



Berkshire

DIVIDEND STRATEGY

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“Casual Friday” Commentary

Casual Friday: Q3 Material + "Headline Trading" no thanks... – Oct 8, 2021

If you really like talking about markets and trading off the short term, you're in luck! There is plenty of news, headlines, and intraday reversals -- Electricity prices. Putin. Natural gas. China tensions. Debt ceiling tensions. Rates up. Rates down. Value stocks up. Value stocks down. Tech stocks... There are tons of news stories giving people who like to call twists and turns of the market something to trade off. If you don't like the market, wait 5 minutes.

No thanks.

On our minds? Valuations. Good yields. Improving economy. Pandemic (seemingly) contained. Quality. And of course, we are trying to grow dividends. Yep, we see some inflation that may not be transitory but manageable. Higher rates seem here to stay. Our optimism is slightly more guarded than usual, and think investors should keep portfolio risk and expectations reasonable. If ever there was a 12-month period where you keep your head down, earn a decent dividend yield plus a little bit more this might be it.

Updated Q3 2021 Strategy Material:

[Dividend Strategy Guide 9.30.2021](#)

[Dividend Strategy Fact Sheet 9.30.2021](#)

[Dividend Strategy Scorecard 9.30.2021](#)

[The Power of Dividends and Dividend Growth](#)

Also on our minds? Advisor best practices. Specialized client base, specialized planning. Streamlined operations and unified managed accounts. Consistent allocations and 'CUSIP reduction'. Focus on the plan and meeting income objectives vs. chasing a benchmark. Rinse. Repeat. Enjoy life while your focused practice really helps clients.

[Casual Friday: Portfolio Change + Thriving in Today's Landscape?](#)

[Casual Friday: Incumbent Tech User, Beware + Dividend Playbook](#)

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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.

Risks: Past performance does not guarantee future results. Different types of investments involve varying degrees of risk, and there can be no assurance that any specific investment will either be suitable or profitable for an individual's investment portfolio. Dividends are subject to change, are not guaranteed, and may be cut. Investing based on dividends alone may not be favorable as it does not include all material risks. There is no guarantee any stated (or implied) portfolio or performance objective mentioned by Berkshire can be met. Berkshire's equity style may focus its investments in certain sectors or industries, thereby increasing potential volatility relative to other strategies or indices. The dividend strategy may include bundled services also known as a "wrap fee program". Because there is typically a low turnover in the strategy, this may be more costly for some investors. No one should assume that any information presented serves as the receipt of, or a substitute for, personalized individual advice from a qualified advisor or any other investment professional.

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