

Data as of September 30, 2017

The Quality Dividend Strategy seeks to provide capital preservation and generate attractive current income and long-term capital appreciation by efficiently managing a focused and diversified portfolio of high-quality, higher-dividend-paying stocks.

### Commentary and Outlook

Other than a minor rebalancing trade, there were no changes to the portfolio in September. However, four stocks announced dividend increases:

- Two consumer related stocks raised dividends, with increases of 7.4% and 2.9%
- One of our telecommunications stocks had a 2.2% increase
- A major bank raised its dividend 12%, its second increase this year

By the end of September, 23 of our 25 stocks had raised dividends for 2017 with the increases averaging 7.5%. For the full year we now believe that 24 of the 25 holdings will raise dividends for the year. One stock completed a merger during the quarter, and is expected to resume dividend growth in 2018.

At the end of September, the portfolio yielded 3.7%. The average payout ratio for 2017 is forecast at 61%, the portfolio beta was 0.7 and the average market capitalization was \$147 billion. The P/E ratio looking out 12 months was 17.6x.

### Top Ten Holdings by Yield

Symbol	Company Name	Yield	Price
OHI	Omega Healthcare Investors, Inc.	8.0%	\$31.91
T	AT&T, Inc.	5.0%	\$39.17
VZ	Verizon Communications, Inc.	4.8%	\$49.49
SO	The Southern Co.	4.7%	\$49.14
ENB	Enbridge, Inc.	4.7%	\$41.84
QCOM	QUALCOMM, Inc.	4.4%	\$51.84
DUK	Duke Energy Corp.	4.2%	\$83.92
IBM	International Business Machines Corp.	4.1%	\$145.08
GE	General Electric Co.	4.0%	\$24.18
PM	Philip Morris International, Inc.	3.9%	\$111.01

### Recent Changes

September 2017

No changes

For illustrative purposes only and not intended as personalized recommendations.

The yield information included is as of the period indicated and should not be considered a recommendation to purchase, hold, or sell any particular security. There is no assurance that any of the yields noted will remain and may vary over time.

### Key Portfolio Statistics

Represents Weighted Avgs.

Number of Holdings	25
Market Cap (\$Billion)	\$147.4
Dividend Yield	3.7%
Price/Earnings (F12M)	17.6
Beta	0.7
Payout Ratio - 2017 est.	61%
Moody's Debt Rating	100% Inv. Grade
Dividend Growth - 2017 YTD	7.5%

### Sector Allocation

Consumer Staples	14.7%
Health Care	12.2%
Information Technology	12.2%
Materials	8.5%
Energy	8.3%
Financials	8.0%
Industrials	7.9%
Telecommunication Services	7.9%
Real Estate	7.3%
Utilities	7.2%
Consumer Discretionary	4.2%

The specific securities identified and described herein do not represent all of the securities purchased, sold, or recommended to advisory clients, and the reader should not assume that investments in the securities identified and discussed were or will be profitable. A complete list of all recommendations made by the firm is available upon request.

### Overview

- Seeks to construct a focused, equal-weighted portfolio of 25 high-quality, high-yielding stocks that provide the highest possible dividend yield within the constraints of quality, capital preservation, and diversification
- Seeks to provide income-seeking investors a superior alternative to investing in bonds

### Highlights

#### The strategy has three goals

- 1) Provide asset preservation
- 2) Generate attractive current income
- 3) Develop growth in current income

#### Investment process combines quantitative and qualitative approaches

Invests in stocks based on the following criteria:

- Quantitative model selects portfolio candidates based on quality, momentum, valuation, and timeliness criteria
- Portfolio manager provides insights that leverage fundamental research
- Diversified across industry sectors with a sector maximum of 20%

### Portfolio Management Team

Larry C. Baker, Senior Portfolio Manager:

#### More than 30 years of investment experience

- Managing Director and Security Analyst – Legg Mason
- Vice President and Security Analyst – Dillon, Read & Co.
- First Vice President and Security Analyst – E. F. Hutton

#### Award-Winning Stock Picker

- Three-time member of *Institutional Investor's* All-American Research Team
- *Forbes*/StarMine All-Star Analyst
- *The Wall Street Journal* Best on the Street

#### Education

- B.S. – United States Military Academy
- Masters in Finance – Sloan School of Management, Massachusetts Institute of Technology



Larry C. Baker, CFA  
Senior Portfolio Manager



Michael S. Scherer  
Senior Portfolio Manager

# EquityCompass Strategies

## Quality Dividend Strategy

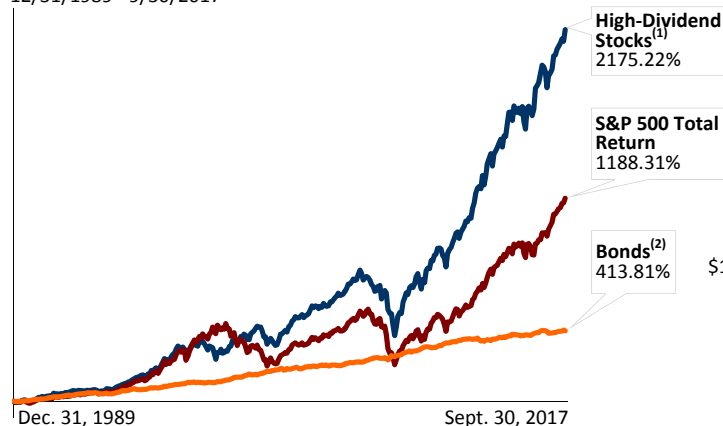
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### Performance Advantage of High-Dividend Stocks

12/31/1989 - 9/30/2017

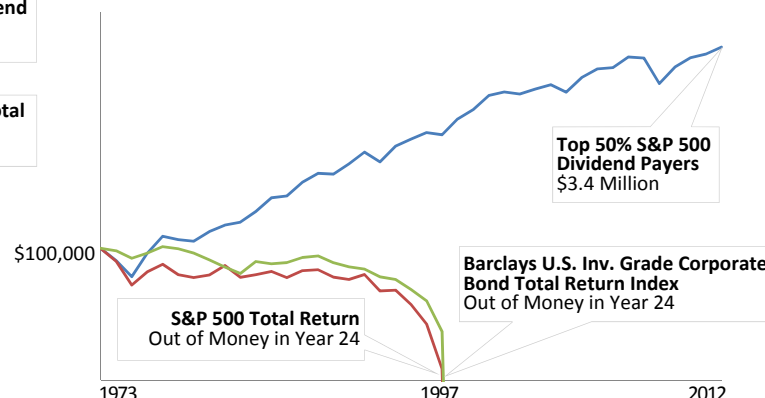


Source: Bloomberg | Includes Dividends | Monthly Data

- 1 S&P 500 Dividend Aristocrats Total Return
- 2 Barclays Capital Aggregate Bond Index

### Superior Performance of High-Yield Stocks in Decumulation

12/31/72– 12/31/2012 | Annual withdrawals starting at 4.5% & increasing with inflation



Source: Ned Davis Research | Includes Dividends | Monthly Data | Net of 1% Fees

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### About EquityCompass Strategies

EquityCompass Strategies is a research and investment advisory unit of Choice Financial Partners, Inc., an SEC registered investment adviser offering a comprehensive range of investment portfolios and products to institutional and individual investors.

#### Subsidiary of Stifel Financial Corp.

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- As a Stifel company, we are able to leverage the resources and global infrastructure of our parent and/or affiliates for risk management oversight, trading, record keeping, reporting, and risk control, while still maintaining the autonomy and service of a pure investment firm.

#### A Rules-Based Approach to Investment Management

We employ a structured and fully-transparent investment process that combines traditional fundamental analysis with sophisticated quantitative modeling.

#### Extensive Experience

- The EquityCompass investment team has been providing quantitative based strategies for equity portfolios on the Stifel platform since 2006
- We have been publishing investment research, analysis, and advice since 2001
- The investment team is led by Richard Cripps, CIO
  - Former Managing Director of Portfolio Strategy at Stifel and former Chief Market Strategist and Co-Chairman of the investment committee at Legg Mason Wood Walker, Inc.

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