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Going Beyond the Numbers to Deliver Insight, Guidance and Success

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Gray, Gray & Gray, LLP's News

Happy 4th of July

HAPPY
Fourth of July

Thank you to all of the brave men and women who serve and protect to make our freedom possible.

Happy Independence Day to all of our clients, team members and friends of the firm. We wish you and yours a happy and safe July 4th holiday!

Please note: Gray, Gray & Gray's offices will be closed on Friday, July 3, 2020 in observance of the holiday.

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Family Business

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



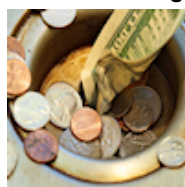
There's a lot to be said for staffing a business with family members, especially if you need help. However, before hiring relatives, consider the drawbacks as well as the advantages. It also helps to try to understand the roles staff members play through the eyes of family and non-family employees. Otherwise, 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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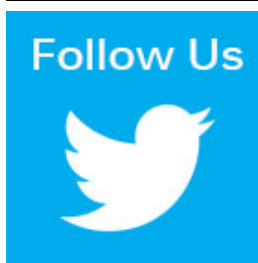
Benefits Administration

Are You Wasting Money on Some Benefits?



Many employers are wasting money on some of their benefit offerings. This was the conclusion of one study which looked at employer and employee views on benefits. In some cases, organizations are wasting money on inadequate benefits and benefits some employees don't want... while other employers aren't investing enough in what their staff members do want. What should you do about it? Keep reading to find out.

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Checkpoint



Marketing

Develop the Prime Asset of Direct Mail Success



Don't waste precious advertising dollars with a misdirected direct mail campaign. The *most important factor* when you make your company's pitch by mail is a good mailing list. It's generally best to find a broker who can identify the right lists for your company. But before you find your perfect list, you must define your ideal customer. And once you have the list, it's up to you to ensure the names and addresses remain current. Here are the details of how to obtain and maintain this critical asset.

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