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# BLUCHIP DIVIDEND STRATEGY

The BluChip Dividend Strategy seeks to invest in companies with rising dividends. Typically, the companies are high dividend yielding, relative to other blue chip companies. The better yield characteristics are due to the stock being out-of-favor and therefore cheap on a relative basis. These shares are typically a very good long term value.

As the dividends of these stocks rise, the price often follows. In our research, we study the guidance from the company as to how much they intend to increase the dividend. Historically, investors can rely on the guidance given by company management relating to the intended growth of dividends. This is because corporate managers know that if a company fails to grow the dividend as much as expected the stock price would likely suffer. Corporate management has a vested interest in a strong stock price. So, the management of the company normally only promises the dividend increases that they can truly deliver. That's very useful in improving the likelihood of investment success.

Both fundamental and technical research are employed. We rotate out of lower ranked dividend yielding stocks and into more highly ranked dividend yielding stocks over time. The portfolio is equally weighted to reduce risk and rebalance as needed.

## BLUCHIP DIVIDEND STRATEGY GOALS:



Wisehaupt, Bray Asset Management is a team of investment professionals registered with HighTower Securities, LLC, member FINRA, MSRB and SIPC & HighTower Advisors, LLC a registered investment advisor with the SEC. Securities are offered through HighTower Securities, LLC and advisory services are offered through HighTower Advisors, LLC.

Investments involve risk, including the possible loss of entire investment principal. Past performance is not indicative of current or future performance and is not a guarantee. The information provided is as of the date referenced. Wisehaupt, Bray Asset Management has obtained all market prices, data and other information from sources believed to be reliable although its accuracy or completeness cannot be guaranteed. Such information is subject to change without notice. The securities mentioned herein may not be suitable for all investors and there is no guarantee that the investment process described herein will be profitable. Before investing, consider the investment objectives, risk, charges and expenses. Diversification does not ensure against loss.

The information pertains only to the specific investment strategy noted and should not be used to infer performance for any other investment strategy, as performance can vary from strategy to strategy. No representation is being made that any account will or is likely to achieve profits or losses similar to those shown. Actual client accounts may experience losses. This material is provided for informational purposes only.