

Online Stock Comparison Guide

Suzi Artzberger

Online Stock Comparison Guide
Online Stock Selection Guide Features

BetterInvesting's Online Tools
Suzi Artzberger
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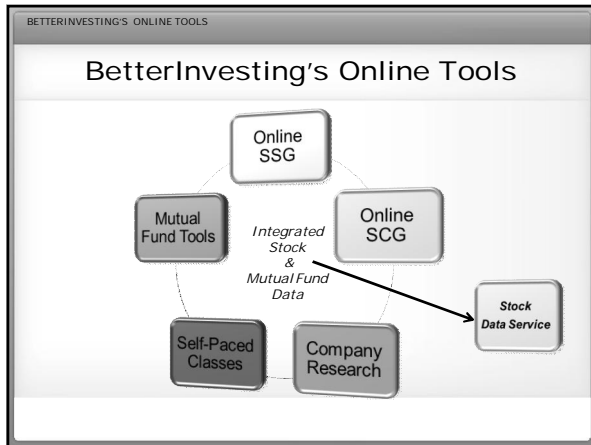
Welcome!

BETTERINVESTING'S ONLINE TOOLS

Disclaimer

- The information in this presentation is for educational purposes only and is not intended to be a recommendation to purchase or sell any of the stocks, mutual funds, or other securities that may be referenced.
- Always do your own research.

THIS PRESENTATION IS BEING RECORDED.



BETTERINVESTING'S ONLINE TOOLS

Do I Have Access?

Lifetime Member (\$875)	<ul style="list-style-type: none"> YES! Basic Member Benefits, Integrated Data, Online Tools
Club Member (\$30.00 + \$49)	<ul style="list-style-type: none"> YES! Basic Member Benefits, Integrated Data, Online Tools
Club Member (\$30.00 + \$30)	<ul style="list-style-type: none"> NO ☹ Basic Member Benefits, Integrated Data
Club Member (\$30.00)	<ul style="list-style-type: none"> NO ☹ Basic Member Benefits
Individual Member (\$79.00)	<ul style="list-style-type: none"> YES! Basic Member Benefits, Integrated Data, Online Tools

BETTERINVESTING'S ONLINE TOOLS

Online Tools Subscriber Access

Now Fix Mutual As Foll...
Try the Completely

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Online Stock Study Series

Join our BetterInvesting community at the next Online Stock Study. This valuable member benefit is open to all club and individual members at **no additional cost**.

Upcoming Live Stock Study
Click for registration and class materials.
Procter & Gamble Company Online Stock

The New Destination for CEO Presentations.

Real Opportunity for Retail Investors

Company Research

Find Ticker

Stock Selection Guide

Stock Comparison Guide

Mutual Fund Tools

Getting Started Curriculum

Stocks

Funds

UPGRADE NOW

Invite Your Friends & Family to Sample Our Resources with No Obligation

BETTERINVESTING'S ONLINE TOOLS

Product Improvement Suggestions

<http://www.surveymonkey.com/s/SSGsurvey>

WELCOME TO THE STOCK SELECTION GUIDE

Using this tool you can follow BetterInvesting's Stock Selection Guide methodology to help select stocks from quality companies. The tool provides educational guidance on the methodology as well as comparison between similar companies.

Need Help?

- View the recording from the recent tutorial webinar at [Online Stock Selection Guide Tutorial](#)
- Check out the demo at [Online SSG Demo](#)
- Check out the 'Getting Started: How to Buy Stocks' course at [Getting Started: How to Buy Stocks](#)

We're interested in your feedback! Respond online by [clicking here](#)

Announcements:

12.22.10: Updates

- STOCK DATA SOURCE:** The underlying source for the stock data has changed from Standard & Poor's to Morningstar Equity Research.
- No actions are necessary for the user to activate this change for new studies. Data in previously saved studies will remain static as of the day the data was saved. Updating a study will replace the previously saved data with data from the new data source.
- TORONTO VENTURE EXCHANGE equities are now available for study. These tickers end in ".V".
- TORONTO VENTURE EXCHANGE equities now end in ".TO". All previously saved tickers from the Toronto Exchange have been updated to the new ticker symbols.
- INSIDER & INSTITUTIONAL DATA is now automatically populated. This data can be viewed by choosing the "Data" > "Basic" menu option.

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BETTERINVESTING'S ONLINE TOOLS

Start by investing in yourself



BETTERINVESTING™
The Leader in Investment Education

Stock Comparison Guide

Test to find the best choices.

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BETTERINVESTING'S ONLINE TOOLS

Compare growth rates to determine the basis for price appreciation.

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ONLINE TOOLS

Comparison Name: SLB EME JEC 6/26/2009

SLB 6/23/2009	EME 6/23/2009	JEC 6/23/2009
Count: 2	Count: 3	Count: 5

Growth Comparisons

	SLB	EME	JEC
Historical Sales Growth Rate (%)	11.8%	8.8%	14.5%
Estimated Sales Growth Rate (%)	5.0%	6.0%	11.0%
Historical Earnings Per Share Growth Rate (%)	31.9%	15.6%	18.4%
Estimated Earnings Per Share Growth Rate (%)	6.0%	8.0%	12.0%

Management Comparisons

	SLB	EME	JEC
% Pretax Profit on Sales (Last 5 Year Average)	22.5%	2.6%	4.7%
% Earned on Equity (Last 5 Year Average)	28.9%	11.9%	14.6%
Total Debt	5,290.9	200.1	56.6
% Debt to Capital	33.4%	10.0%	5.2%

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Compare quality factors to reduce risk.

Management Comparisons

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% Pretax Profit on Sales (Last 5 Year Average)	22.5%	2.6%	4.7%
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Compare potential return and gain versus loss to maximize return.

Price Comparisons

	SLB	EME	JEC
Present Price	52.32	20.41	42.58
Estimated Total EPS (Next 5 Years)	41.93	19.60	24.09
Present Price to Estimated Total EPS	1.25	1.04	1.77
Price Range (Last 5 Years)	26.27 - 114.84	8.52 - 38.69	18.43 - 103.29
Current High P/E	35.66	23.66	33.31
Average High P/E	28.70	19.48	28.34
Average P/E	22.70	15.25	22.01
Average Low P/E	16.69	11.03	15.67
Current Low P/E	8.29	3.89	13.92
Current P/E	11.70	7.11	12.75
Lower Buy Price Zone (25%)	37.71 - 55.20	14.95 - 23.86	32.49 - 49.38
Middle Hold Price Zone (50%)	55.20 - 90.18	23.86 - 41.69	49.38 - 83.17
Upper Sell Price Zone (25%)	90.18 - 107.67	41.69 - 50.00	83.17 - 100.07
Present Price Indicator	Buy	Buy	Buy
Upside/Downside Ratio	3.79 to 1	5.53 to 1	5.70 to 1

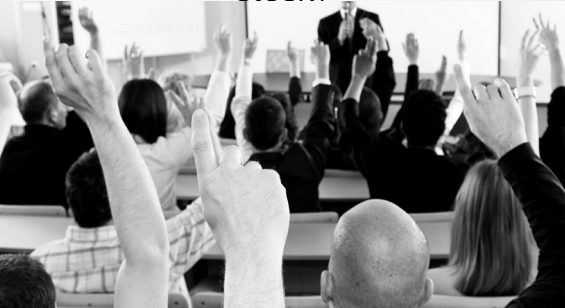
Potential Return Comparisons

	SLB	EME	JEC
Present Dividend	0.840	0.000	0.000
Present Yield	2.30%	0.00%	0.00%
Percent Payout	18.00%	0.00%	0.00%
Compound Annual Return - Forecast High P/E	16.53%	19.91%	18.64%
Compound Annual Return - Forecast Avg P/E	10.40%	11.92%	12.44%

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Will we be able to identify the best stock?



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Judgment Data?

- CTSH, INFY, ACN, SNX judgment/forecast points are quick, sample numbers primarily obtained from the Member Sentiment feature of the Online SSG.

	CTSH	INFY	ACN	SNX
Sales Forecast	21	15.7	8.6	10
Earnings Forecast	17	12.5	12.9	10
High PE Forecast	29	25.1	17.3	10
Low PE Forecast	18.8	15.7	12.9	6.3
Low Price Forecast	48.12	42.57	40.64	22.54
Payout Forecast	N/A	20.7%	23.0%	N/A

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BETTERINVESTING'S ONLINE TOOLS

BetterInvesting Member Sentiment

Stock Selection Guide

Data Files Print Notes Preferences Research Help Close

recast BetterInvesting Company Research
BI Magazine
ations BetterInvesting Member Sentiment

LEGEND

- Straver Education In
- Apple Group Inc
- DeVry Inc
- Corinthian Colleges
- Peer Group Average
- Industry Average

BetterInvesting
Company Website
Investopedia
MorningStar
NASDAQ
Reuters

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BetterInvesting Member Sentiment

Company: Cisco Systems, Inc. (CSCO) Member Buys: 9 Sells: 3 (past 90 days)
(Based on BI's Most Active Stocks)

Member Judgment Forecasts from Recent Studies (Total Studies = 124)

Last Update	Sales	EPS	High PE	High EPS	High Price	Low PE	Low EPS	Low Price	Payout %	Pot. Return
1/26/2011	6.0	10.00	24.6	2.14	62.4	15.6	1.33	20.7	0.0	19.9
1/25/2011	10.0	10.00	20.0	2.14	42.8	14.0	1.33	18.0	0.0	15.1
1/24/2011	9.0	11.00	18.0	2.24	36.8	15.6	1.33	17.8	0.0	11.6
1/24/2011	5.0	7.30	20.0	1.89	37.6	15.0	1.33	13.6	0.0	12.8
1/23/2011	7.0	8.00	17.0	2.13	30.2	16.4	1.07	13.6	0.0	11.8
1/23/2011	9.0	12.50	25.0	1.93	48.3	16.4	1.07	13.6	9.0	18.7
1/23/2011	9.0	9.00	25.0	2.05	51.3	15.6	1.33	13.6	0.0	19.8
1/23/2011	10.0	10.00	20.0	2.14	42.8	15.6	1.33	13.6	0.0	16.6
1/23/2011	9.5	12.40	24.6	2.39	58.5	15.6	1.39	21.6	0.0	23.0
1/23/2011	9.5	12.40	24.6	2.39	58.5	15.6	1.39	21.6	0.0	23.0
1/22/2011	10.0	12.00	24.0	2.34	56.2	13.0	1.33	17.3	0.0	22.0
1/20/2011	7.0	10.00	20.0	2.14	42.8	12.0	1.33	19.0	0.0	15.6
1/20/2011	8.1	12.00	25.0	2.31	57.8	15.6	1.31	20.5	0.0	22.2
1/19/2011	6.2	2.40	27.0	1.50	40.5	15.6	1.33	20.7	5.0	14.0
1/19/2011	9.5	9.50	24.6	2.09	51.2	15.6	1.33	17.8	0.0	19.3

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Member Sentiment and More

1/20/2010	19.0	19.00	40.0	12.97	339.9	20.0	0.67	141.9	20.4	21.9
1/30/2010	18.0	15.00	28.0	11.40	319.2	23.0	0.67	130.4	33.2	9.9
1/26/2010	19.7	19.00	40.0	13.82	352.8	24.0	0.67	136.1	33.2	21.0
1/25/2010	15.0	15.00	38.7	11.40	440.8	23.6	0.67	133.2	23.0	14.9
1/25/2010	20.0	15.00	40.0	11.40	456.0	25.0	0.67	141.8	33.2	15.6
1/23/2010	22.0	19.00	40.4	13.63	548.9	25.4	0.67	143.7	33.2	20.3
1/22/2010	12.0	12.90	45.0	10.40	488.0	20.0	0.67	113.4	33.2	16.6
1/22/2010	22.0	20.00	40.4	14.11	670.3	25.4	0.67	143.7	33.2	21.3
1/19/2010	15.0	15.00	30.0	11.40	342.0	25.0	0.67	141.8	33.2	10.7

BetterInvesting Resources for (STRA)

- Magazine Article (2/1/2010)
- Magazine Article (2/1/2010)
- Magazine Article (1/1/2010)
- Online Stock Study Series (10/7/2009)

Additional Resources at www.betterinvesting.org

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Let's do an SCG

Go live to the Online Stock Comparison Guide tool

2010 Webinar Series 16

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Trial Version of the Online SSG

- Direct access:
 - <http://tools.betterinvesting.org/stockanalysis>
- Includes the full features of the Online SSG, excluding the ability to save
- No login required – open to non-members
- No credit card or signup required
- Limited to 20 tickers

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BETTERINVESTING COMMUNITY Focus on What Really Matters in Investing

Trial Version Access on the Public Page

MISSION REAL INVESTORS EDUCATION CLUBS RESOURCES MEMBERSHIP

Time-tested principles since 1951

Make It Easy...

Select quality growth stocks and mutual funds.

- [Stock Analysis Tool Trial Version \(no CC req'd\)](#)
- [Mutual Fund Tools Demo](#)
- [Stock Selection Guide Demo](#)

Our Doors Are Open

Sample Member Resources with No Obligation

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