



# The Advisor



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- [Home](#)
- [About](#)
- [Areas of Focus](#)
- [Services](#)
- [Partners](#)
- [Foundation](#)

[Personal Info](#) | 
 [Saved Articles](#) | 
 [Refer Colleague](#) | 
 [Unsubscribe](#) | 
 [Feedback](#)

## Gray, Gray & Gray, LLP's News

### Boston Business Journal Ranks Gray, Gray, & Gray Among Top Massachusetts Accounting Firms



We are pleased to announce that Gray, Gray & Gray has been ranked as the 19th "Largest Accounting Firm" in Massachusetts by the *Boston Business Journal*. Our firm ranks 9<sup>th</sup> 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 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 Financing Can Be Fragile



**Finding seed money** for a family-run business often requires tapping relatives. While that can be a source of capital, relationships can be strained when things don't go as expected. Continue reading for ways to secure financing, keep the peace and get the best tax results.

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## Benefits Administration

### Get the Word Out About Your Benefits



**If your company** pays for an employee benefit but nobody knows about it, what is your return on investment? The answer is, not much! Job applicants are often focused on the benefits you offer. But if you've added or enhanced benefits over time, existing employees may not be aware of what is available. They may also make the mistake of undervaluing what you pay in terms of the cost to you. If that's the situation in your company, it's time you let your people know.

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## Marketing

### Turn Your Website into a Marketing Magnet



**Search engine** optimization is crucial to attracting visitors to your online site and making sales. And sales really are the sole purpose of your website. Two tools are particularly useful in boosting your business's ranking in search engine results: targeted keywords and focused content. Click "Full Article" for 14 tips on techniques to make the most of search engine optimization.

## Saved Articles

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