Berkshire
DIVIDEND STRATEGY

46 Public Square
Wilkes-Barre, PA 18701
570.825.2600

WHICH DIVIDEND STRATEGIES WILL THRIVE IN CHALLENGING ENVIRONMENTS

- **Economic Realities:** Stubbornly low interest rates. Zero growth. Deleveraging. Austerity. Sovereign debt issues. “Flash crashes.” Inflation? Deflation? Both?
- **Advisor Realities:** Skittish clients, fee compression, higher service demands.

Market-wise, it looks like endless volatility. **New business-wise**, it is tougher than ever to attract and retain clients.

These conditions may **favor** dividend oriented strategies.

But it is unlikely the “old dividend playbook” delivered in the “traditional SMA format” will stand up to these market realities, provide advisors with meaningful asset gathering opportunities or provide clients any differentiated service experience.

We designed the Berkshire Dividend Growth Strategy to overcome typical complaints associated with dividends delivered through separate account strategies:

- “They’re buy and hold forever”
- “I can’t raise cash”
- ”I never get to talk to a real portfolio manager”
- “Manager fees are too high

Berkshire’s Dividend offering is built with REAL CONTRAST to face these realities:

- Ability to raise cash rapidly, dollar cost average or do individual tax loss selling
- Direct communication with Portfolio Managers (which has a proven record of generating new assets!)
- A process designed to separate real dividend growers from “value traps”
- Dynamic, active management of portfolio beta, sectors, and individual securities
- Reasonable money manager fees

It is all designed to give advisors and clients a truly differentiated managed account offering. Both advisors and clients will take comfort knowing the strategy can go to cash if market conditions dictate.

Contact us to discuss how our strategy meets these challenges, and how we can help you take your business to the next level.

Berkshire is a fee-based, SEC registered advisory firm serving the portfolio management needs of high net worth and institutional clients. Over the past 20 years, we have successfully implemented highly focused equity, fixed income and balanced portfolios. Our guiding principle is a belief that success is 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.

For Wells Fargo Advisor Internal Use Only.
This Document may not be copied or distributed publicly.

Berkshire Asset Management, LLC is a Registered Investment Advisor under the Investment Advisors Act of 1940. All information contained herein is for informational purposes only and does not constitute a solicitation or offer to sell securities or investment advisory services. All opinions are subject to change. Berkshire Asset Management manages portfolios for individuals and institutions. All investing carries risk including risk of principal loss. No statement made in this presentation shall construe investment advice. All statements made in the presentation are opinions of Berkshire Asset Management and subject to change. Any Data used is property of the company and full data can be found on their website. Berkshire assumes no responsibility towards the accuracy of the data included.

 9 - 30 - 12