



# **Brookmont Capital Management**

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## **Brookmont Capital Dividend Growth Strategy**

**March 2025**

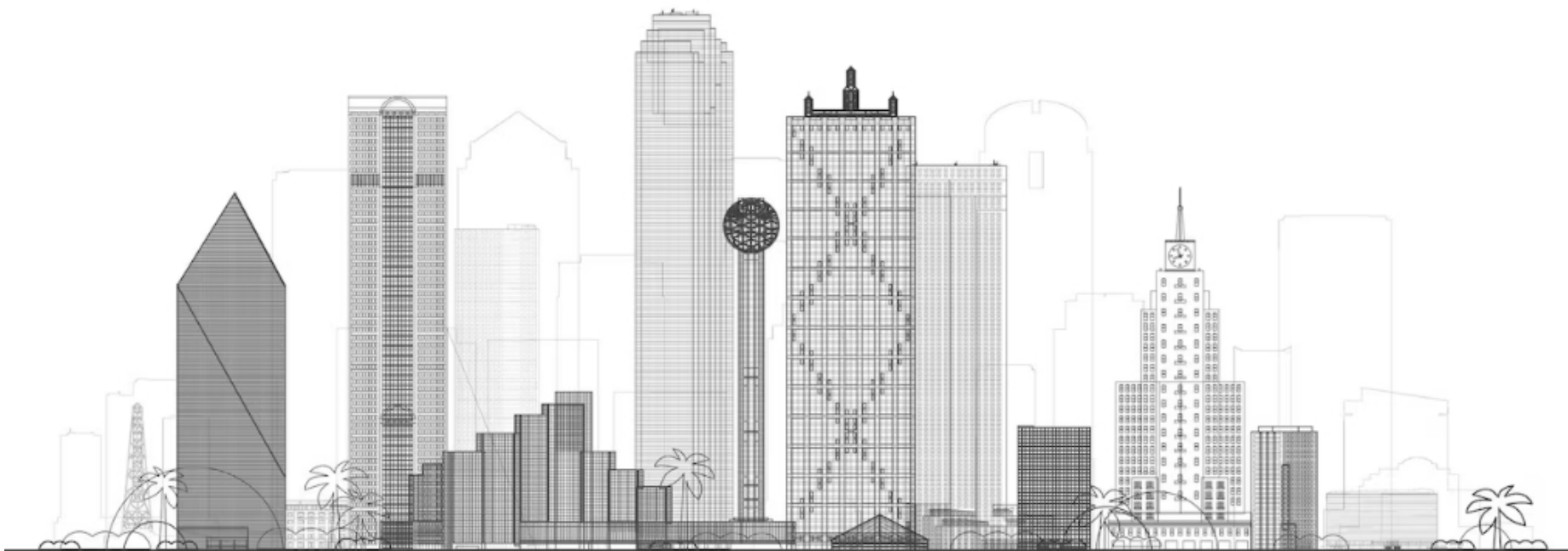
# Firm Overview



Founded in 2007, Brookmont Capital Management is an award winning, employee owned, SEC Registered Investment Advisor (RIA) based in Dallas, Texas that is led by Ethan Powell, CFA and Neal Scott.

As an organization, we emphasize integrity, loyalty, transparency, conservatism, thorough research, collaboration and proactive client communication. These core tenets along with our dividend investment philosophy guide us towards our overarching objective: achieving excellence in asset management to the benefit of our clients.

All strategies are managed with strict adherence to the firm's dividend investment philosophy which contends that a selective, low turnover strategy focused on investing in high quality dividend paying companies for the long term is the best means to achieve better than market returns with less than market risk. This investment philosophy has been the driver behind the portfolios' strong long term performance.



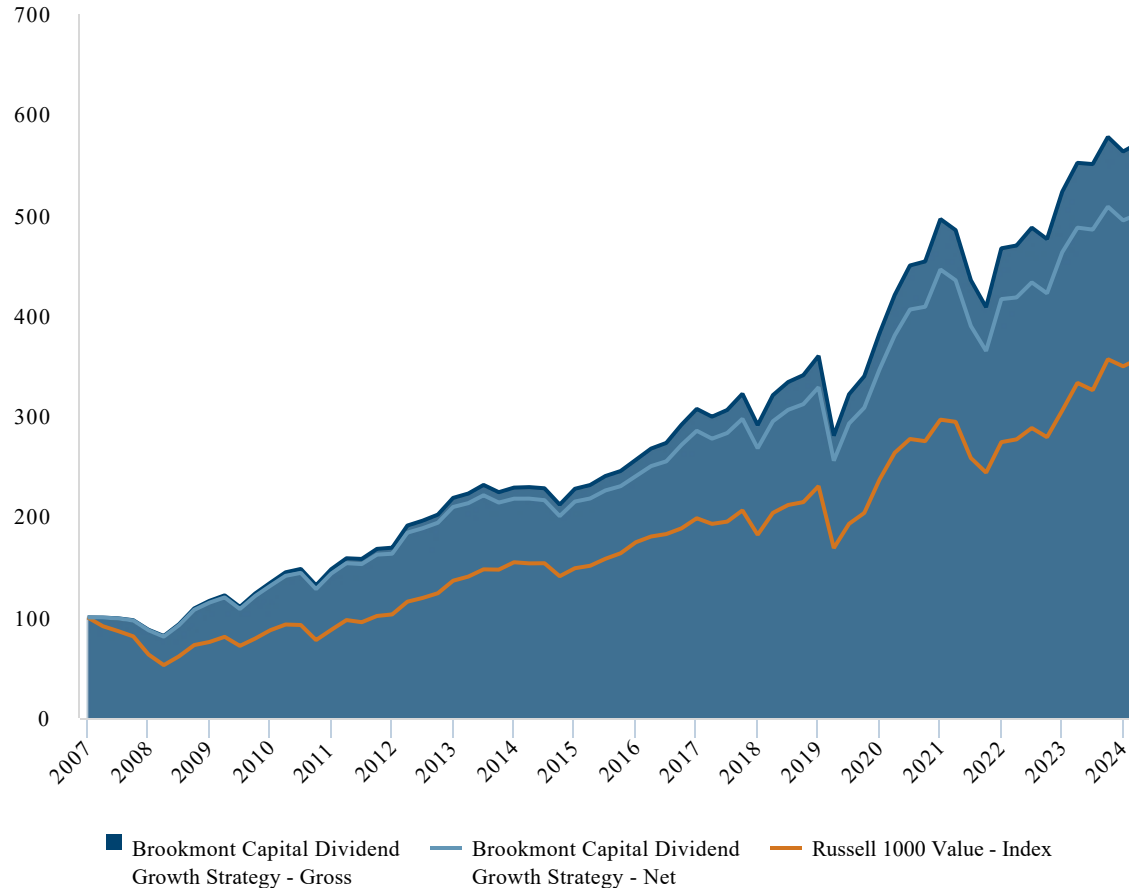
# Dividend Growth Strategy



	Reporting Method	Inception Date	YTD	1-Year*	3-Year*	5-Year*	10-Year*	Since Inception
Brookmont Capital Dividend Growth Strategy	Gross	01/01/2008	1.51	3.58	5.63	15.29	9.55	10.64
Brookmont Capital Dividend Growth Strategy	Net	01/01/2008	1.32	2.80	4.82	14.40	8.68	9.80
Russell 1000 Value	Index	---	2.14	7.18	6.64	16.15	8.79	7.66

\*Annualized Returns

## Cumulative Performance January 2008 to March 2025



## Portfolio Characteristics

Current Cash Position	5.11%
% Holdings In 10 Largest Stocks	42.11%
Current # of Holdings	35
Wgt'd. Avg. Mkt. Cap	\$279,379.00
Current Dividend Yield	2.43%
Current P/E (12 mo Trailing)	22.23
Annualized Alpha	4.37
Jensen Alpha	4.08
Beta	0.77
Upside Market Capture	92.09
Downside Market Capture	65.75
Standard Deviation	14.10
Active Share	82.55%

## Top Ten Holdings (% of Portfolio)

Company	Weight
Cash	5.11%
Gallagher(arthur J.)& Co	4.59%
Wells Fargo & Company	4.56%
Abbott Laboratories	4.37%
Jpmorgan Chase & Co.	4.31%
Royal Dutch Shell	4.05%
Mcdonald's Corporation	3.93%
Astrazeneca Plc	3.82%
Procter & Gamble Co	3.76%
Gilead Sciences Inc	3.60%

# Dividend Growth Strategy



## Yearly Returns

		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Brookmont Capital Dividend Growth Strategy	Gross	-12.28	32.77	15.47	10.03	14.44	29.23	4.68	-0.51	12.63	19.72	-5.23	23.63	6.21	29.72	-5.86	12.05	7.64
Brookmont Capital Dividend Growth Strategy	Net	-12.78	31.57	14.60	9.21	13.73	28.45	3.94	-1.30	11.74	18.76	-6.10	22.64	5.37	28.68	-6.60	11.18	6.84
Russell 1000 Value	Index	-36.85	19.69	15.51	0.39	17.51	32.53	13.45	-3.83	17.34	13.66	-8.27	26.54	2.80	25.16	-7.54	11.46	14.37

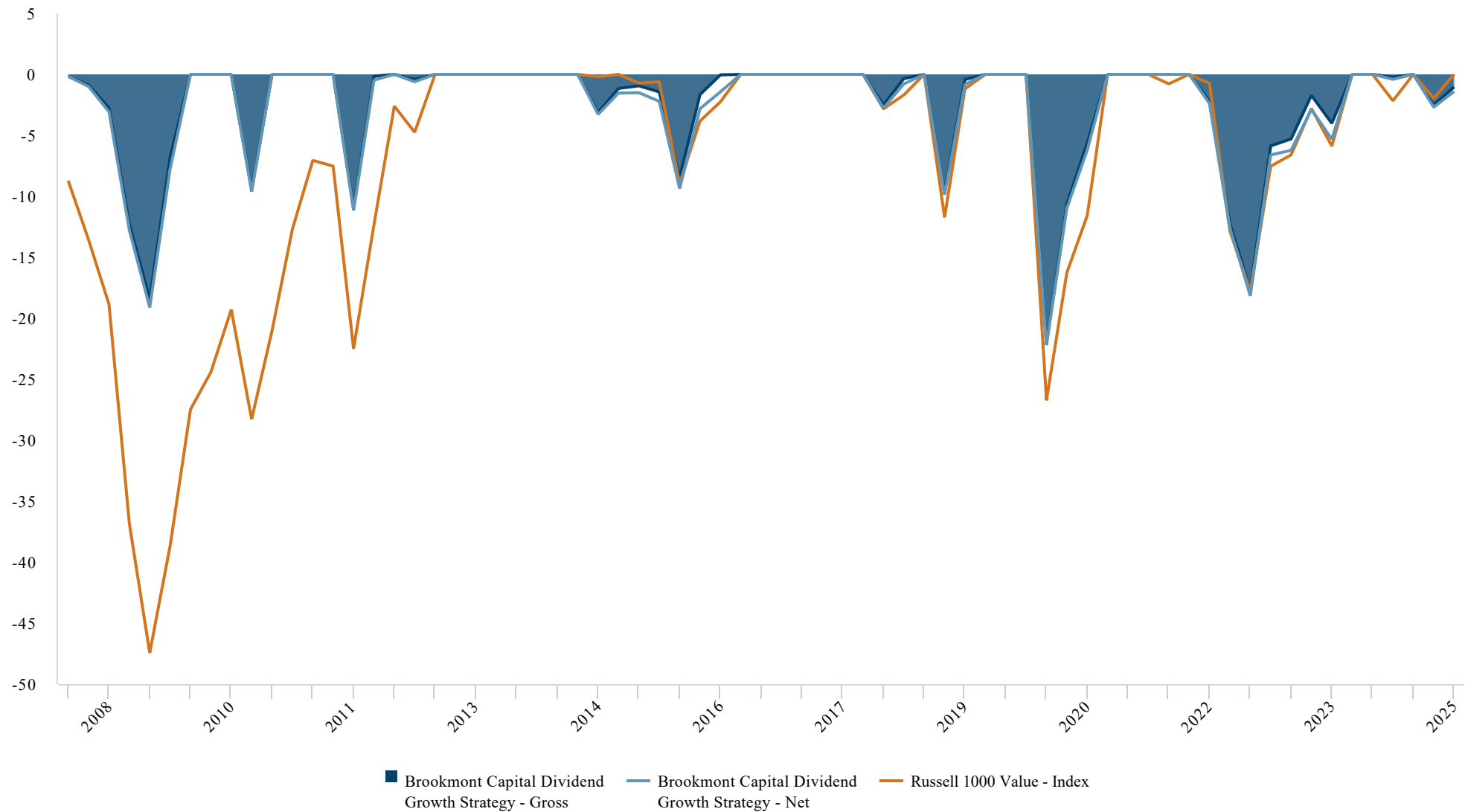
## Capture Ratios

	Reporting Method	Upside Market Capture - 1 Year	Downside Market Capture - 1 Year	Upside Market Capture - 3 Year	Downside Market Capture - 3 Year	Upside Market Capture - 5 Year	Downside Market Capture - 5 Year	Upside Market Capture - 10 Year	Downside Market Capture - 10 Year
Brookmont Capital Dividend Growth Strategy	Gross	53.77	67.10	83.51	86.48	91.28	86.34	95.13	84.86
Brookmont Capital Dividend Growth Strategy	Net	50.27	75.59	80.25	89.84	88.47	90.95	91.29	87.29
Russell 1000 Value	Index	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

# Dividend Growth Strategy



## Drawdown



Since Inception 1/1/2008

March 2025

brookmont.com

# Dividend Growth Strategy



## Portfolio Overview

- A total return portfolio of 30-50 individual common stocks
- Greater than market average current yield
- Sustainable dividend growth, companies must have increased their dividend for at least 2 of the past 3 years
- Potential for long term capital gains with lower volatility and downside risks
- Typical holding period is 3-5 years or even longer
- No holding can make up more than 5% of the portfolio

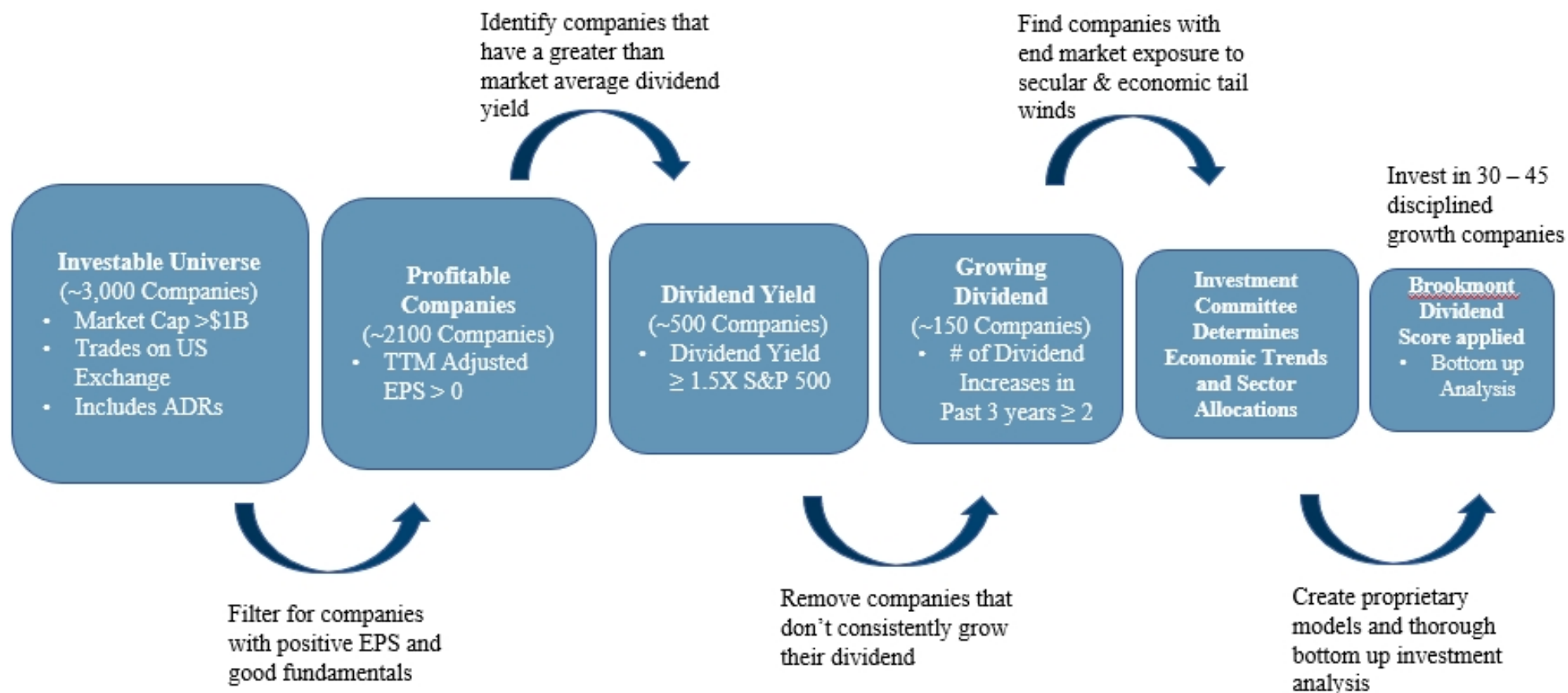
## Portfolio Structure

- Typically between 30-50 holdings
- Weightings range from 1.25% to 3.75% at the time of addition
- Strategy typically invests in 11 sectors of the market as defined by GICS
- Low internal correlation between holdings
- Low turnover; typically 5%-20%
- +/- 5% of sector benchmark weighting



# Dividend Growth Strategy

## Brookmont Process

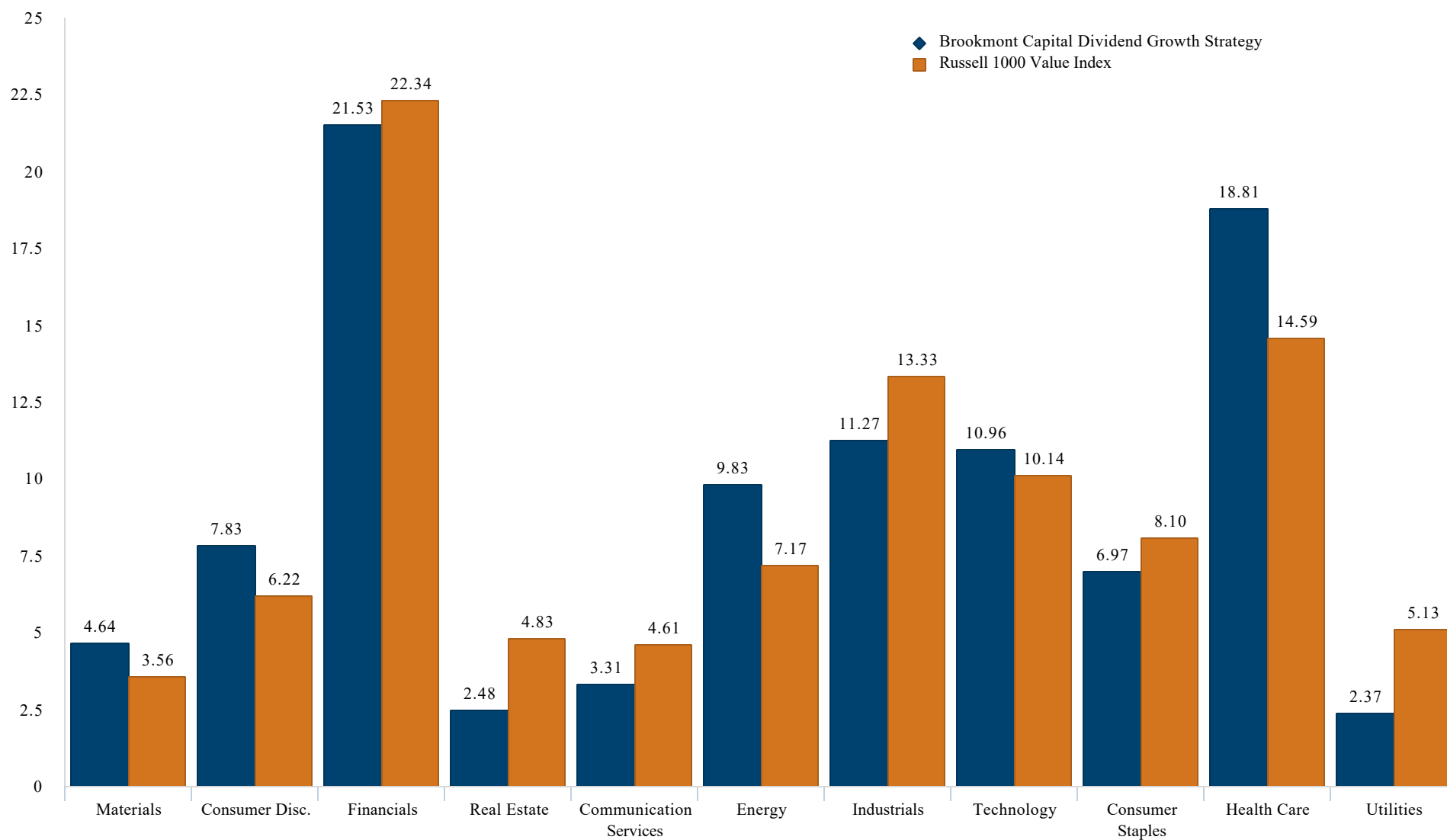


## Dividend Growth Strategy

# Dividend Growth Strategy



## Sector Allocation





# Dividend Growth Strategy



## Portfolio Statistics

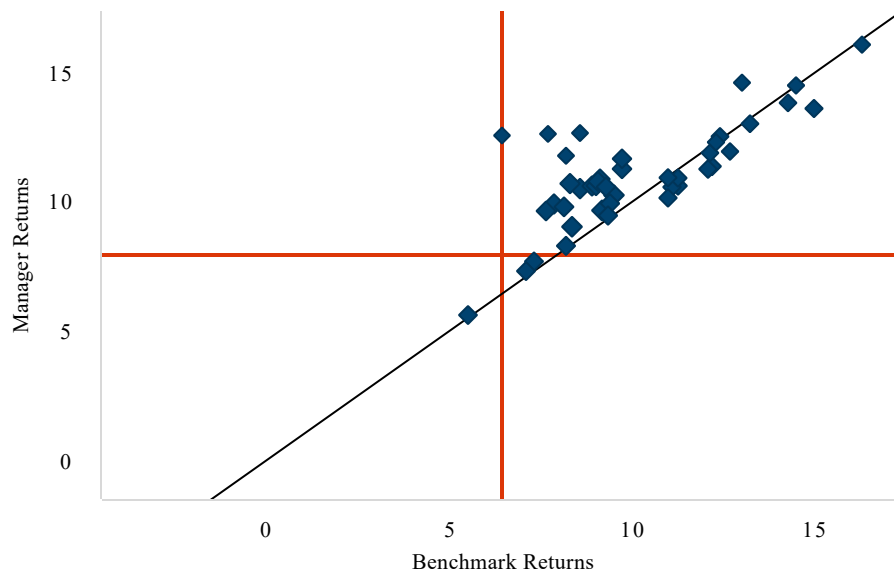
	<b>Brookmont Dividend Growth Strategy</b>	<b>US Large Cap Value Equity</b>
Capitalization	\$356,396.99	\$223,127.33
Cash Flow 5 Years	8.89%	9.63%
Earnings Growth 10 Years	7.20%	7.79%
Earnings Growth 5 Years	9.29%	8.35%
Return on Equity 1 Year	26.71%	21.92%
Price/Book (LTM)	4.74x	1.36x
Price/Earnings (LTM)	18.04x	20.12x
Price/Cash Flow (LTM)	15.45x	14.72x
Price/Sales (LTM)	4.76x	3.42x
Yield	2.54%	2.19%
Current Number of Holdings	34	1553
Active Share vs US Large Cap Value Equity	83.42	-
Overlap vs US Large Cap Value Equity	16.58	-
Top 10 Holdings Weight	44.73%	13.26%

# Dividend Growth Strategy



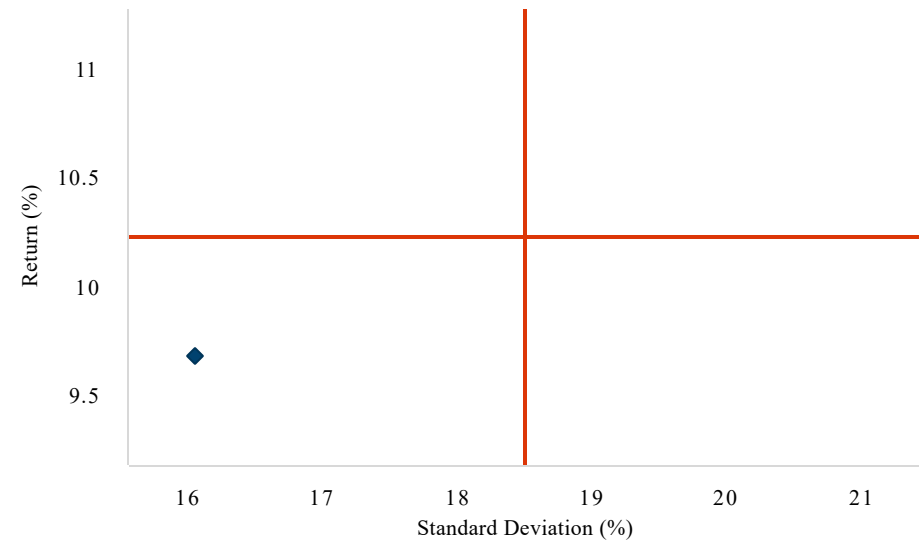
## Risk/Reward and Manager Consistency

Manager Consistency 7 Year Rolling



- ◆ Brookmont Capital Management: Brookmont Capital Dividend Growth Strategy
- Russell 1000 Value
- + US Large Cap Value Equity

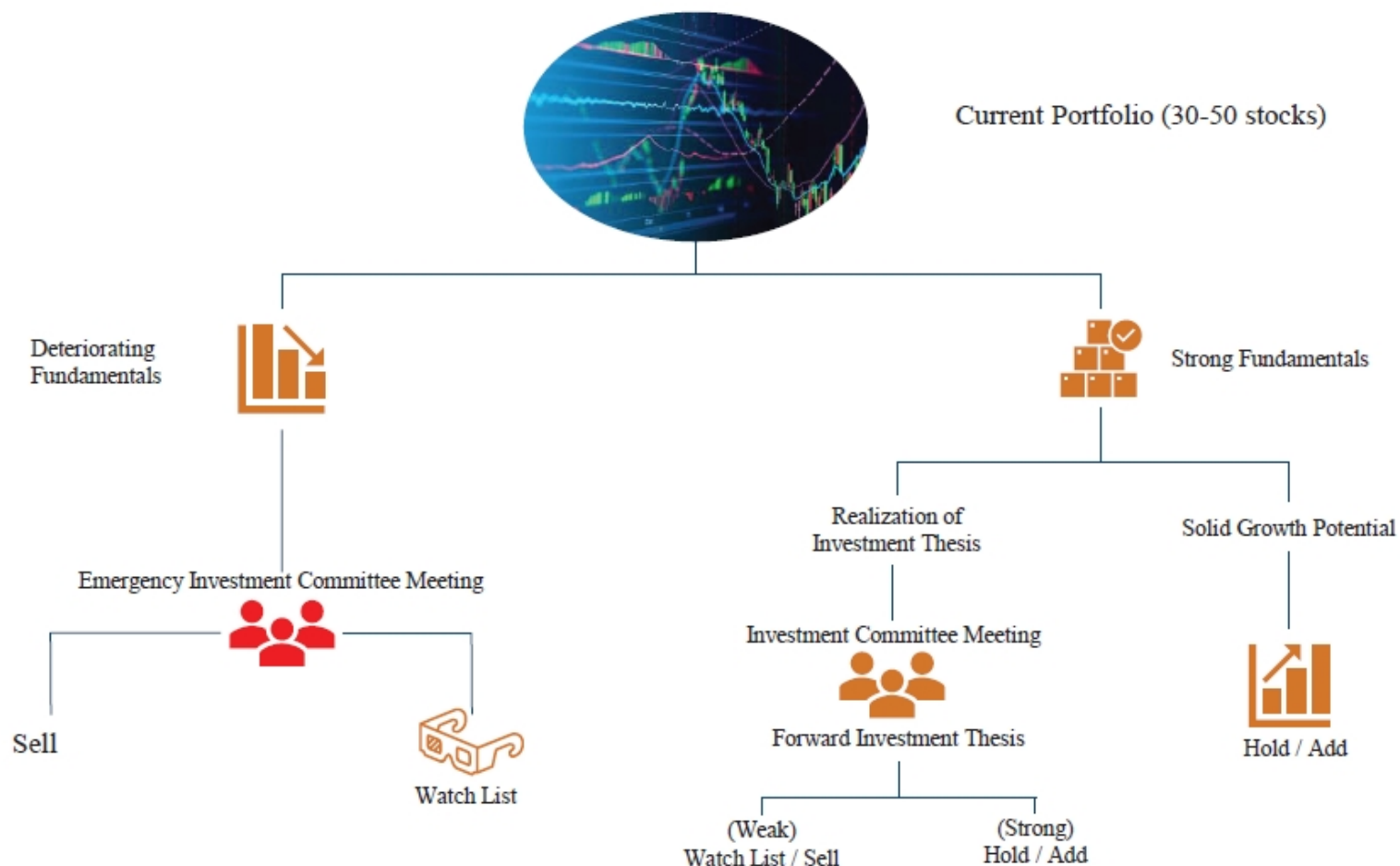
Risk vs. Return Analysis  
Annualized Seven Years Periods  
7 Years As Of: 3/31/2025



- ◆ Brookmont Capital Management: Brookmont Capital Dividend Growth Strategy
- + US Large Cap Value Equity

## Sell Discipline

Investment Team monitors companies's fundamentals and the investment thesis



# Dividend Growth Strategy



## Disclosures

This letter may contain "forward-looking statements" which are based on Brookmont's beliefs, as well as on a number of assumptions concerning future events, based on information currently available to Brookmont. Current and prospective clients are cautioned not to put undue reliance on such forward-looking statements, which are not a guarantee of future performance, and are subject to a number of uncertainties and other factors, many of which are outside Brookmont's control, and which could cause actual results to differ materially from such statements. All expressions of opinions are subject to change without notice.

Brookmont Capital Management is a registered investment advisor that invests in domestic and global securities. Brookmont Capital is defined as an independent investment management firm that is not affiliated with any parent organizations.

Certain economic and market information contained herein has been obtained from published sources prepared by other parties, which in certain cases has not been updated through the date of the distribution of this letter. While such sources are believed to be reliable for the purposes used herein, Brookmont does not assume any responsibility for the accuracy or completeness of such information. These individual securities do not represent all of the securities purchased, sold, or recommended for this Brookmont portfolio and the reader should not assume that investments in the securities identified and discussed were or will be profitable. A complete description of Brookmont's performance calculation methodology, including a complete list of each security that contributed to the performance of this Brookmont portfolio is available upon request.

The Brookmont Dividend Growth Strategy returns are based on an asset-weighted composite of discretionary accounts that include 100% of the recommended holdings. Individual accounts will have varying returns, including those invested in the Strategy. The reasons for this include 1) the period of time in which the accounts are active, 2) the timing of contributions and withdrawals, 3) the account size, and 4) holding other securities that are not included in the Strategy. Dividends and capital gains are not reinvested. The Strategy does not utilize leverage or derivatives. Returns are based on U.S. dollars. The inception of the Strategy is January 1, 2008.

The Brookmont Dividend Growth Strategy Composite contains fully discretionary accounts with similar value equity investment strategies and objectives. For comparison purposes, the Dividend Growth Strategy Composite is measured against the Russell 1000 Value Index. The Russell 1000 Value Index measures the performance of the large-cap segment of the U.S. equity universe. It includes those Russell 1000 companies with lower price-to-book ratios and lower expected growth values. The Russell 1000 Value Index is constructed to provide a comprehensive and unbiased barometer for the large-cap value segment. There is no representation that this index is an appropriate benchmark for such a comparison. You cannot invest directly in an index, which also does not take into account trading commissions and costs. The volatility of this index may be materially different from the performance of the strategy.

Brookmont's returns do include reinvestment of dividends and are shown gross-of-fees. All transaction costs are included. The Russell 1000 Value cumulative return includes reinvestment of dividends and capital gains. During a rising market, not reinvesting dividends could have a negative effect on cumulative returns.

Gross returns will be reduced by investment advisory fees and other expenses that may be incurred in the management of the account. Net-of-fees performance was calculated using actual management fees. Additional information regarding the policies for calculating and reporting returns is available upon request.

Your account returns might vary from the composites returns if you own securities that are not included in the Strategy or if your portfolio dollar-cost averaged into the Strategy during the reporting period.

The firm maintains a complete list and description of composites, which is available upon request. Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. The composite policy requires the temporary removal of any portfolio incurring a client-initiated significant cash inflow or outflow of at least 15% of portfolio assets. The temporary removal of such an account occurs at the beginning of the month in which the significant cash flow occurs and the account re-enters the composite at the beginning of the month which follows the cash flow by at least 30 days. Additional information regarding the treatment of significant cash flows is available upon request.

Brookmont Capital Management claims compliance with the Global Investment Performance Standards (GIPS®). GIPS® is a registered trademark of CFA Institute. CFA Institute does not endorse or promote this organization nor does it warrant the accuracy or quality of the content contained herein. To receive a complete list and description of Brookmont's composites and a presentation that adheres to GIPS standards, please contact Suzie Begando at 214-953-0190 or write Brookmont Capital Management, 5950 Berkshire Lane Suite 1420, Dallas, TX 75225.

The Brookmont Dividend Growth Strategy is available through several institutional platforms and registered investment advisors that are not affiliated with Brookmont Capital Management. Required minimum investments and advisory fees differ from one firm to another.

Brookmont Capital does not provide comprehensive portfolio management services for investors who have not signed an Investment Management Agreement with our firm.

Past performance is not indicative of future results.