



JEFFERSONIAN GROUP

CHAMPIONS OF FREEDOM AND SELF RELIANCE

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The Source for Freedom and Self-Reliant Information¹

Thomas Jefferson defined *rightful liberty* as “unobstructed action according to our will within limits drawn around us by the equal rights of others—I do not add ‘within the limits of the law,’ because law is often but the tyrant’s will, and always so when it violates the right of an individual.”

Inside This Issue

STOCK MARKET CRASH

Stock Prices Decline while Dividends Rise!

It’s a Fire Sale - Go Shopping for Great Businesses that Pay and Raise Dividends

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To attain and maintain financial freedom, you must invest in great businesses that provide an income stream (dividends), which enables you to utilize the principal of compound interest. You must concentrate on “slower-growing” businesses that have survived wars, depressions, and recessions, while continuing to pay and raise dividends each, and every year for 25-years and longer; companies like The Coca-Cola Company, ExxonMobil, Johnson & Johnson, Procter & Gamble, McDonald’s, and a bountiful basket of other diverse U.S. Dividend Champions and Aristocrats.

As Finance Professors Rubin and Spaht concluded, “For those investors who adopt ten and fifteen year horizons, the dividend investment strategy will lead to financial independence for life. Regardless of the direction of the market, a constant and growing dividend is a never-ending income stream.”

To maximize your results and the benefits of compound interest, we recommend buying DRIP’s when the dividend yield is 3% and greater; and, the companies acquired have a record of raising their annual dividends, on average, by 8%-to-10% and greater every year. Of the 43 DRIP’s that we follow, 23 currently meet this requirement; 13 have yields greater than 4%; 10 have yields greater than 5%; and, 3 have yields over 8%. Please go to our website and review our Free Issues, 24-2020 and 23-2020, for a listing of DRIP’s to buy now with these great yields!

In addition to the DRIP’s listed in our prior two newsletters, you may want to consider the following: (1) Ameriprise Financial (AMP) - \$117.68, yield = 3.30%, raised, on average, 20.8% over 15-years; (2) Johnson & Johnson (JNJ) - \$138.10, yield = 2.75%, raised, on average 10.9% over 57-years; (3) McDonald’s Corp (MCD) - \$192.20, yield = 2.60%, raised, on average 20.1% over 44-years. Even though JNJ and MCD have yields under 3.00%, if you don’t own these stocks, you should buy them now; if you do own them, concentrate on yields over 3.00%.

Don’t forget ExxonMobil (XOM) which now yields 8.01% and has paid and raised dividends for over 37-years! XOM is not an oil company, it is the largest energy company in the world... if it doesn’t develop the best alternative energy source in the future, it will acquire it!

As an investor in DRIP’s, market corrections are good for you. You either do nothing or buy more great businesses. See our Free Newsletter, Issue 24-2020, for further explanation.

Slainte mhath,

Robert G. Beard Jr., C.P.A., C.G.M.A., J.D., LL.M.