



# Issues and Insights

Welcome to the latest issue of *Issues and Insights*, summarizing our latest thinking on subjects affecting your business. Use the information to stay resilient and grow through these disruptive times.

## September edition

### Hot topics



#### Low inventory boosts housing starts

Despite today's high interest rates, low resale inventory pushed July housing starts up 5.9% versus year ago. So, why do we expect buyer demand to dampen early this fall? [Get the full picture of the home construction industry.](#)



#### CMOs and CROs: Why sales and marketing alignment must happen this year

The customer journey has changed – and so should marketing and sales models. Many of the old rules about customer engagement and sales enablement no longer apply. A shift in strategy that optimizes sales and marketing collaboration can streamline growth. [See how.](#)

### Tax matters



#### Amount B and simplified transfer pricing

Though Amount B aims to simplify transfer pricing and reduce disputes, there are questions about how it will achieve its objectives. Mark Martin and Thomas Bettge of KPMG discuss the latest consultation document [here](#).



#### Tax and ESG: From risk to opportunity

As companies invest in greening their operations, we offer corporate tax departments a [practical guide](#) to enhancing value from tax sustainability and transparency.



#### Tax IRW Ops insights: Quick tips and updates

Last month, the treasury proposed regulations to expand tax information reporting on digital asset transactions. [Here's our analysis and some suggested actions.](#)

### Podcasts and webcasts



#### What the Inflation Reduction Act means for energy credits

This mid-August podcast explores recent trends around energy credits stemming from the signing of the Inflation Reduction Act (IRA). It is moderated by Robert Ford, a Tax partner at KPMG, Hannah Hawkins, a Washington National Tax Credits and Incentives principal, and John Gimigliano, Washington National Tax principal. [Listen here.](#)

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