



Berkshire

DIVIDEND STRATEGY

“The Market is Rigged.”

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Berkshire Asset Management, LLC

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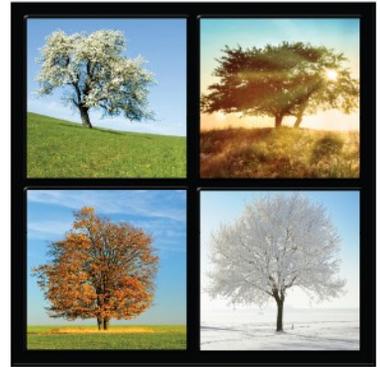
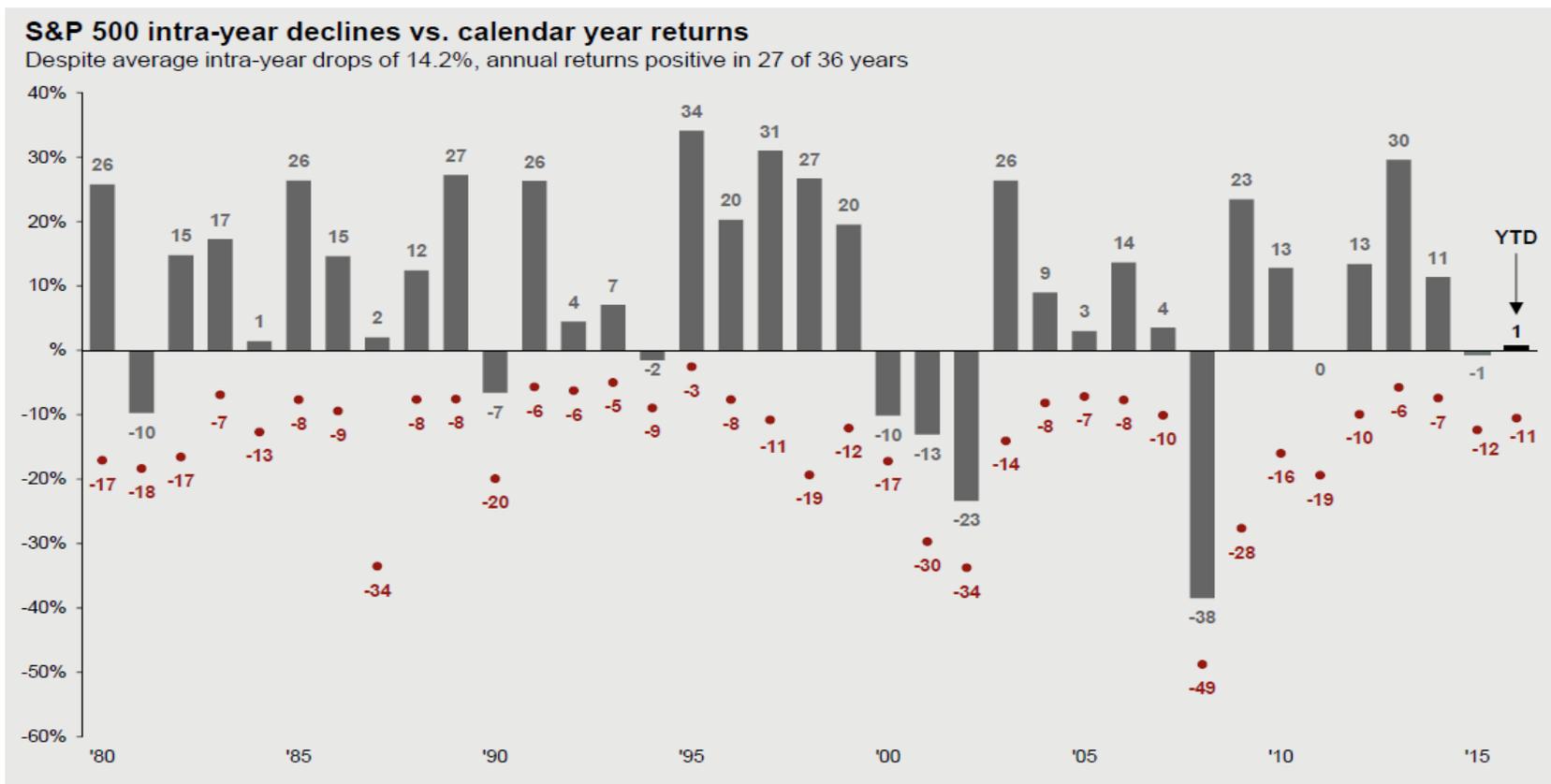


Chart 1: Odds are in investors favor to make money in any given year.....



Source: FactSet, Standard & Poor's, J.P. Morgan Asset Management.

Investments are not FDIC-insured, nor are they deposits of or guaranteed by a bank or any other entity, so they may lose value. Investors should carefully consider investment objectives, risks, charges and expenses. Additional information can be obtained from a financial professional and should be read carefully before investing. Dividends and yields represent past performance, there is no assurance they will continue to be paid in the future. Any and all performance results in communication are based on peer group in large-cap value as reported by various third party providers. For illustrative purposes only.

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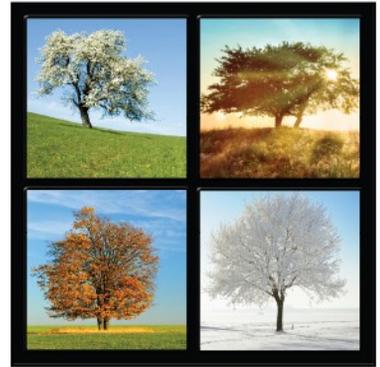
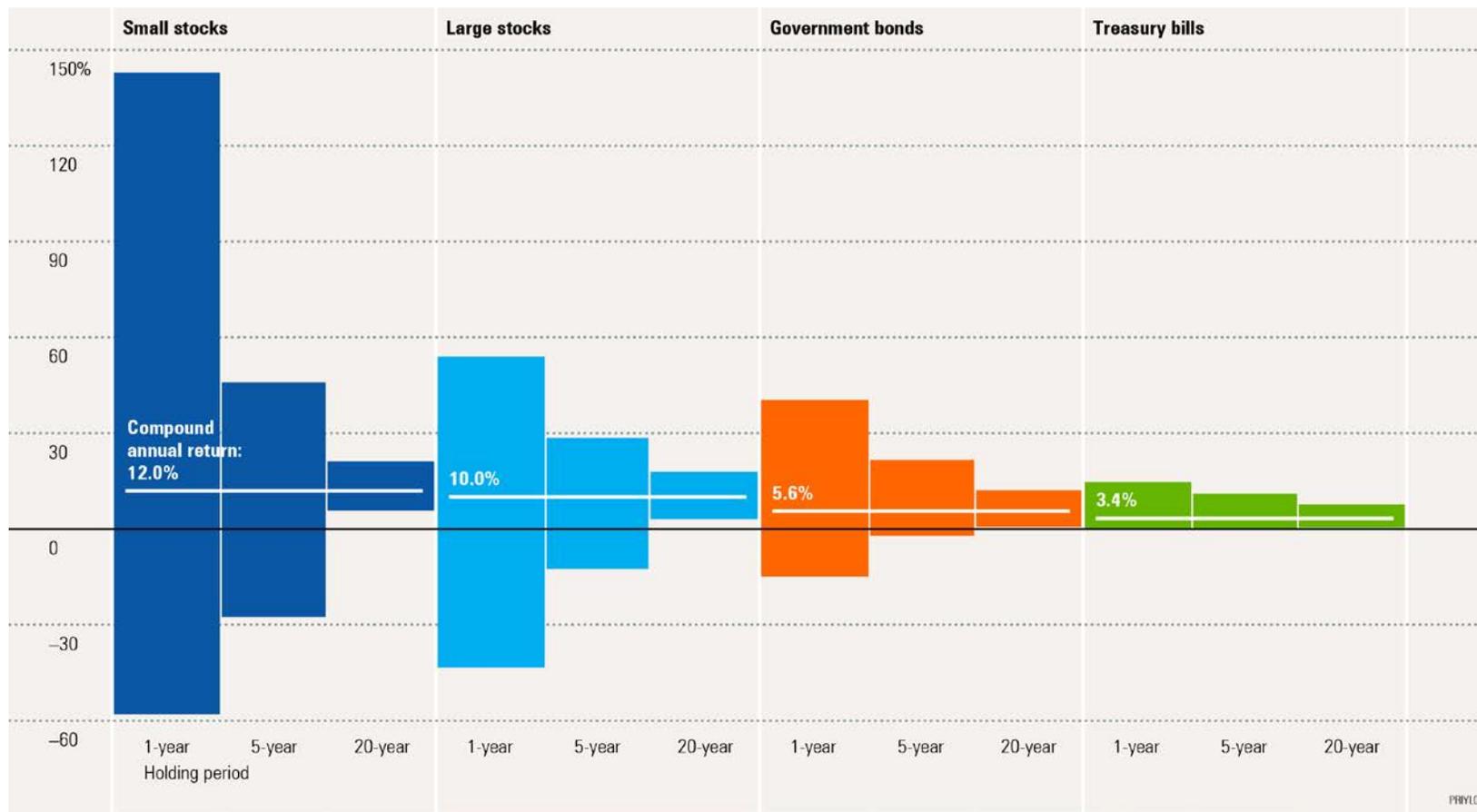


Chart 2: Time is also on investor's side. Longer holdings periods reduces risk..... Significantly!



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Chart Source: Morningstar

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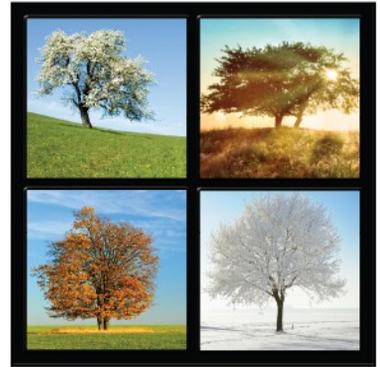
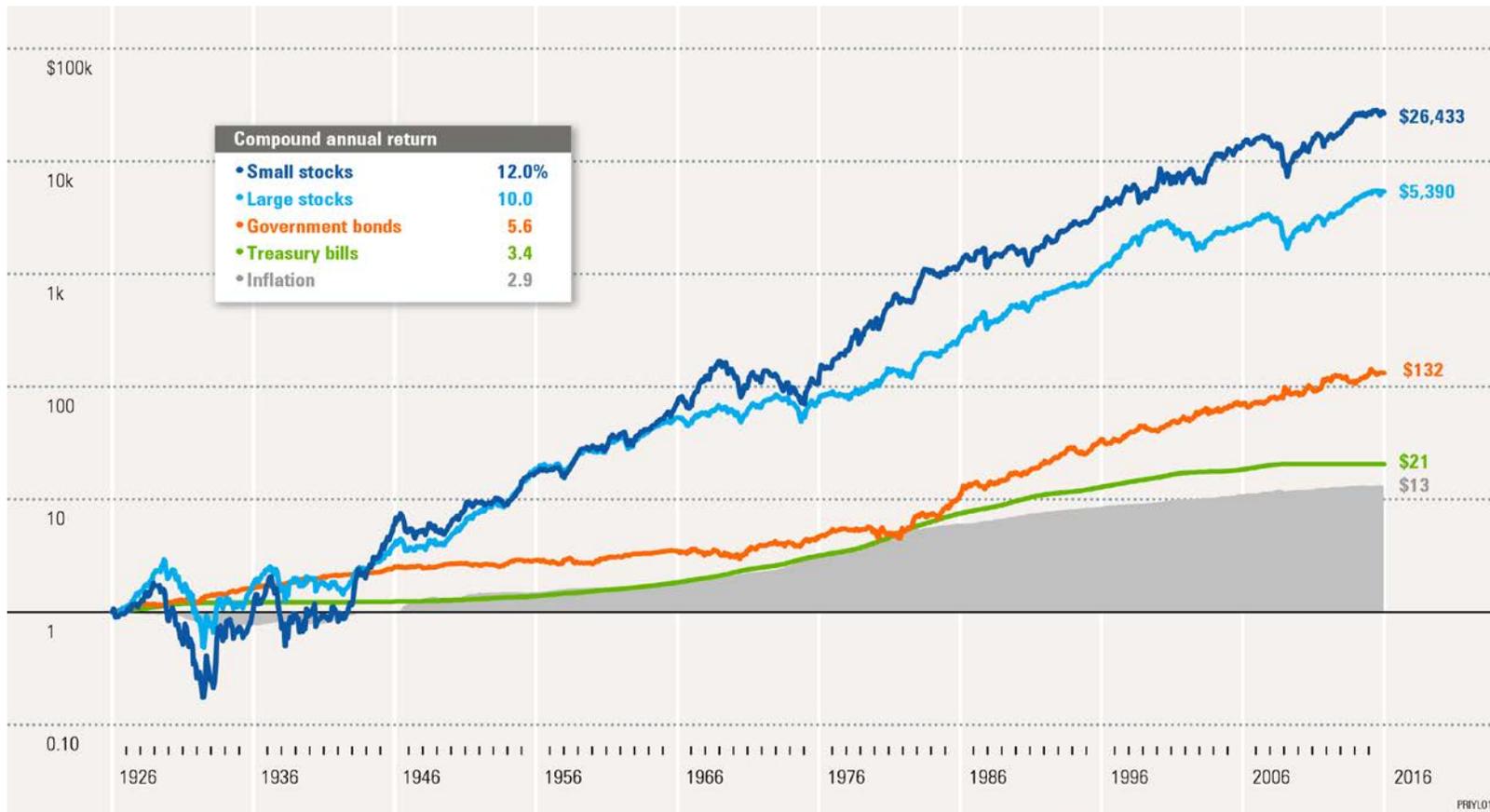


Chart 3: By a significant margin, stocks have been best performing asset class over time....



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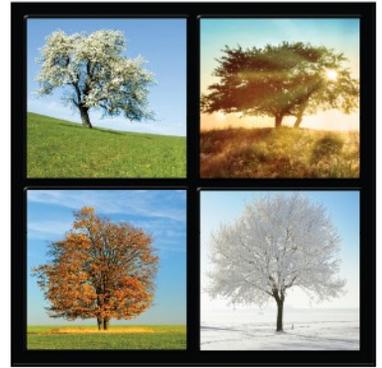
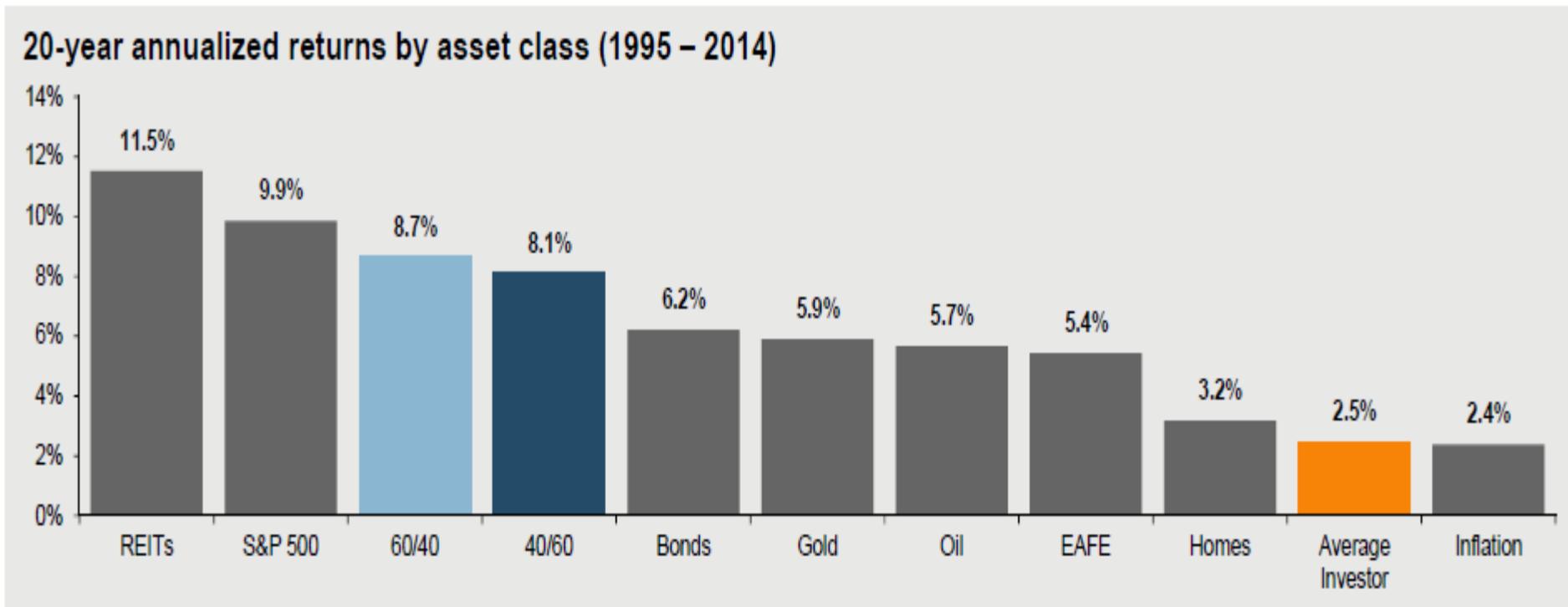


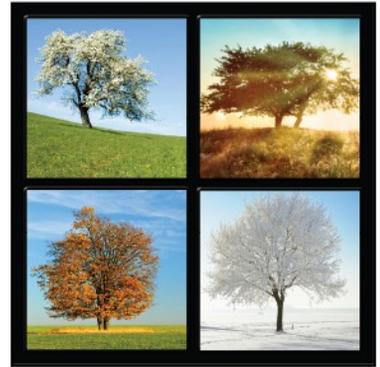
Chart 4: Investors left to their own devices will NOT do well. So what if the advisor's selection of the large cap strategy only earns say 8.9% (instead of 9.9%). The investor is still far better off than left to their own devices 2.5%!!!!



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Chart Source: Morningstar

Disclosure



Organization: Berkshire Asset Management, LLC is a Registered Investment Advisor under the Investment Advisors Act of 1940. Berkshire Asset Management manages portfolios for individuals and institutions. The firm is also a general partner of three investment partnerships. More information is available by reviewing Berkshire's Form ADV Part 2A available at www.berkshiream.com or calling 570-825-2600

Performance Composite Disclosure: The composite is composed of assets totaling approximately \$243 million as of 03/31/2016. The inception date of the composite is 05/31/2009. The accounts include a broad group of separately managed accounts of similar objective and managements style. Results are time weighted. Trade date accounting is used. Client liquidity and cash flow needs determine whether or not dividends and interest are reinvested back into the portfolio. All index data assumes reinvestment of interest and dividends at the rate of return of the Index. Performance results presented are calculated quarterly with geometrically linked annual returns. Net performance results do not reflect the deduction of investment advisory fees actually charged to the accounts in the composite but they do reflect the deduction of investment advisory fees based on the maximum standard fee rate charged by Berkshire (1%). Additional solicitor or third party advisor fees may apply and would reduce returns. Actual advisory fees may vary among clients invested in the strategy shown and may be or lower than model advisory fees. Returns for each client will be reduced by such fees and expenses as negotiated in any client contract. The U.S. Dollar is used to express performance. The results are not GIPS compliant nor are they audited by a third party. A complete list of Berkshire's composite is available upon request.

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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. You cannot invest directly in an index. 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 or volatility.