VIDERE
WEALTH MANAGEMENT, INC.



# *Trendlines* – Jim Butler, CFP®, AIF®
## Videre Wealth Management, Inc.
## Jan 9, 2019

1. Happy January! May this year be your best ever in some way. This year I thought a new name of our regular (almost weekly) 1-page newsletter was in order. Instead of taking polls and asking around, we made an executive decision and reduced it to the one-word you see above. Hope you find it acceptable.
2. Our friends at Visual Capital come out with some great graphics and this one is no exception. Since all of us are affected by technology on a daily basis, the brief review of **20-years of Internet Giants** tells a story that touches most of us in some way. It is easy to follow the rise and fall of a few household names (like Google, Amazon, or Microsoft). What happened to Yahoo! and AOL? Look no further than the Verizon subsidiary named *Oath, Inc.* which acts as the digital content home of these name brands. (If you search – 20 years of internet giants – you can come to the same graphic.)
3. One of the other folks we follow is Ben Carlson who writes a piece called *A Wealth of Common Sense* and in this piece he outlines 10 significant things to be on the lookout for in 2019. I tried to pick two or three favorites from his list but came to the conclusion that all 10 points are really good. Hope you enjoy reading them as I did. (You can search this one under – 10 things investors can expect in 2019 – and come to the same article.)
4. Lastly a word on the power of dividends. Since 1950, roughly 1/3 of the S&P 500 Index total return has been due to dividends. This means that the average annual return of 11.1% (1950 to 2018) is from the combined efforts of capital appreciation and dividends. From 2010 to 2017, the S&P 500 had an average annual total return of 13.8% with 16% coming from dividends. With the Tax Package passed by Congress and signed by the President on 12-22-2017, dividend payouts have increased as have share buybacks by a significant margin. With that in mind, what are the chances that dividends will play a bigger role in future returns? You could do worse than with ***an investment portfolio focused on dividends.*** (This set of data comes from FactSet, S&P, and JP Morgan Asset Management.)

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