



CASUAL FRIDAY

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Umbrellas Anyone? + COI Summer Blitz

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#TGICasualFriday!

Umbrellas Anyone... even though the sun is shining?

A massive market melt-up... Investor obsession with private markets, direct indexing, crypto, and AI... leaves dividend managers feeling like they're selling umbrellas while the sun shines! Even as equity income returns approach 10% YTD. (Source: Bloomberg)

Ever try to buy an umbrella from a street vendor in NYC at the onslaught of a heavy rain...or a sporting event? Now is the time folks.

Berkshire continues to attract assets and deepening advisor partnerships. This isn't boasting—it's recognizing a foundational truth backed by decades of experience: We believe seasoned advisors continue to utilize **dividend strategies to create enduring value and significantly enhance practice productivity** in a variety of market cycles. And they can do so knowing Berkshire will creatively support them every step of the way.

Wealthy investors can intuitively view high quality dividend growth stocks the same as owning a business or real estate... these investors aren't distracted by daily fluctuations on Zillow or BizQuest; instead, they're anchored by the steady, long-term accumulation of wealth. That's our same outlook on the foundational nature of the dividend growth businesses we own. They are not blips on a screen, or a temporary "trade" or even an "allocation". Instead, they are real businesses with real cash flow that can help a family provide income for generations. Businesses that investors recognize and are comfortable owning for long periods of time.

This leads us to ask:

Are Dividend Strategies an Effective Asset Gathering and Advisor Productivity Platform?

We think so. Imagine...

significantly fewer client conversations about:

- "Which way is the market going?"
- "Is now the time to invest?"
- "How come we didn't make as much as 'xyz fund?' / Why didn't we beat this benchmark?"

Think back over the years how exhausting and ineffective these conversations can be.

Instead, envision empowering clients to focus on:

- rising cash flow, pursuing tangible outcomes, and meeting meaningful goals
- quality companies they likely understand and can stick with both in good times and market distress
- resisting the urge to constantly check the markets and eliminating the need for complicated macro decisions

We believe effective goal-based investing, centered around dividends, IS a growth platform that lets you get out of the day-to-day investment business and go deeper in the areas clients care about most.

COI Summer Blitz?

- Obvious? COIs can be massively productive to an advisor's practice.
- Not so obvious? Clear actionable steps advisors can use to **build new COI relationships**

Advisors may mistakenly assume – "give a referral, get a referral".

Instead, COI's care most about **their professional reputation**. Build your approach off this foundational aspect. Prioritize building long-term trust, deliver ongoing educational value, and intentionally help COIs mitigate referral risk.

* "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's a Few Actionable Ideas to Land Your Next COI

- **Cut the fluff:** Standard/generalized newsletters are fluff. Instead, curate short, digestible “insight papers” unique to your audience. Find an article in an accounting journal and write an opinion piece as it relates to aspects of your financial planning process. A slightly controversial opinion could pique interest.
- **Alignment:** Build a niche! Accountants and attorneys do it too. If your niche is medical professionals, dig up an article an estate planning attorney wrote regarding succession planning for dentists. Write them a note, “I read **** article you wrote, interesting but did you consider (add unique insight).” Dialogue will undoubtedly ensue, giving you the opportunity to exhibit your niche abilities that align with their expertise.
- **Workshops not “lunches”:** Good estate planning attorneys could likely get “free lunch” every weekday. (and likely not concerned with paying for their own \$10 sandwich). If they are going to carve out a piece of their valuable time, they need immense value. Instead, host interactive online workshops on unusual but pressing topics, like navigating sudden inheritance, entrepreneurial exits, or dealing with family conflicts around money. These soft skill workshops might give you an edge.
- **Free Plan?:** Literally give them a free plan. Target campaign the offering and make it exclusive. Mail handwritten notes, “... and I’m only offering this to high level partners in the estate planning department @ XYZ firm. My goal is not to land you as a client, instead, through the planning process my unique skills will be on full display. So, the next time you come across a client with a specific need, you’ll hopefully think of me. Bonus – I might pick up on something your current advisor is missing.”
- **“Client Story” Video Testimonials:** Ya I know, your compliance department might not like this. But if you could, within compliance boundaries, create brief, video clips of real clients explaining how collaborative planning (with their CPA or attorney) greatly benefited them. Highlight your role in elevating the client experience or financial wellbeing through your “quarterback” role.

For some more ideas on building COI’s, visit the recent Kitces Interview with Dan

Allison: <https://www.kitces.com/blog/dan-allison-447-coi-centers-of-influence-referral-marketing-client-prospects-coaching-advisors/>

Three Legends, RIP

- Hulk Hogan
- Ozzie Osborn
- Chuck Mangione

On a bright pop culture note – “Happy Gilmore 2” drops tonight on Netflix.

Have a Great Weekend!

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