

# Fueling Your Future.



Information for Oilheat,  
Propane & Petroleum  
Business Leaders

**GRAY GRAY & GRAY**  
CERTIFIED PUBLIC ACCOUNTANTS | ADVISORS

Westwood | Framingham | Boston

BEYOND THE NUMBERS

May 2013

Issue No. 7

*It takes more than numbers.*

*Gray, Gray & Gray is here to help you "Fuel Your Future" by going beyond accounting services. With over 65 years in the energy business, we go beyond the numbers by delivering insight, guidance and knowledge to our energy clients so they can achieve growth and profitability.*

## New England Fuel Institute Energy Expo 2013

We are excited to announce that this year's New England Fuel Institute Energy Expo will be held at Gillette Stadium in Foxboro, MA, on June 11-12, 2013. Are you planning to attend? If so, please be sure to stop by **Booth #7** to meet Gray, Gray & Gray's Energy Team! Ask us questions, find out more about our accounting and advisory services, 5-Year Strategic Planning Exercise for Energy Dealers, FuelExchange service, and how we go beyond the numbers to help fuel your business forward. PLUS, pick up a copy of our 2013 Oilheat Survey Results - hot off the press! Be among the first to see the results and start putting them to work for your business.



## Warning! Monitor Your Third Party Payroll Processing Closely

Did you know that four out of 10 businesses use a third party payroll management service? If you are one of them, then you need to be aware that relying on an outside payroll firm to process your payroll and handle employment taxes does **not** waive your liability for any unpaid taxes, now or in the future.

Several businesses have recently found themselves "on the hook" for hefty debts to the IRS when their payroll firm filed bankruptcy, or due to the payroll firms' unscrupulous

actions of pocketing taxes instead of paying the IRS. Businesses of all sizes are at risk. That's why you should monitor payroll processing and employment tax payments closely.

[Click here to read more about this danger.](#)

## *Have You Completed Your 2013 Oilheat Survey?*

The May 15th deadline for completing and returning this year's survey is just one week away!

We invite you to be a part of this tried-and-true tool for oilheat retailers across the country. Since its inception over 22 years ago, the information conveyed in this survey continues to allow businesses like yours to compare practices and performance against others in the oilheat industry. Compare everything from number of customers to staff hourly rates, service offerings, fuel sales, average renewal prices, price protection plans, and more.

If you haven't completed this year's survey yet, we invite you to take it today by 1) filling out the form you received in the mail OR 2) completing the online form.

[Click here to participate in this year's survey.](#)

Note: Please use information from your May 1, 2012-April 30, 2013 results.



*Times have changed and so has the energy industry.*

You can't run your business the same way you have in the past.

That's why Gray Gray & Gray has developed

**5-SPEED**

**5-Year  
Strategic  
Planning  
Exercise for**

## Energy Dealers

Our industry experts will work with you to develop a customized five-year plan of action to help move your company forward with confidence.

### **GET IN GEAR!**

Contact [Joe Ciccarello](#), [Jeff Foley](#) or [Marty Kirshner](#) today to discuss a 5-SPEED strategic plan for your energy business



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## Client Testimonials

*"I have been a Gray, Gray & Gray client for 20 years and plan to remain so for as long as I am in business. And hopefully for many years beyond! Gray, Gray & Gray is much more than an accounting firm. Their long-term strategies have resulted in more money in my pocket and a more enjoyable life for me. They listen to me, and wrap my assets, such as my business and real estate, around my long-term goals with creative, efficient business and personal plans. I count on Gray, Gray & Gray. Their experience has worked for me."*

*- Kevin Coan, Coan, Inc.*

*"Gray, Gray & Gray has been Coan Oil's accounting firm since 1945. We were one of their first clients and the fact that we are still with them today says a great deal about the relationship between our companies. For sixty-five years they have helped keep us on track, growing and profitable."*

*- James Horan, Horan Oil Co.*

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