# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

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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. Copyright © 2014

company's bottom line. Here's a guide to collecting and successfully using customer

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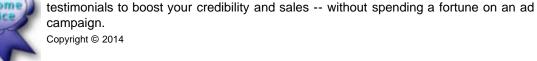
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# Sales

#### Tap into the Power of Customer Testimonials Positive comments from satisfied buyers can add immeasurably to your

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Marketing

# Maximize Profits By Minimizing 'Departmentalism'

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



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. Copyright © 2014

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