



Casual Friday: Dividend Increase, Road Trips and "Serotonin" Portfolios? – November 1st, 2024

Dividend Increase Alert: [AbbVie Increases Dividend by 5.8%](#) 10.30.2024

ROAD TRIPS!

Our take? The old branch product lunch is dead. So, we've crafted a wealth of new branch/regional events to help advisors who want to go "next level".

Sample Hot Topics:

1. Unified Managed Accounts: Are You Ready to Capitalize?
2. Transitioning an Investment Oriented Practice to a Holistic Planning Practice
3. Scale Your Practice to Capitalize on Mega Trends in Wealth Management
4. "Both Sides of The Balance Sheet Please" (Great for advisors who believe in liability management as well as asset management!)
5. Are Income Strategies the Ultimate Productivity Tool?
6. Managing an Elite Advisor Team

Favor:

What topics resonate most with you?

Would you like to help us to bring these to your region?

If so, who is the right person to work within your area?

Are Dividend Strategies Good for Your Health?

One advisor we talked to this week said "YES!" (Thanks Mark) HUH?

The advisor is **big** into incorporating wellness and longevity into his wealth planning business – a great idea IMO. His rationale? The hormones released in your body when faced with stress are a killer.

He believes dividend strategies create a feeling of calm, stability, and release "feel good" hormones and therefore may increase life expectancy. Wonder how compliance feels about claims like these!

And like checking social media too much may create bad dopamine [cycles](#)...the constant need to "check your account values" is probably similar. And higher volatility strategies may create a bigger roller coaster of dopamine-fear-reward response.

Our advice? Teach clients to STOP constantly checking their value and patiently let those dividends pile up. [The Dopamine vs Serotonin Portfolio](#)

Maybe Mark is on to something. Here's to longevity of life and dividends!

Have a great weekend,
Gerard

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