

Seminar 330 – New Tools for Judgment in the Online Stock Selection Guide
(Suzi Artzberger – Director of Information Services, BetterInvesting)

New Features in the Online SSG



BetterInvesting's Online Tools

Suzi Artzberger
Director of Information Services, BetterInvesting


BETTERINVESTING
The Leader in Investment Education

Seminar – 1C

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.



Online Tools Subscriber Access



Online Tools Subscriber Access



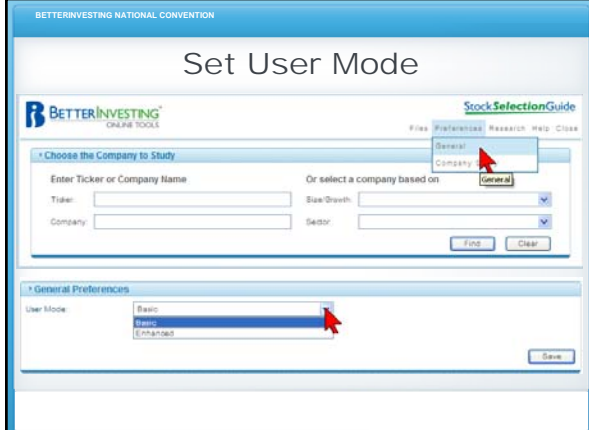
BETTERINVESTING NATIONAL CONVENTION

How to Use the Online SSG



BETTERINVESTING NATIONAL CONVENTION

Set User Mode



Seminar 330 – New Tools for Judgment in the Online Stock Selection Guide (Suzi Artzberger – Director of Information Services, BetterInvesting)

Step-by-Step

- Moving from left to right, for each tab (red circles, 1 to 5) complete all the steps under each
- Current tab is light blue
- Current step is red

Navigation

SSG Basics

Historical sales growth is the first of four indicators BetterInvesting uses to identify companies with competitive advantages. It is important to compare companies whose sales are growing consistently and generally growing faster than the overall economy and inflation combined.

- ✓ Is the company's historical sales growth rate acceptable for a company its size?
- ✓ Check growth rate % - have sales grown faster than the competition and the economy?
- ✓ Check growth rate trend - have sales figures changed direction recently? If sales are up or down do...

Graphical display of data

Tabular display of data

Company	Ticker	2000	2006	2007	2008	2009	Growth Rate(%)		
Strayer Education In	STRA	78	83	221	264	318	395	512	22.9%

Preferred Procedure Option

Available in Enhanced User Mode

Forecast Earnings

Forecast the rate you believe earnings will grow in the future. Your forecasted earnings growth rate will establish an estimate of how much money the company will be earning per share five years from now. This EPS forecast will help you establish an estimated high price the EPS would support.

The Preferred Procedure calculates future earnings per share based on your estimate of future sales growth. It highlights the business model of the company, or how the company makes money, and provides insight into important factors that contribute to the company's earnings per share, including profit margins and number of shares outstanding.

Scroll Down

Company	Ticker	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	Growth Rate(%)	Analyst Estimate
Strayer Education In	STRA	1.23	1.41	1.51	1.81	2.17	2.74	3.20	3.81	4.47	5.87	18.6%	20.00%

Options to Forecast EPS

Select 5 Year Forecast EPS Growth Rate:

- Your EPS Growth Rate Forecast: %
- Analyst Estimate: 20.0%
- Preferred Procedure Calculation: 10.9%

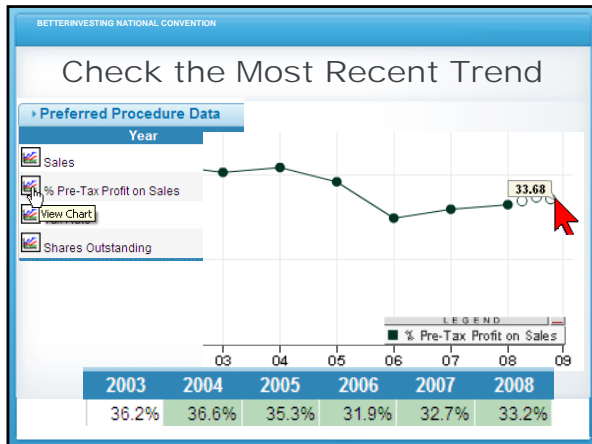
	Defaults	Judgments	Result
Projected 5 Year Sales Growth Rate (Your Forecast):	18.0%	18.0	906.6
Less Expenses (5 Yr Avg % Pre-Tax Profit Margin):	33.9%	33.9	-599.3
Less Taxes (Last Yr. Tax Rate):	38.5%	38.5	-118.3
Less Preferred Dividends (Current Pref'd Div):	0.0	0.0	0.0
Projected 5 Yr Total Earnings:			189.0
Divided by Shares Outs. (Current Shares. Outs.(M)):	14.0	14.0	13.50
5 Year Compound Annual EPS Growth Rate:			18.0%

Check the Most Recent Trend

	Defaults	Judgments	Result
Projected 5 Year Sales Growth Rate (Your Forecast):	18.0%	18.0	906.6
Less Expenses (5 Yr Avg % Pre-Tax Profit Margin):	33.9%	33.9	-599.3
Less Taxes (Last Yr. Tax Rate):	38.5%	38.5	-118.3
Less Preferred Dividends (Current Pref'd Div):	0.0	0.0	0.0
Projected 5 Yr Total Earnings:			189.0
Divided by Shares Outs. (Current Shares. Outs.(M)):	14.0	14.0	13.50
5 Year Compound Annual EPS Growth Rate:			18.0%

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Sales	70	78	93	117	148	183	221	264	318	395
% Pre-Tax Profit on Sales	45.0%	45.0%	39.2%	36.9%	36.2%	36.6%	35.3%	31.9%	32.7%	33.2%
Tax Rate	39.3	38.9	38.9	39.1	38.5	38.3	37.8	37.6	38.9	
Shares Outstanding	15	15	9	11	11	15	14	14	14	14

Seminar 330 – New Tools for Judgment in the Online Stock Selection Guide (Suzi Artzberger – Director of Information Services, BetterInvesting)



- ### Low Price Options
- Two options in Basic User Mode
 - Low P/E Forecast x Low EPS
 - Recent Market Low Price
 - Two more in Enhance User Mode
 - Average low price
 - Price dividend will support



Basic Low Price Options

Forecast Low Stock Price (Next 5 Years)

Select Forecast Low Stock Price:

Low P/E X Low EPS Forecast: **152.00**
 Average Low P/E Forecast: X Low EPS Forecast: = Forecast Low Stock Price: **152.00**
 5 Year Average Low P/E: 23.03 Last 4 Qtr EPS: 7.60 Current Stock Price: 238.70
 5 Year Average P/E: 30.11
 Current P/E: 31.41

Recent Market Low Price: **142.14**
 2008 Low Stock Price: 142.14 52 Week Low Stock Price: 156.97
 2009 Low Stock Price: 143.53

Select or Enter Forecast Low Stock Price:

Enhanced Low Price Options

Low P/E X Low EPS Forecast: **152.00**
 Average Low P/E Forecast: X Low EPS Forecast: = Forecast Low Stock Price: **152.00**
 5 Year Average Low P/E: 23.03 Last 4 Qtr EPS: 7.60 Current Stock Price: 238.70
 5 Year Average P/E: 30.11
 Current P/E: 31.41

Average Low Price of Last Five Years: **110.92**

Recent Market Low Price: **142.14**
 2008 Low Stock Price: 142.14 52 Week Low Stock Price: 156.97
 2009 Low Stock Price: 143.53

Price Dividend Will Support: Present Dividend = 3.00 = **187.50**
 High Yield = 1.60%

Select or Enter Forecast Low Stock Price:

Research Center

Stock Selection Guide

Data Files Print Notes Preferences Research Help Close

- es/Earnings
- Assess Risk and Reward
- Historical Stock Price/Review
- Services Study Name: STRA 4/11/2010
- Education In Group Inc
- an Colleges
- oup Average
- verage
- Rate Trend
- BetterInvesting
- Company Website
- Investopedia
- MorningStar
- MSN
- NASDAQ
- Reuters
- SEC
- Yahoo
- Wikinvest
- Big Charts

Seminar 330 – New Tools for Judgment in the Online Stock Selection Guide (Suzi Artzberger – Director of Information Services, BetterInvesting)

General and Company Specific Links

This screenshot shows the main navigation menu of the BetterInvesting website. The menu includes options for 'Data Files', 'Print Notes', 'Preferences', 'Research', and 'Help Close'. A dropdown menu is open, listing 'BetterInvesting Company Research', 'BI Magazine', and 'BetterInvesting Member Sentiment'. A red arrow points to the 'BetterInvesting Member Sentiment' link.

BetterInvesting Member Sentiment

This screenshot displays the 'BetterInvesting Member Sentiment' tool interface. It features a 'Stock Selection Guide' header and a navigation menu with options like 'Data Files', 'Print Notes', 'Preferences', 'Research', and 'Help Close'. A dropdown menu is open, showing 'BetterInvesting Company Research', 'BI Magazine', and 'BetterInvesting Member Sentiment'. A red arrow points to the 'BetterInvesting Member Sentiment' link. Below the menu is a legend for various data series.

BetterInvesting Member Sentiment

Company: Strayer Education In (STRA) Member Buys: 5 Sells: 0 (past 90 days)
Based on 813 User Action Signals

Member Judgment Forecasts from Recent Studies (Total Studies = 66)

Last Update	Score	Low EPS	High EPS	High Price	Low Price	Low EPS	Low Price	Payout %	Pot. Return
4/18/2010	18.0	18.00	33.0	11.40	376.2	10.0	7.00	210.0	33.0
4/18/2010	18.0	18.00	33.0	11.40	376.2	10.0	7.00	210.0	33.0
4/17/2010	20.0	20.40	31.0	18.23	696.1	23.0	7.80	142.1	38.2
4/13/2010	18.0	18.00	30.0	17.38	821.7	23.0	7.60	142.1	38.2
4/13/2010	23.0	22.30	37.0	20.79	769.2	23.0	7.60	142.1	38.2
4/12/2010	20.0	20.00	31.0	18.91	696.2	23.0	7.60	160.0	36.2
4/11/2010	18.0	18.00	30.0	17.38	821.7	23.0	7.60	142.0	38.1
4/7/2010	18.0	18.00	30.0	16.96	319.2	22.0	7.60	142.1	33.0
4/7/2010	18.0	17.20	30.0	16.08	608.4	22.0	7.60	175.0	38.2
4/6/2010	14.0	14.90	22.0	11.35	249.7	12.0	6.67	68.0	17.0
4/6/2010	20.0	20.00	30.1	18.91	698.4	23.0	7.60	170.0	29.0
4/6/2010	20.0	20.00	30.1	18.91	698.4	23.0	7.60	170.0	29.0
4/6/2010	18.0	18.00	30.0	17.38	808.8	20.0	7.60	152.0	28.0
4/1/2010	20.0	18.20	31.0	17.83	643.4	21.0	7.60	169.8	26.7
4/1/2010	10.0	10.00	30.0	12.24	391.7	18.0	7.60	187.0	29.0
3/26/2010	18.0	18.00	30.0	17.18	878.8	18.0	7.60	178.0	36.1

Member Sentiment and More

11/09/2010	18.0	18.00	30.0	15.47	539.8	45.0	6.67	141.8	30.4	41.8
1/30/2010	18.0	18.00	28.0	11.40	319.2	23.0	6.67	130.4	33.2	9.4
1/26/2010	18.7	18.60	40.0	13.82	692.8	24.0	6.67	136.1	33.2	21.0
1/25/2010	15.0	15.00	38.7	11.40	440.8	22.8	6.67	132.2	22.0	14.8
1/25/2010	20.0	19.00	40.0	11.40	498.0	28.0	6.67	141.8	33.2	18.8
1/23/2010	22.0	19.00	40.4	13.53	646.9	25.4	6.67	143.7	33.2	20.0
1/22/2010	12.0	12.90	45.0	10.40	458.0	20.0	6.67	113.4	33.2	16.6
1/22/2010	22.0	20.00	40.4	14.11	670.3	28.4	6.67	143.7	33.2	21.3
1/19/2010	15.0	15.00	30.0	11.40	342.0	25.0	6.67	141.8	33.2	10.7

Additional Resources at www.betterinvesting.org

Trial Version Access on the Public Page

High schoolers learn how to pick stocks. A student of Highland High School in Michigan uses BetterInvesting's online Stock Selection Guide to analyze stocks.

Learn More

Online Tools Make It Easy...

How to select quality growth stocks and mutual funds - FREE with membership

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

Trial Version

- 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 sign up required
- Limited to 20 tickers

Seminar 330 – New Tools for Judgment in the Online Stock Selection Guide
(Suzi Artzberger – Director of Information Services, BetterInvesting)

Company Name	Ticker
Abbott Laboratories	ABT
Allergan Inc.	AGN
Apple Inc.	AAPL
Bard (C.R.) Inc.	BCR
Best Buy Co. Inc.	BBY
Cisco Systems Inc.	CSCO
Coca-Cola Co (The)	KO
Immucor Inc.	BLUD
International Business Machines Corp.	IBM
Medtronic Inc.	MDT
NeuStar Inc.	NBR
NTELOS Holdings Corp.	NTLS
O'Reilly Automotive Inc.	ORLY
PeppiCo Inc.	PEP
Pfizer Inc.	PFE
Republic Services Inc.	RSG
Research In Motion Ltd.	RIMM
St. Jude Medical Inc.	STJ
Styker Corp.	SYK
Sysco Corp.	SY

BETTERINVESTING NATIONAL CONVENTION

Questions?

If you have comments for the instructor, please see the classroom assistant for a comment card.

Seminar ID: 1C