



March 2022 Issue

Gray, Gray, & Gray Ranked Among Top Massachusetts Accounting Firms by Boston Business Journal

Gray, Gray & Gray has been ranked as the 17th largest accounting firm in Massachusetts by the Boston Business Journal. The publication'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. Gray, Gray & Gray moved up two places overall from its previous ranking and is the 6th largest independent accounting firm in the state.



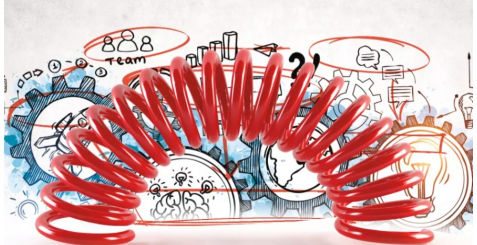
[READ THE FULL PRESS RELEASE HERE](#)



Oil & Energy Magazine features "Six Steps to a More Resilient Organization" article By Gray, Gray & Gray's Marty Kirshner & Joe Ciccarello

Strategic planning provides direction in turbulent times

It has never been easy to run a successful energy company. But the array of obstacles lining up to



impede the path to a profitable future for your fuel oil or propane business may be more formidable than ever. The global pandemic, pricing fluctuations, a tight labor market, and a political environment hostile to the products you sell are just a few of the hurdles that must be overcome.

[READ THE FULL ARTICLE
HERE](#)



COMING SOON!

Gray, Gray & Gray's 31st Annual Energy Industry Survey

At Gray, Gray & Gray, we are committed to bringing you key information for your success. For three decades, your participation in our Energy Industry survey has allowed us to provide a "snapshot" of the energy industry, helping to establish industry benchmarks and the standards by which company performance is measured.



Please watch your inbox for this year's survey coming soon!



FuelExchange™ - Client Testimonials

FuelExchange™ is a service for the energy industry created by Gray, Gray & Gray to provide a "clearinghouse" for those interested in buying, selling or merging oilheat, petroleum, or propane businesses. **Hear what our clients have to say about their experience with this service offering.**

:FuelExchange³

"When our mother passed away my siblings and I were not sure what we wanted to do with the family business. Our discussions with Joe Ciccarello put everything in perspective and eventually led to a decision to sell the company. FuelExchange™ managed the whole process, making sure we were informed at every step along the way. They were able to get multiple offers for the company and worked with us to evaluate each industry served us well. They really understood the details and factors that went into getting everything ready for sale, and then structuring a deal to maximize the proceeds we received."

TAYLOR & MURPHY, INC.
Energy Products

Scott Taylor, Taylor & Murphy, Inc.

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Upcoming Events

We are pleased to announce our participation at the following spring events.

NPGA Southeastern Convention & International Propane Expo
April 24 - 26, 2022
Music City Center, Nashville, TN



Be sure to visit Gray, Gray & Gray's booth (#749) at this year's expo. We will also be co-presenting the following session:

Myth vs Reality for the Propane Industry

Monday, April 25, 2022, 9:00 am - 10:00 am

Presenters: Marty Kirshner, CPA, MSA, Partner, Gray, Gray & Gray, LLP; Philip Baratz, CEO & Co-Founder, Angus Energy

The retail propane distribution industry is undergoing significant changes, from ongoing consolidation, to product diversification, to shifting demographics, to mounting environmental pressures. The perception is of an industry whose leadership is grappling with these changes while also managing day-to-day business issues and the residual effects of a global pandemic. Our annual propane survey paints a different picture, one of companies successfully dealing with the ever-shifting marketplace. What is the reality for propane?

Eastern Energy Expo
May 22 - 25, 2022
Mohegan Sun, Uncasville, CT



Be sure to visit Gray, Gray & Gray's booth (#539) at this year's expo. We will also be participating in the following speaking engagement:

How to Turn Today's Information Into Tomorrow's Action

Monday, May 23, 2022, 9:30 am - 10:30 am

Presenters: Marty Kirshner, CPA, MSA, Partner, Gray, Gray & Gray, LLP; Joe Ciccarello, CPA, MST, Partner, Gray, Gray & Gray, LLP

The way for propane and fuel oil business leaders to make the best decisions is to have accurate information available on a timely basis. This management and application of business intelligence is the route to a steadily profitable company. Key performance indicators track and measure performance across a company's operational and business units, which should be converted into actions that improve efficiency and performance.

Attendees at this seminar will gain insights into which KPIs are critical to monitor in the midst of the ongoing pandemic and resulting turbulence in the marketplace, learn how to analyze data through internal and external benchmarking, and discover effective ways to apply the results operationally.

Watch for more information on additional events coming soon!

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Service Spotlight: Big Support for Small and Medium-Size Businesses

We pride ourselves in the core values that are unique to Gray, Gray & Gray. Our clients count on us to give them the power of more by helping turn their vision of success for their business or personal financial life into reality. Our suite of service offerings is based on our clients' needs and in alignment with our mission of being your complete and trusted business advisor. Therefore, it is important to us that you are aware of all the services available to you, particularly as your business evolves and your needs change. With this in mind, we are pleased to introduce our latest "Service Spotlight"!



Big Support for Small and Medium-Size Businesses

By **Paul Gerry, Jr.**, CPA, Partner & **Jenna Rice**, CPA, MSA, Director

Small and medium-size businesses (SMBs) face increasingly difficult challenges in keeping up with evolving technologies and the accelerating pace of doing business. With the complexities of running a business today it is nearly impossible for a business owner to "wear many hats" effectively. Unfortunately, the growing businesses most in need of high quality guidance and support from professionals in the areas of accounting, financial management, and business advisory are the least likely to have access to them. That is changing with the creation of dedicated "**client accounting and advisory services**" (CAAS) teams within existing consulting and accounting firms.

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