

Berkshire

DIVIDEND STRATEGY

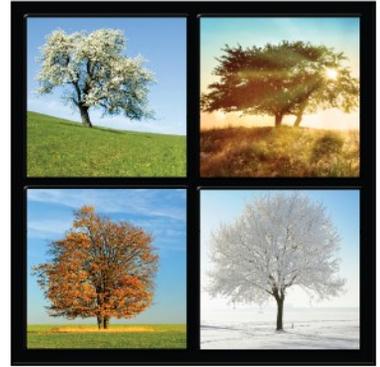
Transitioning Your Practice To Outside Investment Managers

Berkshire Asset Management, LLC

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Berkshire Dividend Growth Strategy Outsourcing Investments To Money Managers



Advisor Benefits:

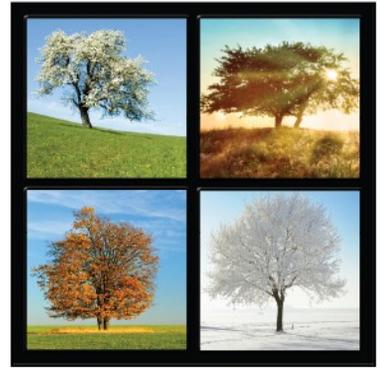
- Move from investment manager up to a holistic wealth planning expert
- Increase practice efficiency and standardization
- Elevate practice “cachet”
- Provide clients ongoing, value added communication from manager
- SMA format: direct ownership, transparency and tax optimization
- Lower business risk: “Why fire yourself when you can fire the manager!”

In a world of ever increasing complexities such as compliance, taxes & client demands (just to name a few)...

“Do What You Do Best – Outsource the Rest.” (Peter Drunker – management consultant, educator & author)

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Client Talking Points

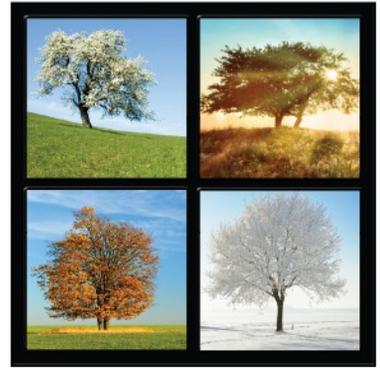


Client Benefits of SMAs vs. Advisor Directed Accounts

- Verifiable track records
- “Same management as large institutions with significant assets.”
 - Technology enhancements allow for delivery at greatly reduced minimums
- “Our firm seeks to have the best managers available in each asset class.”
- “You get a specialized, full-time portfolio manager exclusively dedicated to your account.”
- Costs? “It costs about 2-3 extra basis points per month. Instead of spending time picking stocks, we can focus on solving big complicated problems like estate, insurance, philanthropic planning or the big, underperforming account you have at a competing firm! Solving bigger issues can easily pay for the professional manager.”
- “Can you and I outperform a team of specialized portfolio managers who have done this all day every day for the last 25 years?”

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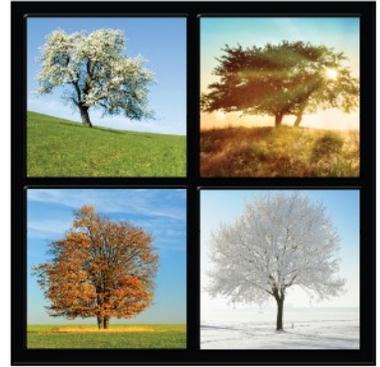
Berkshire As Your Partner



Why Use Berkshire?

- Limited marketing initiatives: Focus on investment results & service vs. “mass marketing”
- Seeks selective partnerships with limited number of advisors
- Exclusively focused on U.S. large cap; not trying to be all things to all people
- Access to Portfolio Managers, weekly communication to ensure on-going validation of advisor allocation decision. “I was just speaking to their Portfolio Manager...”
- Strategically growing boutique with 30-year operating history
- Employee owned: No larger parent company dictating how they serve clients making them flexible and responsive to client needs

Berkshire Dividend Growth Strategy UMA – The Future of Practice Efficiency



Advisors implementing managers in Unified Managed Accounts (UMAs) are unlocking broad efficiencies.

Practice efficiency

- Comprehensive implementation of highest conviction ideas / asset allocations
- Effective allocation changes across all accounts and automated re-balancing

Investment selection efficiency

- Open architecture / customization for optimal allocations with best in breed for asset classes
- SMAs, Mutual Funds, ETFs and alternatives available in one account

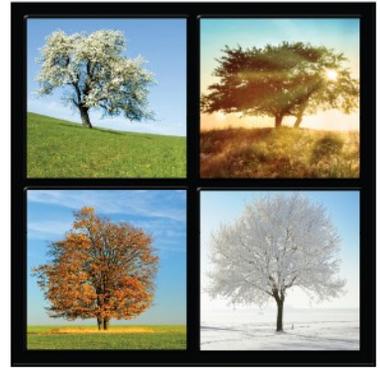
Reporting efficiency

- Sleeve level performance to monitor performance of funds
- Ongoing asset allocation monitoring and overlay management

Tax Efficiencies

- Automated tax loss harvesting

Berkshire Dividend Growth Strategy Disclosure Information



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. Registration with the SEC or any state securities authority does not imply a certain level of skill or training. 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. Platform restrictions may apply. Individual accounts vary.

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 Value Index (RLV) measures the performance of those Russell 1000 companies with lower price-to-book ratios and lower forecasted growth values. The index was developed as of August 31, 1992. You cannot invest directly in an index. Beta is a measure of volatility vs. an index. Current yield is the mean estimated annual dividend amount based on current calendar year, divided by the current stock price. Dividend Payout ratio is the fraction of net income a firm pays to its shareholders in dividends, in percentage. Forward Price Earnings Ratio (P/E) is the ratio of the price of a stock and the company's projected earnings per share. 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. Return on equity (ROE) measures profitability by dividing dollars of profit by shareholders' equity. If represented in this presentation - Alpha, Beta and capture ratios are generally presented as calculated by Morningstar.

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