



Gray, Gray & Gray, LLP's News

Updating Your Online Identity Access for IRS Services



The Internal Revenue Service (IRS) works with [ID.me](#) technology to provide authentication and identity verification for taxpayers and tax professionals accessing online IRS applications and services. Proving your identity through ID.me involves uploading government documents, taking a video selfie, and filling out personal information so that you can securely access IRS online services.

The IRS originally announced that, by the summer of 2022, anyone accessing e-services would be required to use the ID.me app. The agency later extended that deadline to the summer of 2023. And here we are!

[Full Article](#)

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.

[Full Article](#)

Operations

Get Up and Running After a Disaster



Losses following a disaster can be severe. One of the keys to ensuring that your company remains viable is to file an accurate and timely claim against a business interruption insurance policy. This is one of the most complicated policies on the market, so you'll need to involve your accountant and attorney. This article provides a rundown on what to do.

[Full Article](#)

Business Tax

Federal Tax News for Businesses



1. Businesses Targeted for Identity Theft
2. Deduct the Cost of Seeking New Business
3. Business vs. Hobby: Protect Your Tax Deductions
4. A Scam Involving Employee Retention Credits
5. A Proposed New Way to Report Tips

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