



Berkshire

DIVIDEND STRATEGY

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Practice Management Insights

What if YOU Could Market Yourself as Well as Apple?

As financial professionals, sometimes we 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.

Please watch this 3 minute video about Apple's marketing and then follow my parallel to how it applies 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." (of course your 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 that out of pocket health care costs could approach \$250,000 during retirement, interest rates are extremely low and I'm frustrated that taxes continue to spiral higher and higher."

How: "My mission is to liberate your retirement assets, by doing a comprehensive review of your entire financial picture. I often find tax savings other advisors miss. (Discuss examples, use case studies). I fight to make sure you get the type of retirement you want, not the one the IRS dictates 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. So articulate your cause and you will find yourself in a "Golden Circle" of client assets!

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

What motivates our team at Berkshire?

Why: We understand that it is tougher than ever for advisors. 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.

Berkshire is a fee-based, SEC registered advisory firm serving the portfolio management needs of high net worth and institutional clients. Over the past 29 years, we have successfully implemented highly focused equity, fixed income and balanced portfolios. Our guiding principle is a belief that success is 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.

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.

How: We will strive to deliver a high quality dividend growth strategy, but will also meet directly with prospects, help refine your marketing message, help you identify and dominate your niche, and share best practices.

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

For more practical business building ideas or information about our Dividend Strategy call or email me.

Regards,
- Gerry

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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.

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. You cannot invest directly in an index. Beta is a measure of volatility vs. an index. Upside/Downside capture ratios refer to a portfolio's 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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