



# Berkshire

## DIVIDEND STRATEGY

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"Casual Friday" Commentary

### Casual Friday: Managing Thanksgiving Day Volatility - November 21<sup>st</sup>, 2018

Good Morning,

We are light on investment commentary today, but we did want to share Berkshire Dividend Strategy is down far less than many large cap indices this quarter. The hardest hit appears to be the domain of growth investors, which is greatly aiding our relative performance. Call / email for more specifics.

Consistent with past Thanksgivings and enjoying the finer things in life, we at Berkshire seek to serve up some "best ideas" (with an investment theme) to make your Thanksgiving great!

**Diversification:** Berkshire is thankful to work for a diverse group of advisors nationwide, so we pay homage by sharing amazing recipes from every state.

<https://www.geniuskitchen.com/ideas/regional-state-Thanksgiving-food-6457?c=402518>

**Managing Thanksgiving Volatility:** Of course, many make Thanksgiving about the food, but Thanksgiving is really about people! Are you an advisor attending or hosting a large gathering? If so you may be faced with a variety of personalities and diversity of opinion which creates opportunity for discourse. Maybe you don't want to talk investments/economy at the table, but if questioned about QE, the economy, or even turkey deflation, here is how to respond...without offending anybody!

<https://www.bloomberg.com/news/articles/2018-11-17/your-guide-to-winning-the-economy-debate-at-thanksgiving-dinner>

Discussions still getting heated? - Use behavioral economics tactics to diffuse.

<https://www.bloomberg.com/opinion/articles/2018-11-20/thanksgiving-how-to-keep-dinner-civil-even-if-politics-comes-up>

**Disruptors:** Millennials are disrupting many industries and customs... Next up - tiny turkeys?

<https://www.latimes.com/business/la-fi-small-turkeys-20181120-story.html>

#### Quant Screens:

Bloomberg terminals are THE premier source for investment analytics. But as we researched Thanksgiving recipes, hacks, and fun facts for this year's edition, Bloomberg consistently generated the best ideas. Here are all the best Thanksgiving lists in one spot.

<https://www.bloomberg.com/news/special-reports/thanksgiving>

Best Regards,  
Gerry

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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.

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