



Gray, Gray & Gray, LLP's News

Webinar Recording Available: Everything You Need to Know About Employee Retention Tax Credits

In case you missed last week's webinar or would like a refresher on the information shared, now you can access the recording online.

Would a tax credit of up to \$14,000 per employee help your bottom line in 2021? What if you could go back to 2020 and recover an additional \$5,000 tax credit for each employee? That may be possible for companies that are eligible for an Employee Retention Tax Credit (ERTC).

During this one-hour webinar Gray, Gray & Gray provides information to help businesses explore reasons why you may want to apply for and manage ERTC, including balancing ERTC with PPP loans. Watch the webinar recording with Gray, Gray & Gray Leaders Jim DeLeo, Kelly Berardi, Brad Carlson and Derek Rawls as they answer your questions about the ERTC program.

Click [here](#) to access the webinar recording.

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Family Business

Don't Treat Your Family Business as a Royal Dynasty

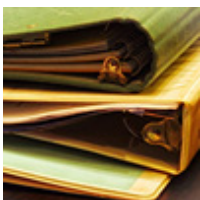


In some family businesses, the succession plan is simply to pass the operation on to the oldest child, or in some cases, the oldest male child. While this may have worked in royal dynasties years ago, it has no place in family businesses. Here are seven steps that current senior owners should consider taking to help make passing the business on a success.

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Benefits Administration

Being Prepared Helps Ensure Successful HSA Rollout



Making the switch from a traditional health care plan to health savings accounts (HSAs) might confuse your employees. But once they know how HSAs work, they might like them even better than traditional health coverage. The key is to lay a foundation of information in advance. Keep reading for some considerations to help successfully implement an HSA plan at your company.



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Marketing

Write Email Messages with Selling Power



Writing an email message that results in sales is an art *and* a science. You don't have to be an advertising pro to put together an effective sales message but you do have to follow some fundamental guidelines. A poorly written ad can send unsure customers elsewhere. This article shows you seven tips that will help you write messages that can help attract positive attention and clinch sales.

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