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Gray, Gray & Gray, LLP's News

Gray, Gray & Gray Partner Rich Hirschen Talks Tax & Audit Planning on the Radio Entrepreneurs Radio Show



Gray, Gray & Gray Partner Richard A. Hirschen, CPA, CGMA, was interviewed recently on "Radio Entrepreneurs," a syndicated daily business radio program. During the segment, Rich shared tips on year-end planning and discussed reasons why businesses should consider thinking about their 2015 budgets now. [Click here for more details about Rich Hirschen's interview on Radio Entrepreneurs.](#)

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Timely Opportunities

Think Outside the Gift Box This Holiday Season



Fruitcakes may be cliché. Business card holders may be passé. Alcohol is taboo. How can you use corporate holiday gifts to stand out from your competitors? A well-thought-out concept doesn't have to break the bank to reinforce your brand and cement business ties. Here we discuss some clever, relevant ideas, highlight some embarrassing faux pas and review the IRS guidelines related to holiday gifts.

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Family Business

Time to Switch Your C Corp to S Corp Status?



Under current tax law, S corporation status may seem to make more sense for your family business than operating as a C corporation. After all, under current law, individual tax rates (including rates on income passed through to S corp shareholders), may be lower than corporate tax rates. Switching to S status may make sense in some circumstances but a number of factors are involved. Click "Full Article" to find out more.

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Management

The Six Golden Keys of Change

Transitions can cause rebellion and resistance among even your most valuable employees. So if you are planning any changes to your business, take some time to



involve everyone and allow for discussions. Here are a few tips to help smooth the bumps.

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Operations

Get Back in the Loop



Keep tabs on customers and their satisfaction by getting reacquainted and giving them some special attention. It's easy to lose touch as your company grows, but just as easy to get up close and personal. Click "Full Article" for a quick guide to giving your company's consumers some individual attention and boosting your bottom line in the process.

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