



Casual Friday: Div. Increases, Portfolio Change + Spring Clean Up – March 21st, 2025

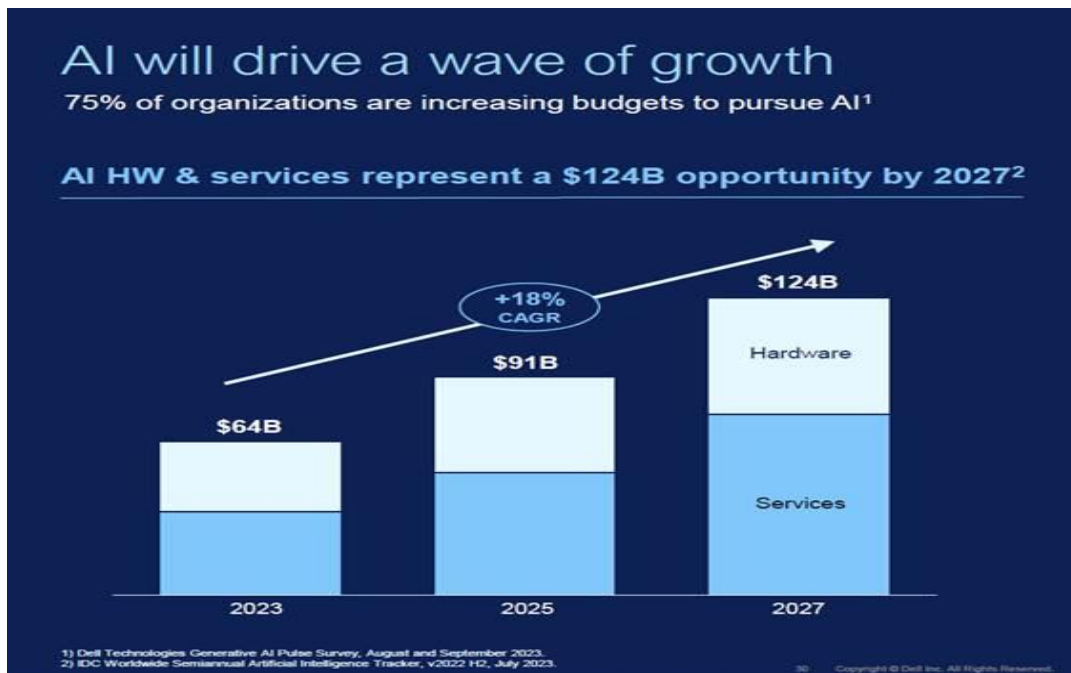
- **Qualcomm Increases Quarterly Cash Dividend by ~5%**
- **JP Morgan Increases Dividend by 12%**

Portfolio Change 3-18-2025 – Add Position: Dell Technologies (DELL) – Target Weight 2% Dell Technologies (DELL)

- Demand for AI-driven servers and storage may provide significant tailwinds to the business
- Recent AI / Tech sell-off created what we see as an attractive entry point @ 11x Forward P/E
- Dividend Yield ~2.1%, guiding for 10%+ dividend growth FY26-FY28
- [Announced 18% Dividend Increase and \\$10Billion increase in share repurchases on 2.27.2025](#)
- Deleveraged, currently investment-grade debt rating
- Michael Dell owns ~11% of shares outstanding
- PC upgrade underway driven by MSFT dropping support of Windows 10
- We see an attractive business model -- Paid in advance for PC shipments

Potential Risks

- Continued improvement in chip efficiency may reduce the expected number of AI servers needed
- Trades a premium to its peers (Source: Bloomberg)



[Source: Dell Investor Presentation](#)

Spring Clean Up?

“What are all these “tickers” in my book?!” Many advisors meet this inflection point in their careers. Seemingly harmless to the layperson... But accepting the “one-off” clients, “selling” products, and overcomplicating investment strategies can eventually lead to a stifling amount of inventory and major shortfalls in an advisor’s practice. Even the most elite advisors may agonize over maintaining non-strategic investments due to capital gains issues or clients that don’t fit their model.

Imagine COVID 2020 for a moment (or any time when markets are moving fast!) The markets are haywire, clients are calling and you’ve determined investment changes are needed across your practice.

The problem? We heard these massive advisor inefficiencies exposed:

- "I had way too much inventory on the books to react quickly enough for all clients."
- "Clients had inconsistent performance"
- "I had too many non-discretionary accounts – it slowed me down."
- "I need to create more scalability while maintaining customization and satisfied clients."

All those strategies...potential compliance issues...lack of conviction when sitting across the table with a client...it’s a legitimate source of client/advisor credibility gap.

Some may argue: “yeah but I’m customized.” Maybe, but at the expense of scale. And it’s not adding strategic “value” to your clients or your practice which occurs when an advisor’s time and attention gets relegated to less impactful activities. It creates an implementation drag on your best ideas and what you get paid to do.

Advisors are served well when they treat their investment book of business like a garage... Spring clean-ups are required, otherwise, it gets messy, inefficient and you forget what you have. A bunch of “stuff” accumulates -- some of it likely not useful. However, unlike a garage, the risks of not managing investment inventory are considerable -- compliance headaches, low conviction investment review meetings, and client financial plans and investments potentially not aligned. **Perhaps the biggest risk?** Broad inefficiencies that limit you from taking your practice to the next level.

Berkshire offers specialized solutions to assist in “ticker clean-up” through technology and customization -- we’ve helped advisors build more streamlined, efficient and productive practices - Give us a call to discuss case studies.

Your Own Dynasty?

Apparently there is another big tournament going on this weekend (so says Jason!) The NCAA **wrestling** finals are this weekend. Cael Sanderson, the head coach of PSU wrestling, guides the team seeking their **12th title in the past 14th**. A modern-day dynasty that

appears unmatched in the NCAA. The relevance for advisors? The Lions focus on process over outcome, culture, and consistency vs wins and losses.

Game On: How Cael Sanderson built a wrestling powerhouse at Penn State | ESPN

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Have a great weekend!

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