



Berkshire

DIVIDEND STRATEGY

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“Casual Friday” Commentary

Casual Friday: #TGIHappyHolidaysCF – December 23rd, 2022

#TGIHappyHolidaysCF

I recently read a business construct that goes like this... “Don’t say thank you for your business. It’s almost like saying ‘thank you for revenue’ which is actually awkward.” Instead, it’s more meaningful to thank a client for intangibles created from the relationship.

In that spirit, Berkshire wants to say -- Thank you...

- For the trust we feel when you recommend our strategy.
- For your readership, feedback and engagement.
- For accepting and validating how we do business.
- For working in partnership. The exchange of ideas we receive from you is greatly appreciated.

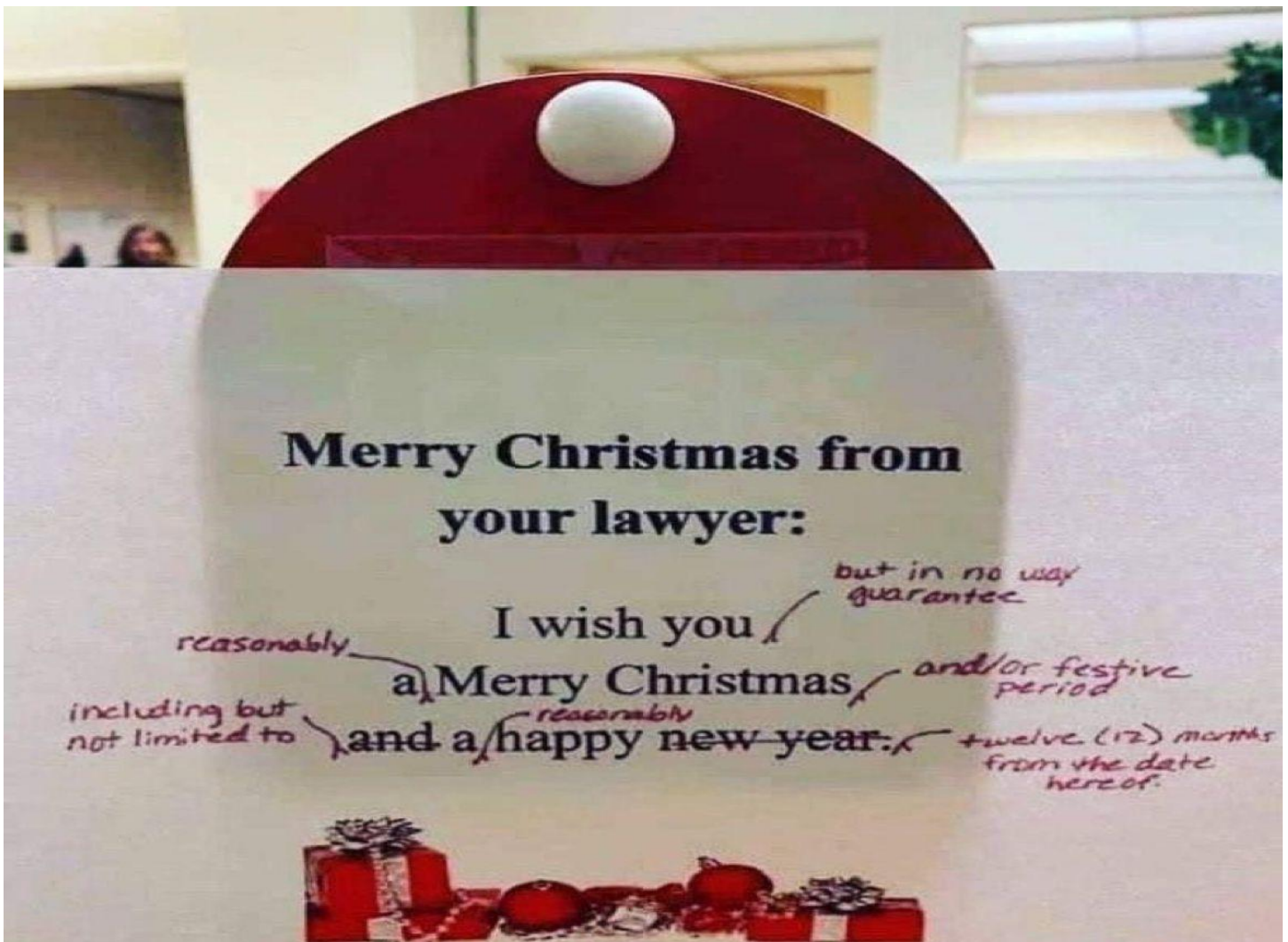
Working with all of you truly creates a deep sense of gratitude and satisfaction for us.
Thank you and Happy Holidays!

New Classics? -- Most popular Christmas songs of 2022!

Yep we sampled em! Ed Sheeran, DMX, and even a new song by ABBA, plus a bunch of other great songs from people you probably never heard of but your kids have:

<https://www.christmasmusic.com/de/most-popular-christmas-songs-of-2022/>

Here is a holiday greeting your compliance department might “possibly, maybe under certain circumstances” ...approve of.



*****Please note happy holidays greetings are no guarantee of holiday outcomes. Results may vary.**

Source: https://www.linkedin.com/posts/workwithkristin_financialservices-financialplanning-compliance-activity-7011724123206746112-vtJL?utm_source=share&utm_medium=member_desktop

Have a great long weekend!

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