


Up, Straight and Parallel:  
Visual Analysis on the SSG



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**Classes-To-Go! 1A**

BETTERINVESTING NATIONAL CONVENTION

### 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.



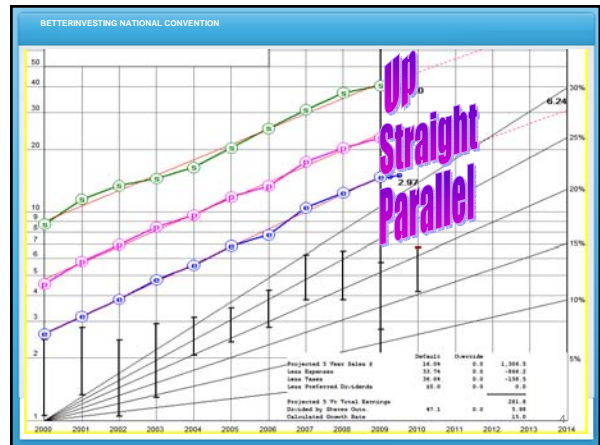
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When you look at the front of the  
Stock Selection Guide

Is your mantra...

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### What is a Growth Company?

- Sales and Earnings Per Share are growing *faster* than its industry and the overall market or economy
- Sales and Earnings Per Share are growing *consistently* year after year

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### Why is this Important ?

- Basis of BetterInvesting methodology
- Primary measure of QUALITY
- Analysis of a company is based on future growth
- Earnings growth is the primary driver of stock prices over the long-term

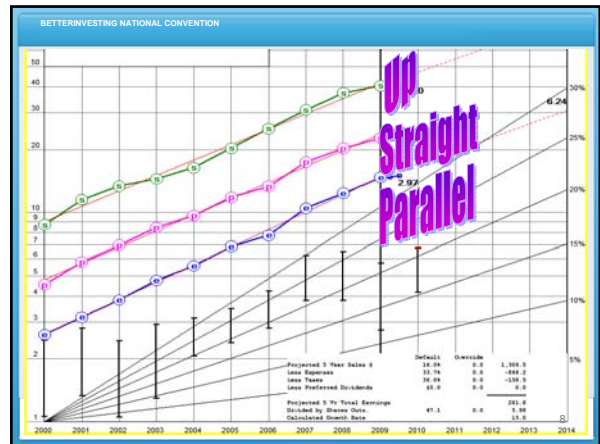
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### Why is this Important ?

Historically there is a strong correlation between "above average" growth and "above average" stock price appreciation

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### History Plot: Quality?

- The historical data plot *does* talk to us about quality
- Look for *consistency* of growth
- Look for *enough* growth - i.e., do historical (and anticipated) growth rates merit the risk of ownership?

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