



Berkshire

DIVIDEND STRATEGY

Gerard Mihalick, CFA
gmihalick@berkshiream.com

46 Public Square
Wilkes-Barre, PA 18701

570.825.2600

"Casual Friday" Commentary

Casual Friday: Market "Volley" + "Does it make Sense...?" – September 6th, 2019

Good Morning,

We continue to be mindful of advisors, friends and family affected by hurricane Dorian. We hope everyone stays safe, healthy and avoids material disruption to home life.

Macro wise, bulls and bears keep playing the same tennis match - trading long volleys back and forth with the bulls gaining advantage of late. Trade wars, interest rate ponderances and Brexit are creating lots of news flow, but we don't believe there is much to obtain from it that should create decisive allocation changes.

Dividend Playbook

Our readers are likely dividend aficionados and always eager to find ways to articulate the dividend story. While not our own creation, this presentation (from The Visual Capitalist) is a fresh take on the power of dividends. There are many great concepts and fun trivia to share with clients. Who knew the first dividend was paid in the year 1260! <http://www.visualcapitalist.com/power-dividend-investing/>

Client Phraseology: Does it make sense to stop saying - "does this make sense?"

Apparently, sales gurus are divided on the efficacy of using the phrase "Does this make sense?" to elicit feedback from clients and/or prospects. Proponents argue it's an attempt by a sales professional to gather a bit more information rather than droning on endlessly. Others would say it's a vague and insecure attempt by the presenter to ask if he / she is doing a good job explaining the concept. After all, a confident presenter would know his/her message is clear and on target. This article will reveal an effective twist on the phrase and will help you forward your agenda: <https://www.heinzmarketing.com/2018/03/single-best-closing-question-use-sales/>

Speaking of tennis, the The U.S. Open concludes this weekend.

Berkshire is currently crafting content on Advisor longevity as well as transitioning a practice. Here is a quick article on what advisors can learn from Rodger Federer: <http://www.marketwatch.com/story/what-roger-federer-can-teach-us-about-career-longevity-2017-07-18>

Have a great weekend!

Contact Berkshire:

Gerard Mihalick, CFA, Portfolio Manager, gmihalick@berkshiream.com or (570) 825-2600
Jason Reilly, CFP®, VP Advisor Distribution, jason@berkshiream.com or (570) 825-2600

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Dividend Highlights

- Dividend growth can often provide transparent insight into a company's fundamentals and vitality.
- Dividend growth can provide an attractive stream of increasing cash flow to satisfy many financial objectives.

Berkshire Asset Management, LLC claims compliance with the Global Investment Performance Standards (GIPS®). Berkshire Asset Management is a fee-based, SEC registered advisory firm serving the portfolio management needs of institutional and high-net worth clients. The Dividend Growth Composite contains portfolios invested in Berkshire's Dividend Growth Strategy with an equity allocation target of 90% - 100%. The Dividend Growth Strategy's primary objective is to generate a growing stream of equity income by investing in a diversified portfolio of equities with stable, high, and growing dividends. The benchmark is the S&P 500 Index. The index returns are provided to represent the investment environment existing during the time periods shown. For comparison purposes, the index is fully invested, does not include any trading costs, management fees, or other costs, and the reinvestment of dividends and other distributions is assumed. An investor cannot invest directly in an index. Gross returns are presented before management and other fees but after all trading expenses. Net returns are calculated by deducting actual management fees from gross returns. Returns reflect the reinvestment of dividends and other earnings. Valuations are computed and performance is reported in U.S. dollars. To receive a complete list of composite descriptions and/or a compliant presentation, contact Jason Reilly, CFP® Tel: 570-825-2600 or info@berkshiream.com. Past performance does not guarantee future results.

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