



CASUAL FRIDAY

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Casual Friday: 3x3

May 16th, 2025

#TGICasualFriday!

3 Dividend Increases:

[PepsiCo \(PEP\) Raises Dividend by 5%](#)

[Chubb \(CB\) Raises Dividend by 6.6%](#)

[Apple \(AAPL\) Raises Dividend by 4%](#)

How Fast? Fast!



Mike Zaccardi, CFA, CMT

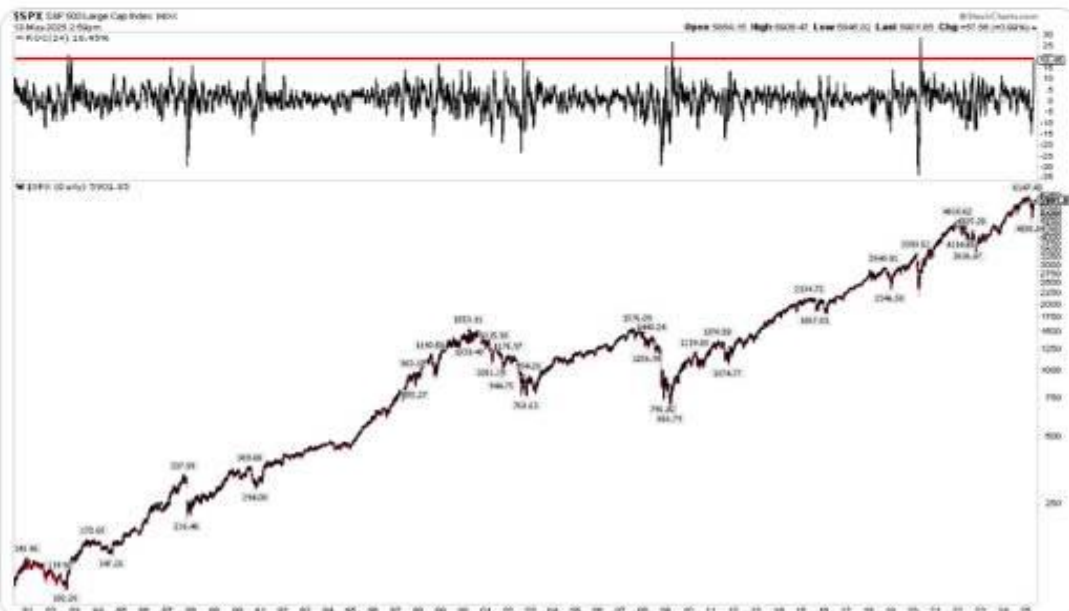
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S&P 500 +18.5% last 24 sessions.

Only 1982, 2009, and 2020 were materially better.

> 5900 The rally has been faster and more violent than the plunge.



All clear? Maybe, maybe not.

In this 15 year bull market sell offs wickedly reverse course. Are investors, managers and advisors too content? Can an advisor's practice handle something more prolonged? *"Comfort is the enemy of progress."* - P.T. Barnum

* "Peer group" - Morningstar groups managers reasonably considered to be close investment alternatives, and for which performance and other statistical measures, such as fees, are comparable.

Here are **3 practice management ideas** designed to keep you moving to the next level and maybe beyond your current comfort zone.

- [Fresh Takes on Developing a Wealth Management Niche](#)
- [Advisor Growth Engine: "NO."](#)
- [The Rise Of A Second Geography?](#)

'Green Mile'

It's the label golf has placed **on the last 3 holes** of Quail Hollow Club; host of this week's PGA Championship.

Here's a look at one of the most difficult finishes in golf <https://www.wsj.com/sports/golf/pga-championship-2025-quail-hollow-f95894b9>

Have a great spring weekend!

Gerry

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