Trade, defense spending buoy U.S. third-quarter growth

*Reuters.com - Thu, 30 Oct 2014 12:35:04 GMT*

Chrysler recalls 33,443 light trucks in U.S. for tire pressure issues

*Reuters.com - Thu, 30 Oct 2014 12:29:29 GMT*

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