



# Berkshire

## DIVIDEND STRATEGY

Berkshire Asset Management  
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“Casual Friday” Commentary

### Casual Friday: Updated Q4 Material + Tools For a Fast Start in 2021 – January 15<sup>th</sup>, 2021

More challenging, more competitive, and more dynamic describe life for today’s investment advisors. These forces also create opportunity - So let’s jump right into 2021 with some of our best ideas to help you off to a great start - 5 Advisor Ideas for Today’s Marketplace:

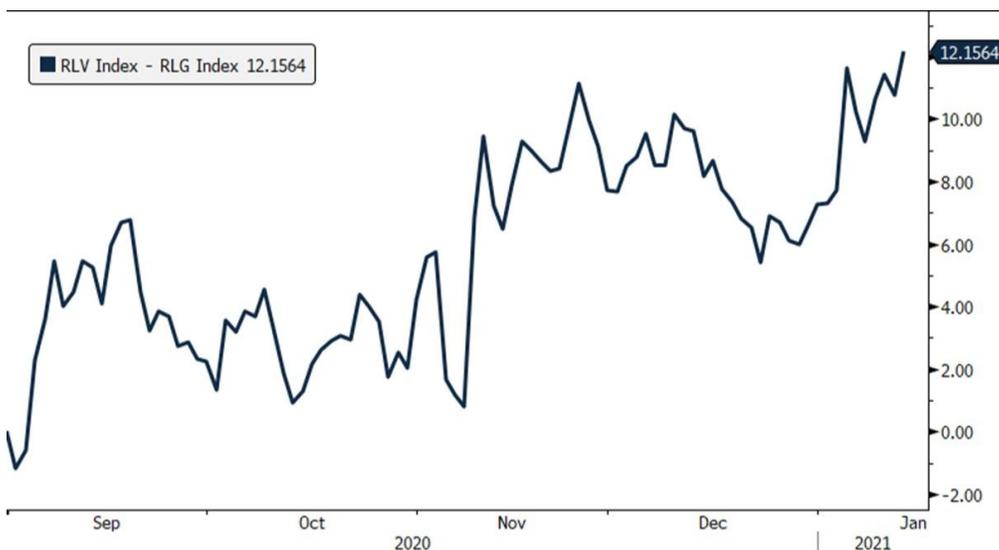
- Master the “Zoom” call - Advisors are deepening relationships and building efficiencies through this tool:
  - [Casual Friday: To Zoom Or Not To Zoom? – August 21st, 2020](#)
- Overhaul your systems. Get streamlined. The future is here:
  - [Casual Friday: Dividend Increases + “UMA Crusader” – December, 11th 2020](#)
- Checklist for markets at all-time highs. Hint: discuss *dollar* risk now:
  - [Casual Friday: “Advisor Checklist For All Time Highs” – January 24th, 2020](#)
- No Whining! Yep...fees *are* mostly going DOWN. Total revenue, quality of life, and efficiencies can go UP:
  - [New Advisor Formula: Strategies for Capturing Money in Motion](#)
- Need to switch strategies but worried about capital gains taxes?
  - [Berkshire Tax Alpha Transition Program](#)

Whether you are an advisor, branch manager or home/field office support professional, we would be happy to help you put these ideas and more into action.

#### Marketing Material Now Available

Portfolio dividend cash flow held up in a difficult environment and the strategy experienced a 6% dividend increase in aggregate in 2020 (see dividend score card below).

Found! Legitimate evidence of a much-awaited value comeback  
 Russell 1000 Value has outperformed Russell 1000 Growth by approx. 12% over the last few months:



RLV Index (Russell 1000 Value Index) RLG vs RLV PB Daily 31AUG2020-14JAN2021 Copyright© 2021 Bloomberg Finance L.P. 14-Jan-2021 15:32:33

[Berkshire Dividend Strategy Guide 12.31.2020](#)  
[Berkshire Dividend Strategy Scorecard 12.31.2020](#)  
[Dividend Strategy Fact Sheet 12.31.2020](#)  
[Berkshire 2020 4th Quarter Commentary](#)

Happy to schedule zoom/conference calls with you or any advisors.

#### Contact Berkshire:

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*Berkshire Dividend Growth SMA is available through various custodians, broker-dealers and UMA providers. This commentary is intended for Institutional and advisor use only. This commentary may make information of third parties available via website links. The Third-Party Content is not created or endorsed by Berkshire nor any business offering products or services through it. The delivery of Third-Party Content is for general informational purposes only and does not constitute a recommendation or solicitation to purchase or sell any security or make any other type of investment or investment decision. In addition, the Third-Party Content is not intended to provide tax, legal or investment advice. The Third-Party Content provided to is obtained from sources believed to be reliable and that no guarantees are made by Berkshire or the providers of the Third-Party Content as to its accuracy, completeness, timeliness.*

#### \*Morningstar Rating and Risk

*The Morningstar Rating is calculated on a quarterly basis for separate accounts with at least a three-year history. It is calculated based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a separate account's monthly performance, placing more emphasis on downward variations and rewarding consistent performance. The top 10% of separate accounts in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars and the bottom 10% receive 1 star. The Overall Morningstar Rating for a separate account is derived from a weighted average of the performance figures associated with its three-, five- and 10-year (if applicable) Morningstar Rating metrics. Morningstar will not calculate ratings for categories or time periods that contain fewer than five separate accounts.*

*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. 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.*

*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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