

The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

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Gray, Gray & Gray, LLP's News

Last Chance to Register for Today's Virtual Year-End Planning Seminar



Are you ready to put 2020 behind you? Our annual Virtual Year End Planning Seminar will focus on how to plan for accelerating growth in the midst of uncertainty. We will take an in-depth look at key issues that all business leaders are facing as the New Year approaches, including practical solutions to help inform your own corporate and personal strategies and break through to a stronger 2021.

Join moderator [Jim DeLeo](#) and presenters [Kelly Berardi](#), [Derek Rawls](#), [Brad Carlson](#), [Bryan Pearce](#), and [Paul Gerry](#) of Gray, Gray & Gray, LLP; and [Dan Romano](#) and [Justin Klunder](#) of Gray Equity Management, LLC, as they guide you through essential topics.

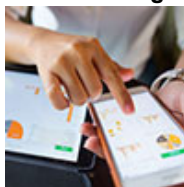
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Family Business

From Counting Transactions to Cultivating Relationships



These days, your customers head to the Internet to comparison shop, get the facts and find out what other consumers are saying about their purchases. That's why smart marketers are using online technology to not only disseminate information, but also manage and improve communication with the buying public. Learn how to get the most out of an email marketing campaign by reading this article.

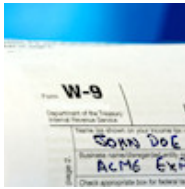
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Business Tax

Handle Payroll Taxes With Kid Gloves

Here's a business rule you don't ever want to break, even in a tough economy such as we're now facing: Don't borrow from payroll taxes withheld from employees. The IRS views this money as sacred. That's why



the penalties involving these funds are severe. Continue reading for an important heads-up.

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Personal Tax

Bring Home a Tax Credit for Adoption



Uncle Sam can be generous when it comes to adopting children. Here are the details of the tax breaks that are currently available to adoptive parents, as well as income limits and documentation requirements imposed.

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