



Berkshire

DIVIDEND STRATEGY

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"Casual Friday" Commentary

Casual Friday: A Dividend Increase? YES! + Updated Material Q1 – April 17, 2020

Good morning!

We hope the recent positive news on virus mitigation, promising new therapies, and the partial reopening of the economy will propel us back to health and prosperity!

Updated Material For Q1:

Please call with for detailed market outlook, commentary, or client cases.

- [Berkshire Dividend Strategy Guide 3.31.2020](#)
- [Berkshire Dividend Strategy Fact Sheet 3.31.2020](#)
- [Berkshire Dividend Strategy Scorecard 3.31.2020](#)
- [Berkshire 2020 1st Quarter Dividend Commentary](#)
- [Berkshire Firm History 3.31.2020](#)

Found! A Dividend Increase!

Johnson & Johnson (NYSE: JNJ) announced that its Board of Directors has declared a 6.3% increase in the quarterly dividend rate, from \$0.95 per share to \$1.01 per share.

At the new rate, the indicated dividend on an annual basis is \$4.04 per share compared to the previous rate of \$3.80 per share. The next quarterly dividend is payable on June 9, 2020 to shareholders of record as of the close of business on May 26, 2020. The ex-dividend date is May 22, 2020. Source: NEW BRUNSWICK, N.J., April 14, 2020 /PRNewswire/ --

Practice Enhancement Idea: Use Family Time Together To Teach Financial Literacy

Berkshire is constantly looking for good business building ideas we can share with our advisors. Times like these while painful, do present advisors the window to enhance their clients lives in many ways.

An advisor in Virginia shares the following. "Since parents, grandparents and kids are spending more time together, why not use it as a time to educate kids about finances, markets and even inheritance?"

Advisors can greatly help shape client conversations with clients and possibilities are endless here. Age of the children/heirs will matter what you actually deliver.

Here are two links to consider your program:

<https://www.mint.com/ultimate-resources-for-teaching-kids-about-money>

And it's not just for the young ones...and trillions are at stake!

<https://www.wealthforge.com/insights/how-advisors-can-retain-client-assets-from-one-generation-to-the-next>

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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.

If you are going to "be" something for your clients, why not "be significant" for them...especially when they need you most.

A Very Special "Delivery"!

Berkshire is so pleased to announce its newest family member! Congratulations to our own Jason Reilly whose wife Jess delivered their first child, Kenlee Marie on April 16th. If you get the chance please congratulate Jason.

Have a great weekend!

Gerry,

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