

# Diversified Stock Income Plan

## Introduction Video

### Presenter

Joe Buffa, Equity Sector Analyst, Wells Fargo Advisors

**Investment and Insurance Products:** ▶ NOT FDIC Insured ▶ NO Bank Guarantee ▶ MAY Lose Value

### Title graphic: Joe Buffa Equity Sector Analyst – Diversified Stock Income Plan

At Wells Fargo Advisors, we believe the value of a company is a reflection of the income it can deliver to its owners. With publicly traded companies, that income comes in the form of dividends. The Diversified Stock Income Plan...or DSIP List strategy as we call it, is an investment strategy that focuses on high quality, industry-leading companies we believe will provide consistent annual dividend growth over a long-term investment horizon.

### Title graphic: Help investors stay ahead of inflation

The goal of our Diversified Stock Income Plan is to help investors stay ahead of the wealth eroding effects of inflation. We believe a rising dividend may also support a stock's price in declining markets and reduce volatility during periods of rising interest rates and market turbulence.

### Title graphic: Disciplined

Our DSIP List strategy and three key features:

First, it's disciplined. We carefully select companies based on their potential for consistent annual dividend growth and plan to hold those companies over a long-term investment horizon. We remove a company when we're no longer comfortable with the dividend growth potential.

### Title graphic: Defensive

Next, it's defensive. We believe rising dividends can help reduce portfolio volatility and act as a buffer against a declining stock market. DSIP companies tend to be mature, established entities selling products or services that tend to hold up well in difficult economic environments.

### Title graphic: Diversified

And lastly, it's diversified. Diversification is important...and the DSIP List strategy recommendations span sectors, industries and market capitalizations.

### Title graphic: Annual Total Return

You can actually see the advantage of the DSIP List strategy by looking at its track record. Over the last 25-years, DSIP has experienced less volatility than the S&P 500. And DSIP companies have increased dividends on average by nearly 10% per year. That means DSIP can offer both lower risk and the potential for greater return. So...if you're interested in a relatively lower risk approach to investing that may help you stay ahead of inflation, and preserve wealth... DSIP may be right for you. To learn more about the Diversified Stock Income Plan...and how it could fit into your portfolio, contact your Wells Fargo Advisors financial advisor.

**Risk Considerations**

You should be aware that investments can fluctuate in price, value and/or income, and you may get back less than you invested. We recommend that existing shareholders consider their objectives, their risk tolerance, and the size of their positions relative to their portfolios when evaluating their holdings.

Equity securities are subject to market risk which means their value may fluctuate in response to general economic and market conditions and the perception of individual issuers. Investments in equity securities are generally more volatile than other types of securities. There is no guarantee dividend-paying stocks will return more than the overall market. Dividends are not guaranteed and are subject to change or elimination.

Diversification does not guarantee a profit or protect against loss.

**General Disclosures**

Wells Fargo Advisors publishes several theme-based lists of recommended equity securities. Each list is based on a specific investment objective and time horizon which may be different from the other lists. This may cause Wells Fargo Advisors to recommend an equity security to be added to one list and removed from another list. Thus, one list may contain different recommendations or conclusions that could result in short-term price movements contrary to the recommendations in another list.

The Diversified Stock Income Plan List focuses on companies that we believe will provide consistent annual dividend growth over a long-term investment horizon. Our objective is to provide a broad list of high-quality, industry-leading companies from which an investor can assemble a well-diversified portfolio. Through consistent dividend growth, our goal is to help investors stay ahead of the wealth eroding effects of inflation.

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