



Berkshire

DIVIDEND STRATEGY

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"Casual Friday" Commentary

Casual Friday: Portfolio / Market Deep Dive + Advisor Summer Shape Up – August 14, 2020

Good Morning,

Berkshire's supplemental serves as a detailed advisor guide to help navigate markets and enhance discussions with clients:

[Detailed Dividend Strategy Supplemental 6.30.2020](#)

Included in this quarters guide:

- COVID Induced Correction
- Current Portfolio, Yield & Dividend Sustainability
- Narrow Market Returns and the "Market Darlings"
- "Dividend Stock Innovation"
- Portfolio Changes
- Performance

Advisor Summer Shape Up?

Many clients may be vacationing this time of year and perhaps their minds are not currently focused on investment decisions.

For advisors not vacationing themselves, here are a few quick, highly actionable ideas to give your practice a summer boost!

Think Big: Keys to Eliminating Negativity

<https://www.lifehack.org/articles/communication/tips-help-you-think-more-positively.html>

Slim Down: Intentionally Repel Prospects?

<http://advisorchecklist.com/blog/a-good-brand-will-repel-more-than-it-attracts.html>

If You're Looking to Just Kick Back - Don't Forget About Shark Week:

Shark week wraps up this weekend. If you missed episodes, Discovery.com will catch you up!

<https://www.discovery.com/shark-week>

Best Regards,
Gerry

Berkshire Asset Management, LLC (Berkshire) is a fee based, SEC registered advisory firm serving the portfolio management needs of high net worth and institutional clients. Our guiding principle is a belief that success can be achieved by combining rigorous, well-crafted investment processes with an exceptional level of client service and attention to detail. Asset Management with a Difference... Diligence, Integrity and Focus. Berkshire Asset Management, Inc. was formed in 1986 as a SEC registered investment adviser. In 1999 the company was sold to Legg Mason. In 2007, senior leadership repurchased the firm, forming Berkshire Asset Management, LLC, the company built to serve you today.

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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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 Growth Index measures the performance of those Russell 1000 companies with higher price-to-book ratios and higher forecasted growth values. The index was developed with a base value of 200 as of August 31, 1992. Russell 1000 Value Index measures the performance of those Russell 1000 companies with lower price-to-book ratios and lower forecasted growth values. The index was developed with a base value of 200 as of August 31, 1992. You cannot invest directly in an index. BEst (Bloomberg Estimates) Earnings Per Share (EPS Adjusted) estimate returns Earnings Per Share from Continuing Operations, which may exclude the effects of one-time and extraordinary gains/losses. Beta is a measure of volatility vs. an index. Upside/Downside capture ratios refer to a portfolio's performance as a percentage of either positive returns (upside) or negative returns (downside) vs. an index. Standard Deviation is a measure of total risk. Alpha, Beta and capture ratios are represented as calculated by Morningstar.

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