

The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

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Gray, Gray & Gray, LLP's News

Last Chance: Gray, Gray & Gray's 2015 Year-End Business Planning Seminar is Tomorrow!



In case you missed today's Year-End Business Planning Seminar, you have one more opportunity to learn how to ELEVATE your business strategy. Join us tomorrow, November 5th!

We've looked at our close working relationships with over 4,000 clients and identified the current trends of what the best and brightest companies are doing. During the Year-End Business Planning Seminar, we'll share these best practices with you! **Register now to learn tactical tips and strategies to plan for a successful year ahead.**

Seminar will take place at Gray, Gray & Gray's office in Canton, MA. Space is limited. Registration required.

November 4, 2015 — Canton, MA **Exclusively for Clients**

November 5, 2015 - Canton, MA

[Click here for more seminar details and to register now.](#)

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Family Business

Make Sure Your Business Doesn't Become a Continuing Daytime Drama



There's a lot to be said for staffing a business with family members, especially if you need help. However, before hiring relatives, consider the drawbacks as well as the advantages. It also helps to try to understand the roles staff members play through the eyes of family and non-family employees. Otherwise, you might end up with a cast of characters you can't direct and a script that just doesn't work for your business.

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Benefit Tax Issues

What Can Employers Do with Forfeited Employee FSA Balances?

A flexible spending account (FSA) is a health care benefit that provides tax savings for employers and employees. FSAs contain a "use-it-or-lose-it" feature. This could result in employees losing money not spent in accounts after a certain amount of time. Keep reading to learn the basics of FSAs, as well as what employers' options



are for forfeited employee balances.

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Marketing

Six Tactics To Improve Your Search Engine Results



What business *doesn't* want to increase traffic to its website? More than 90 percent of people who visit websites today enter them via search engine links rather than by typing in a specific URL. Consequently, search engine optimization (SEO) presents a huge opportunity for businesses looking to increase their site traffic. Take a look at six tactics to help increase your website traffic.

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