



Berkshire

DIVIDEND STRATEGY

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Practice Management Insights

What if YOU Could Market Yourself as Well as Apple?

As financial professionals, we could spend too much time telling clients HOW we do something. Perhaps a more productive and differentiated approach is to tell them WHY we do it.

Take a glance at Simon Sinek Apple's "Golden Circle" and I'll parallel applications to the financial business:

<https://www.youtube.com/watch?v=OVnN4S52F3k>

The video sounds eerily similar to how financial advisors or portfolio managers present services.

Outside in (Traditional)

What: "I'm a financial advisor at XYZ Firm. I have access to great planning tools, best in class investments and I devise a plan customized for each client. I'm dedicated to exceptional individual service."

How: "My comprehensive process delivers better results than the competition." (competition says the same thing!)

Result: The advisor fails to win the business because the client sees no motivation or anything unique.

Inside Out: (Motivational)

Why: "I'm in this business because there is a retirement crisis in this country. The data shows out of pocket health care costs could approach \$250,000 during retirement, interest rates are extremely low and it's increasingly difficult to obtain returns commensurate with the risk investors are willing to accept."

How: "My mission is to liberate your retirement assets. I'll start with learning everything possible about your financial lives. I'll work to find tax savings, planning issues and offer budget tactics other advisors tend to miss. (Discuss examples, use case studies). I fight to make sure you get the type of retirement you want, not the one the IRS or the markets dictate for you."

This statement answers the pointed question from the video: Why did you get out of bed this morning...and why should anyone care?

Result: The client clearly understands your passion, expertise, and feels compelled to act. This client is also likely to make referrals and join your cause. There are countless applications in your advisory business. Use your creativity. Articulate your cause and you'll find a "Golden Circle" of client assets!

Bonus: If you are truly inspired, it often won't even feel like work.

Berkshire Asset Management, LLC (Berkshire) is a fee based, SEC registered advisory firm serving the portfolio management needs of high net worth and institutional clients. Our guiding principle is a belief that success can be achieved by combining rigorous, well-crafted investment processes with an exceptional level of client service and attention to detail. Asset Management with a Difference... Diligence, Integrity and Focus. Berkshire Asset Management, Inc. was formed in 1986 as a SEC registered investment adviser. In 1999 the company was sold to Legg Mason. In 2007, senior leadership repurchased the firm, forming Berkshire Asset Management, LLC, the company built to serve you today.

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.

What motivates our team at Berkshire?

Why: The financial advisory industry is under assault in many ways. You face increased competition, tougher compliance, fee compression and higher service demands. That is why we are constantly looking for ways to take your business to the next level.

How: Portfolio managers at Berkshire meet directly with prospects and clients, help refine marketing messages, assist in the process of identifying and dominating your niche, and share countless best practices from the field of advisors we service.

Result: A differentiated partnership between advisor, client and manager helping you attract and retain more assets.

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Definitions: The S & P 500 Index is a market capitalization weighted index of the largest 500 U.S. stocks. It is a market-value weighted index (stock price times # of shares outstanding), with each stock's weight in the index proportionate to its market value. The index is designed to measure changes in the economy and is representative of most major industries. Russell 1000 Growth Index measures the performance of those Russell 1000 companies with higher price-to-book ratios and higher forecasted growth values. The index was developed with a base value of 200 as of August 31, 1992. Russell 1000 Value Index measures the performance of those Russell 1000 companies with lower price-to-book ratios and lower forecasted growth values. The index was developed with a base value of 200 as of August 31, 1992. You cannot invest directly in an index. BEst (Bloomberg Estimates) Earnings Per Share (EPS Adjusted) estimate returns Earnings Per Share from Continuing Operations, which may exclude the effects of one-time and extraordinary gains/losses. Beta is a measure of volatility vs. an index. Upside/Downside capture ratios refer to a portfolios performance as a percentage of either positive returns (upside) or negative returns (downside) vs. an index. Standard Deviation is a measure of total risk. Alpha, Beta and capture ratios are represented as calculated by Morningstar.

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