

## The Berkshire Dividend Growth & Income SMA

[Dividend Strategy Fact Sheet 6.30.18](#) - [Dividend Growth Scorecard 6.30.18](#)

### "No Crisis...Now What?"

Since 2008-2009, advisors have seemingly been plagued by one crisis after another: The Great Recession, the European Debt Crisis, an oil melt down and Brexit. (just to name a few!) Then, as these seemed to calm down, advisors were hit with preparations for the great regulatory overhaul known as the DOL Rule. Collectively, these have forced structural changes in advisory practices. Along the way, we've collaborated with advisors to help them adapt to these new realities and find ways to thrive in a changing landscape.

But for many, much of the heavy lifting related to these issues has passed. *As we prepare to help you in the future, the logical question is: "Now What?"*

### Does the key to future success reside in big, structural decisions:

For example: - buy/sell a practice? - Team based advice / partnering? - out-source investments or in-source them? - change firms (bigger or smaller)?

### Or in absence of an obvious crisis/overhaul does future success reside in better execution of the little things,

which perhaps were deemphasized or neglected based on the tumult of the past years  
For example: - personal branding? - continuing education/sales training? - technology enhancements? - time management?

*Please share the initiatives, big and small, you think will shape success going forward by calling or responding directly to this email. All replies confidential.*

Your ideas will help shape how we think about content and service as we look for ways to support your practice. As always - your goals are our goals. *Thanks!*

### Walmart Bigger Meaning?

Walmart (WMT), a core position in our strategy, reported earnings last Thursday and the stock was sharply higher. (Pulled back a bit this week but obviously we are happy with this outcome.)

But there's a bigger picture worth considering...

Advisors frequently find themselves defending value stocks in a market that seems to be dominated by growth stocks, like Amazon. Walmart's results show quality companies are not static entities with finite shelf lives. They may stumble, but quality management can reshape and reinvent to capitalize on opportunity in the marketplace. Walmart is doing just that, making good progress across multiple competitive initiatives (ie. in-store pickup, e-commerce and grocery - both at home and abroad).

Walmart also demonstrates that sometimes the "down and out" stocks can be ideas that turn in to the "up and in."

We realize a broad performance gap has yet to close, but this is a step in the right direction and a good reminder for investors. We'll take it as a victory for the value folks.

Regards,  
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*Berkshire Dividend Growth Strategy is available through various platform/custodial arrangements. Please call or email to discuss. - (570)825-2600*

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