

Portfolio Building Guide

The process of building a high-quality dividend growth portfolio does not have to be complex: **Each month invest in the top-ranked security in which you own the smallest dollar amount out of the Top 10.** Over time, you will build a well-diversified portfolio of great businesses purchased at attractive prices. Alternatively, the Top 10 list is also useful as an idea generation tool for those with a different portfolio allocation plan.

If you are looking to add higher yielding securities to your portfolio, the [Sure Retirement Newsletter](#) offers a Top 10 list with 4%+ dividend yields. The [Sure Analysis Research Database](#) includes 700+ (and growing) securities, most of which we analyze quarterly and provide Dividend Risk Scores and 5-year forward expected total returns (among other metrics) for.

Examples

Portfolio 1			Portfolio 2		
Ticker	Name	Amount	Ticker	Name	Amount
SWKS	Skyworks Solutions	\$ 1,002	SWKS	Skyworks Solutions	\$ 4,374
DCI	Donaldson Company	\$ -	DCI	Donaldson Company	\$ 4,878
SLGN	Silgan Holdings	\$ -	SLGN	Silgan Holdings	\$ 4,353
UGI	UGI	\$ -	UGI	UGI	\$ 7,428
BMY	Bristol-Myers Squibb	\$ -	BMY	Bristol-Myers Squibb	\$ 3,309
SWK	Stanley Black & Decker	\$ -	SWK	Stanley Black & Decker	\$ 8,099
MMM	3M	\$ -	MMM	3M	\$ 5,629
PPG	PPG Industries	\$ -	PPG	PPG Industries	\$ 2,176
BLK	BlackRock	\$ -	BLK	BlackRock	\$ 1,079
CI	Cigna	\$ -	CI	Cigna	\$ 4,864

- If you had portfolio 1, you would buy DCI, the top-ranked security you own least.

- If you had portfolio 2, you would buy BLK, the top-ranked security you own least.

If you have an existing portfolio or a large lump sum to invest, you may wish to switch over to the Sure Dividend Strategy over a 20-month period. Each month take 1/20 of your initial portfolio value and buy the top-ranked security you own the least out of the Top 10. When you sell a security, use the proceeds to purchase the top-ranked security you own the least. Reinvest dividends in the same manner. There's nothing 'perfect' about a 20-security portfolio. Something in the 20 to 30 range is what we prefer at Sure Dividend. Our Real Money Portfolio has 30 holdings, as an example.

This simple investing process will build a diversified portfolio of high-quality dividend securities over a period of less than two years (for a 20-security portfolio). Further, higher ranked securities will receive proportionately more investment dollars as they will stay in the Top 10 rankings longer. You will build up large positions in the highest-quality securities over your investing career.

If your portfolio grows too large to manage comfortably (for example, you are not comfortable holding 40+ securities – which could happen after around four years of using the Sure Dividend System), you will need to sell holdings. I recommend eliminating positions that have the lowest yields if you are in or near retirement. If you are not near retirement, eliminate positions that rank the lowest in the newsletter or the *Sure Analysis Research Database* until you are comfortable with the number of positions in your portfolio. Reinvest the proceeds into the highest-ranked securities *you currently own*, until your highest-ranked holding makes up 10% of your portfolio's total value. Then add to the next highest-ranked holding, and so on.