Morgan Stanley

CORE DIVIDENDS®

Discretionary Portfolio Strategy

- The primary objective of the CORE DIVIDENDS® portfolio is to provide a growing dividend stream and appreciation over the long term while exhibiting less volatility than the S&P 500.
- The portfolio is managed under the belief that high dividend yields matter but high dividend growth rates matter more
- The portfolio seeks to invest in globally dominate companies that have demonstrated the ability and intention of paying consistent, rising dividends to attempt to provide a continually increasing income stream to counteract the impact of inflation.
- The CORE DIVIDENDS® portfolio may be appropriate for investors who might be worried they are running out of time to position themselves for financially secure retirement
- For Investors in accumulation mode, this core portfolio's goal of compounding dividend growth may help build meaningful long-term wealth

Our Investment Process

Our investment decision-making process uses our proprietary screen of businesses based on market capitalization, dividend growth history, dividend yield, payout ratio, valuation, and industry dominance. The portfolio includes 30-plus companies, equally weighted, to build a broadly diversified portfolio. Estimated turnover is twenty percent.

The Headwaters Group at Morgan Stanley

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