



Gray, Gray & Gray, LLP's News

October is National Cybersecurity Awareness Month!



We take the topic of cybersecurity seriously at Gray, Gray & Gray. In order to protect private data and avoid dangerous cyberattacks, we are committed to sharing cybersecurity best practices with both our team members and clients, including the implementation of a Written Information Security Plan (WISP). [Click here](#) to learn more about the importance of having an active and up-to-date WISP.

Did you know that 43% of all data breaches involve small and medium-sized businesses? [Watch this video](#) to learn about more cybersecurity statistics and how cyberattacks could affect your organization.

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Family Business

Still Relevant: Email Marketing for Family Businesses



Remember email? Of course you do -- almost everyone still uses it! For this very reason, family businesses should consider the ongoing relevancy and effectiveness of email marketing campaigns. This article discusses both benefits and best practices related to using carefully crafted emails to stay visible with customers and prospects. A sidebar looks at using email system auto-responders.

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Business Tax

You May Want to Separate Real Estate Assets from Your Business

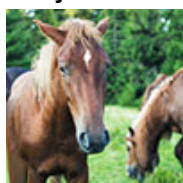


Many companies choose *not* to combine real estate and other assets into a single entity. Although there are justifiable legal reasons for doing so, this article delves into the potentially beneficial *tax* reasons for holding real estate in a separate entity. A sidebar looks at the advantages of separate entities for family businesses.

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Personal Tax

Hobby-Related Loss Deductions Are Disallowed, but Don't Give Up Hope



Hobbies are typically fun and they may be expensive. In some cases, hobbies (including those involving horses) lead to net losses. Before the Tax Cuts and Jobs Act became law, you could claim itemized deductions for hobby-related expenses up to the amount of income — if your primary motivation was profit, not fun. Now, however, itemized deductions are no longer available.

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