

The Advisor

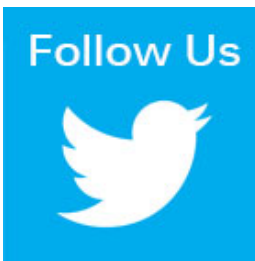
Going Beyond the Numbers to Deliver Insight, Guidance and Success

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Gray, Gray & Gray, LLP's News

Collecting Royalty Payments in a Down Economy



The economic disruption caused by the COVID-19 pandemic has generated a need for many businesses to take a hard look at expenditures in order to carefully guard their cash flow. Unfortunately, some companies that license intellectual property or operate as a franchise may be tempted to delay or default on licensing and franchise fees. It is up to the licensor or franchisor to monitor payments to ensure that they are receiving the royalty payments they are due, in full and on time. [Click here for the full article.](#)

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Family Business

Hire Your Kids and Save Taxes



Putting your kids to work in the family business can be a win/win situation. Your children gain experience and income while you reduce your employment tax costs and income tax liability. Read on to see if your business qualifies.

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Benefits Administration

How to Make Benefits Information Easier for Employees to Understand



If you value your employees, don't blindsides them with important information written in a way that is unclear. It's not uncommon for otherwise intelligent people to struggle with things like jargon and multiple acronyms and convoluted language. Here are some tips to consider when preparing handbooks and other communiques that you want your workforce to read and understand.

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Marketing


The Six Stages of World-Class Customer Service

"Sink or swim" is how it goes when it comes to customer satisfaction. Most customers want service and they want it now. In addition, they'll compare your service to that of the competition. So where do you start to keep them happy? To help you come out ahead, this article highlights the six stages toward making your business more customer-friendly.


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