



CASUAL FRIDAY

Berkshire Asset Management
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Rethinking Direct Indexing + "WOW" That Win Wallets

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#TGICasualFriday

Clear Contrast to Direct Indexing: Berkshire Tax Alpha Strategy

Technology paradigms unleashed the next big opportunity for money managers to customize portfolios for financial advisors.

Result: a proliferation of new "direct indexing" and "tax algorithm" strategies emerged. But do they actually align with client preferences?

Common Advisor Feedback:

- "I don't want to track an index: I want active management, especially with markets near all-time highs"
- "The fees seem high."
- "All the stocks are up now, so the tax benefit went away!"
- "Too many confirms...too complicated."
- "What is tracking error and r^2 even telling me... my client?"
- "My clients want cash flow from dividend growth stocks, not a basket of ETFs or an index."
- "We favor simplicity."
- "I prefer that a seasoned portfolio manager — not an algorithm — is customizing each account."

Berkshire has tax customized portfolios for years. The customization offers similar benefits to direct indexing, with important differences. It's an elegant, client-friendly approach guided by experienced managers, and enhanced by modern technology. All while maintaining a dividend growth portfolio aligned with client financial plans!

If you would like to switch strategies but are worried about embedded capital gains?

- Email gmihalick@berkshiream.com or jreilly@berkshiream.com,
- call 570 825 2600 or [schedule a Virtual Meeting](#)

Service "WOW" That Win Wallets

Advisors ALL say they give great service! But truly exceptional service creates the silent engine behind referrals, retention, and revenue.

What actually constitutes "great service"? What's the 'secret sauce'? "Peel the onion" conversations, "The Everything Binder" & "zero wait time policy"! Kitces profiles Michelle Perry Higgins, who's RIA surged to [\\$2B AUM Organically By Setting High Client Service Standards \(And She Really Stuck To Them!\)](#)

Looking for a Last Minute Summer Vacation? [23 Best Summer Vacations Everyone Should Consider in 2025](#)

Have a great weekend!

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* "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.