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Gray, Gray & Gray, LLP's News

Strategy Session with Bryan Pearce: The Importance of Understanding Your Customers

We are pleased to bring you the next article in our "Strategy Session" series by [Bryan E. Pearce](#), Gray, Gray & Gray's Director of [Strategic Business Planning](#). Discover proven, accessible approaches to thinking strategically about your business in order to make more informed decisions, with a focus on the six business drivers that will put you in a position to succeed.

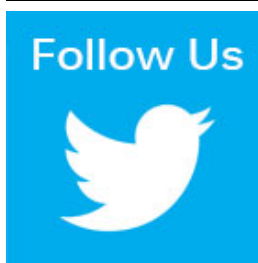
THIS WEEK'S FEATURE: [The Importance of Understanding Your Customers](#)

"If you don't have a customer, you don't have a business" – Craig Heatley, Founder, Rainbow Corporation & SKY TV, New Zealand

Leaders of successful high-growth businesses fully understand and appreciate the importance of really understanding their customer relationships. They are able to clearly articulate the "Unique Value Proposition" that resonates with existing customers, which will also be attractive to prospective new customers.

How do you determine if you really understand your customers? You should be able to clearly answer these five questions about your existing customers. If not, you may wish to get to know them better!

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Gray, Gray & Gray Ranked Among Top Massachusetts Accounting Firms 2020

We are pleased to announce that Gray, Gray & Gray held its position as the 21st "Largest Accounting Firm" in Massachusetts, as ranked by the *Boston Business Journal*. Our firm ranks 10th among independent firms in the state.

The *Boston Business Journal's* annual rankings are based on the size of the firm's professional staff in the state as of February 1, 2020 and include both independent firms and regional offices of large national accounting firms.



[For more information, click here to read the full press release.](#)

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Family Business

Family Ties are Severed in Stock Sale



Intrafamily stock transfers can have major implications on the net operating loss carryovers of a family corporation. This is due to complex rules that limit such losses when there is a significant change in ownership. In one case, a taxpayer argued that a sale of a large percentage of his stock to his brother shouldn't fall under the rules because they were members of the same family and should be treated as a single shareholder. The IRS disagreed. To learn how the Tax Court ruled, continue reading.

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Benefits Administration

Employers Want More Productive Workplaces



Businesses are always looking for ways to raise production. One proven way is to offer employees a healthy benefit package. Research shows employees value benefits far more than many bosses realize. What else should you know about employee attitudes about benefits and about your company? Read on to find out.

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Marketing

Crack the Code of Good Customer Service



Take a tip from the airlines: give your best customers a special code. That way, like frequent fliers, you can highlight your trophy customers, as well as fine tune your service, so they can receive perks that will keep them coming back. Click "Full Article" for tips on how to set up a simple system that can increase customer satisfaction.

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