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## Gray, Gray & Gray News - Transaction Advisory Services

### Time is Running Out! Register Now for the Smart Business Dealmakers Boston Conference on March 23rd



We are looking forward to the Smart Business Dealmakers Boston Conference on March 23<sup>rd</sup>, which connects thousands of local dealmakers - from middle-market CEOs to top investors and lenders to leading M&A advisers. Be sure to check out the many speaking engagements, networking and panel discussions, including SOLD! Ensuring Your Business Is Ready for Sale, moderated by Gray, Gray & Gray Leading Partner, Jim DeLeo. Don't miss out on this exciting event! Click [HERE](#) to learn more and to register.

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### New Webinar! Top Cyber Threats in 2023



Join Gray, Gray & Gray's cybersecurity expert Nathaniel Gravel and COO & Partner Hank Wolfson on March 28th as they spotlight the most pressing dangers to your data and network. The discussion will include real life examples of data breaches, ransomware attacks, and cyber intrusions from a risk management perspective, along with practical recommendations on preventative measures you should be taking.

Don't be one of the 77% of businesses who feel they are ill-prepared to deal with a cyberattack. [Learn more and register HERE.](#)

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



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

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## Mergers & Acquisitions

## Testing the Waters Before Jumping In



**One often-cited** reason for mergers or acquisitions that fall through is concern over a culture clash between the two companies in the future. So while other due diligence factors focus on *quantitative* factors, one of the most important tasks that can be conducted prior to a union is a *qualitative* cultural evaluation. See how this type of examination might call attention to critical incompatibilities sooner rather than later.

[Full Article](#)

## Mergers & Acquisitions

### Private Equity: Taking Companies to the Next Level



**Private equity** is a force in merger and takeover activity. But this doesn't necessarily mean companies are being broken up and sold in pieces. In some cases, private equity groups invest in fundamentally sound businesses, with the goal of helping them grow over time, and then exit with a profit. If a business needs cash and operational expertise, but management wants to retain some ownership, private equity may be the answer.

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