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Gray, Gray & Gray, LLP's News

Avoiding Unexpected Tax Implications in Mergers and Acquisitions



One of the most important aspects of any M&A deal is the tax planning. While experienced dealmakers know to expect certain tax consequences, there are often unexpected tax implications that can arise. These unexpected tax bills can have a significant impact on the value of the deal and the financial well-being of the companies involved. [Click HERE to read the full article.](#)

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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.

[Full Article](#)

Benefits Administration

Get the Word Out About Your Benefits



If your company pays for an employee benefit but nobody knows about it, what is your return on investment? The answer is, not much! Job applicants are often focused on the benefits you offer. But if you've added or enhanced benefits over time, existing employees may not be aware of what is available. They may also make the mistake of undervaluing what you pay in terms of the cost to you. If that's the situation in your company, it's time you let your people know.

[Full Article](#)

Q&As for Employers Offering Benefits

What Should Sponsors of Qualified Plans Know (and Do) About Cybersecurity

The question we'll answer in this article is:



What steps should qualified retirement plan sponsors take to protect their plans' assets and sensitive information from cyberthreats such as hackers and unethical employees?

[Full Article](#)

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