



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

### Gray, Gray & Gray Launches 30th Annual Energy Industry Survey



Gray, Gray & Gray, LLP, a consulting and accounting firm serving the fuel oil and propane industry, has opened its 30th annual Energy Industry Survey. The survey is available online [here](#).

The annual survey has become an acknowledged source for industry statistics and benchmarking data. This year's energy survey will collect data from fuel oil and propane marketers across the country for the heating season spanning April 2020 through March 2021. The data collected through the survey will be augmented by financial and operational data developed by Angus Energy, a respected energy services firm. Results will be published in September.

Click [here](#) to read the full press release.

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## Family Business

### Coping with the In-Law Challenge



**Bringing an in-law** into the family business can be a risky proposition and requires careful consideration. Continue reading for some ways to handle the situation, along with important questions that should be answered before hiring the spouse of a family member.

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## Benefits Administration

### Don't Let Benefit Issues Get in the Way of a Successful M&A Deal



**If your company** is planning a merger or acquisition, don't overlook an important factor -- the existing benefit programs and liabilities of all parties. This article explains some of the potential problems involved, as well as ways to help ensure employee benefits do not get in the way of a successful transaction.





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## Marketing

### Six Tactics To Improve Your Search Engine Results

**What business *doesn't*** want to increase traffic to its website? More than 90% of people who visit websites today enter them via search engine links rather than by typing in a specific URL. Consequently, search engine optimization presents a huge opportunity for businesses looking to increase their site traffic. Take a look at six tactics to help increase your website traffic.



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