



# California Chapters Fall 2023 Education Event

**Three Tools to Enhance Your Investing Skills** 

Sacramento Area San Francisco Bay Area Silicon Valley Golden West Channel Islands



October 22, 2023

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# Secrets to Finding Small and Medium Sized Stocks

October 22, 2023

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## **Agenda**

- Why Small and Medium Sized Companies?
- Sweat for Prospects
  - Use screeners
- Borrow Prospects
  - Mutual Funds and ETFs
- Buy Prospects
  - Investment Newsletters
- Questions

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# Why Small and Medium Sized Companies?

Diversification and Growth

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### **BetterInvesting™** Definitions

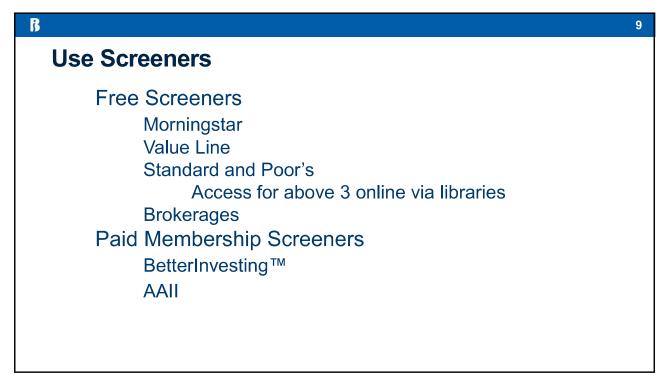
### Company size defined by annual sales

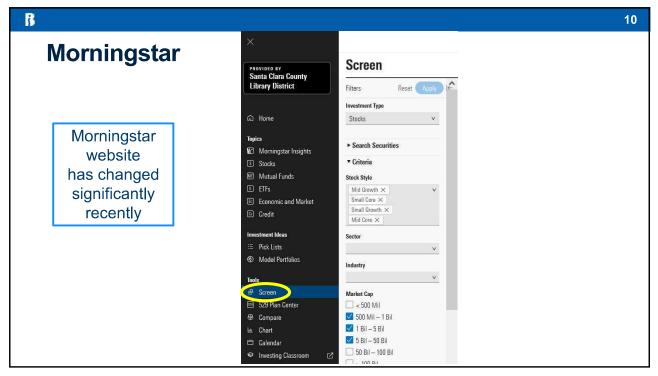
- Small = Sales of less than \$1 Billion
- Medium = Sales between \$1 Billion and \$10 Billion
- Large = Sales greater \$10 Billion

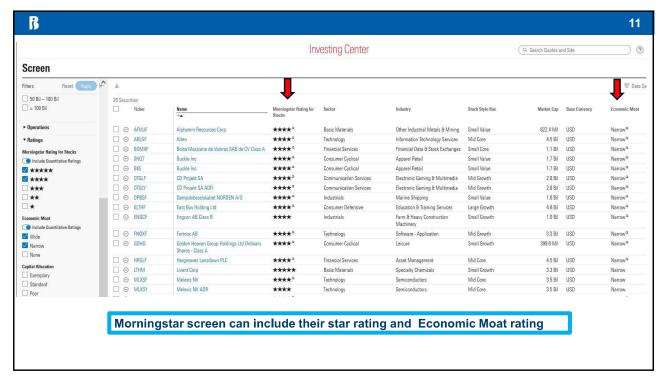
# Growth Expectations Company size factor in growth expectation Small > 12% annual growth Medium 7% to12% annual growth Large 5% to 7% annual growth

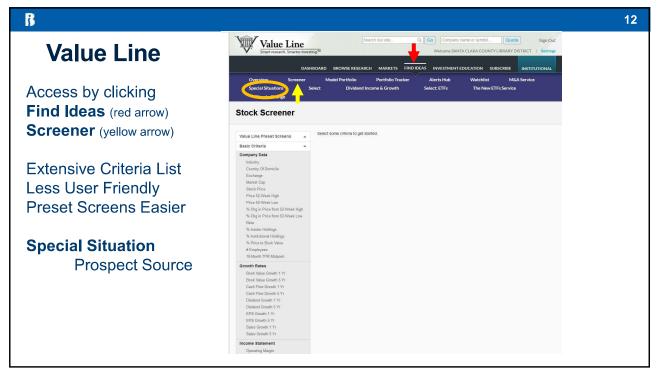
SWEAT FOR PROSPECTS

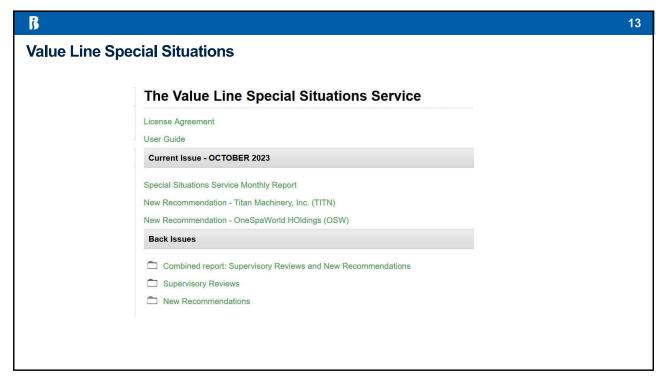
Work Hard - Do It Yourself

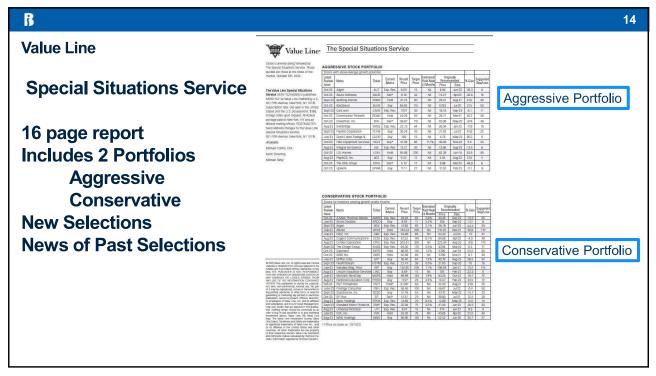


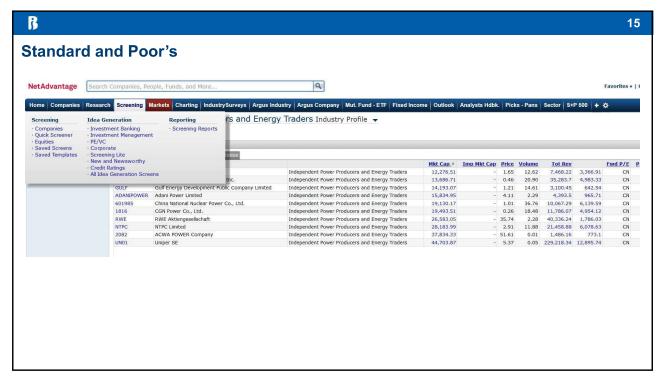


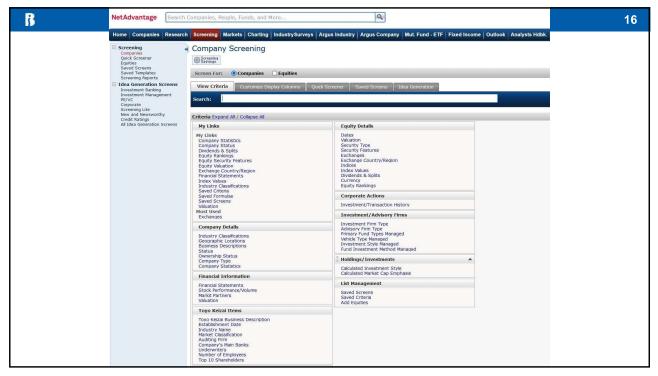




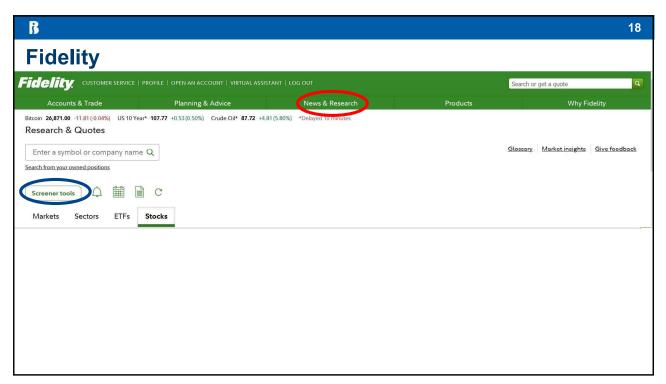


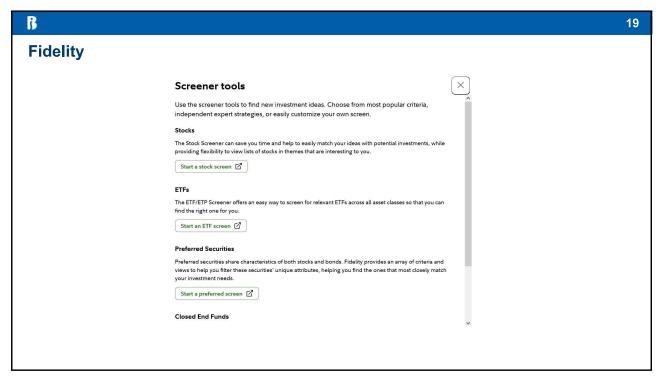


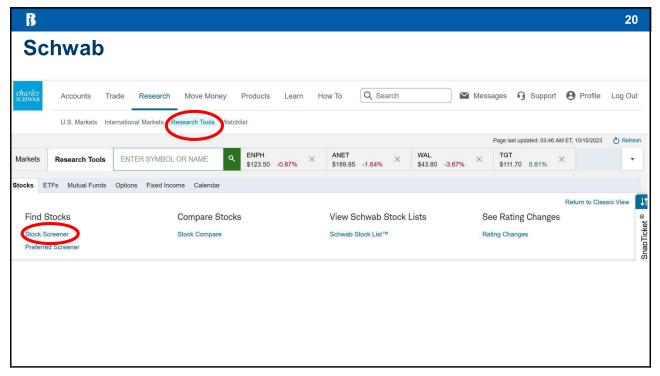


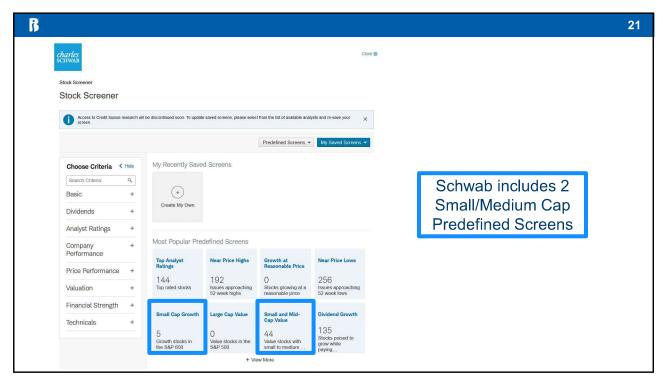


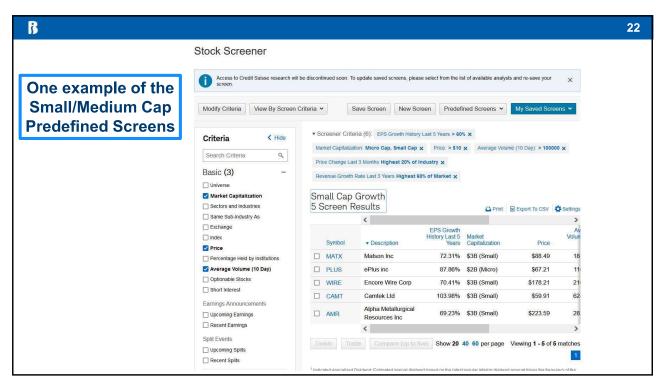






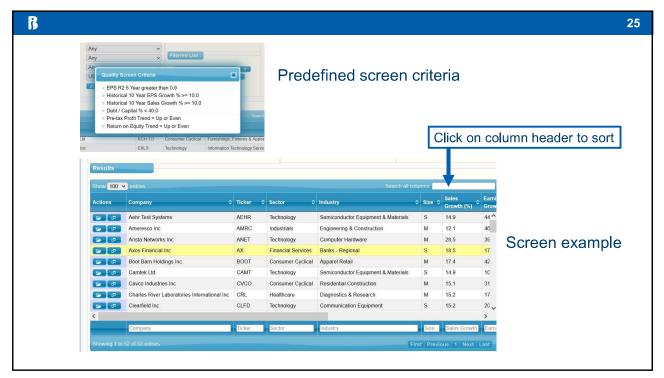


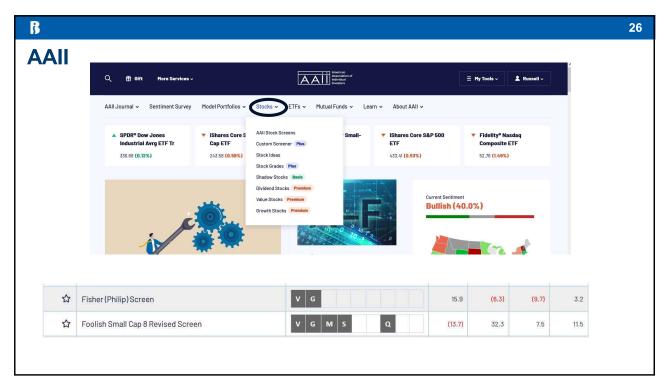




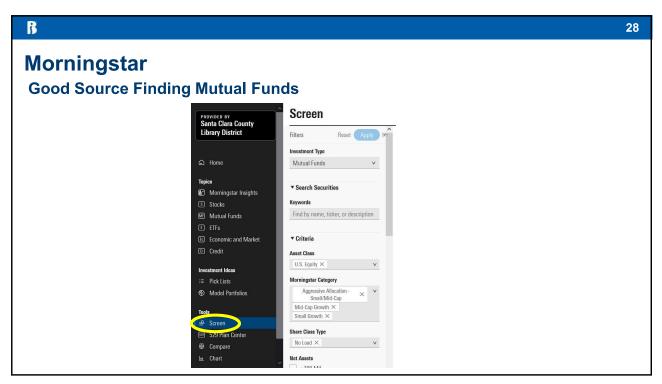


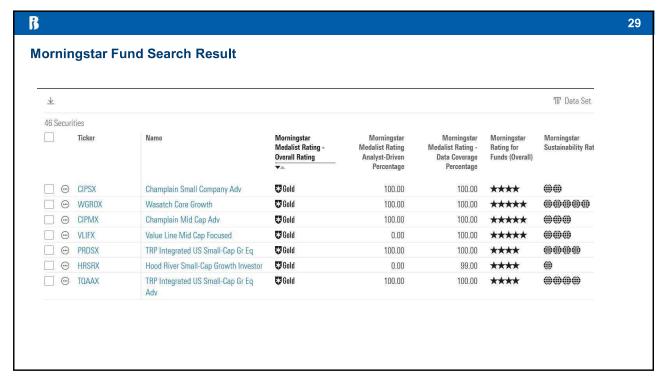


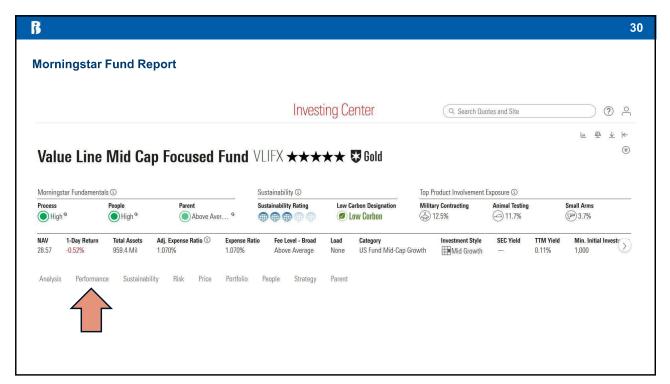




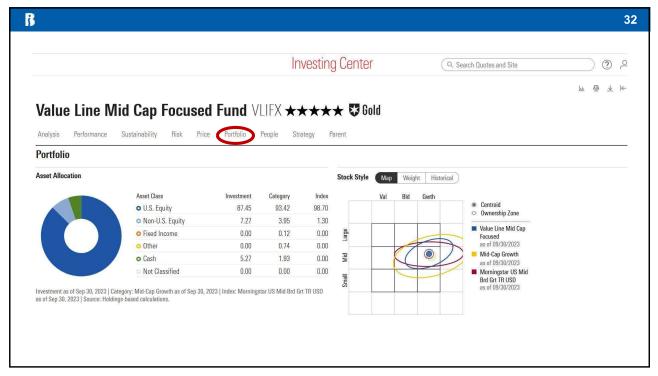


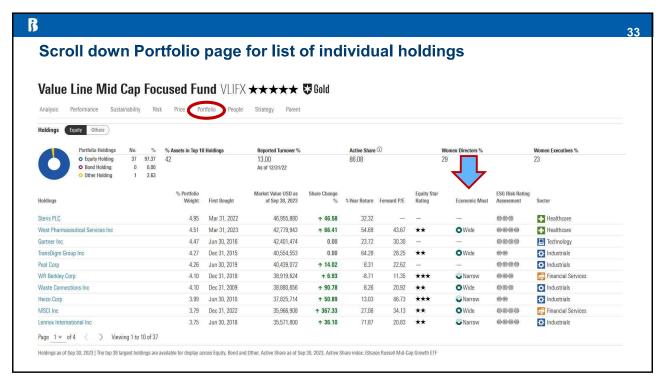




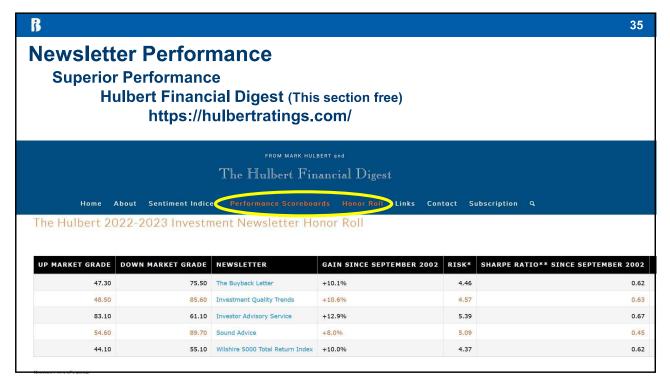


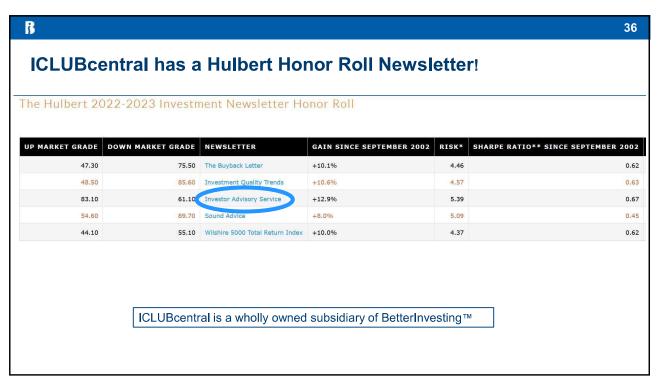


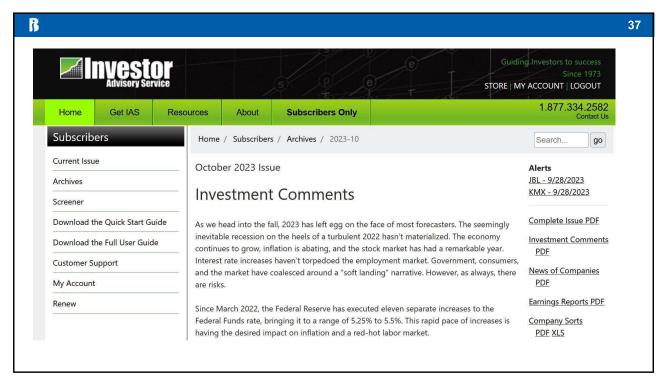


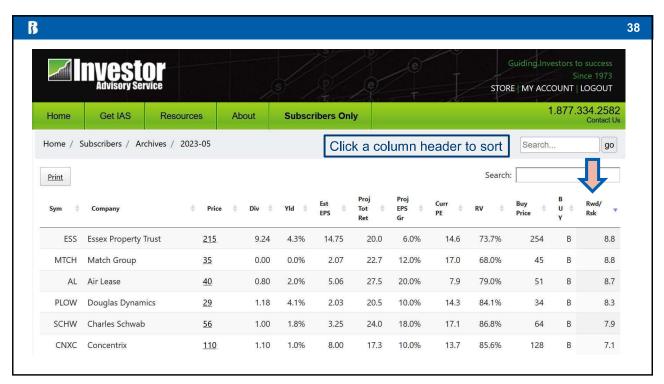


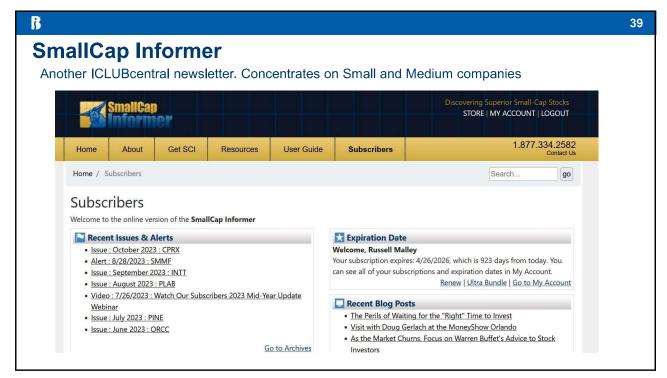


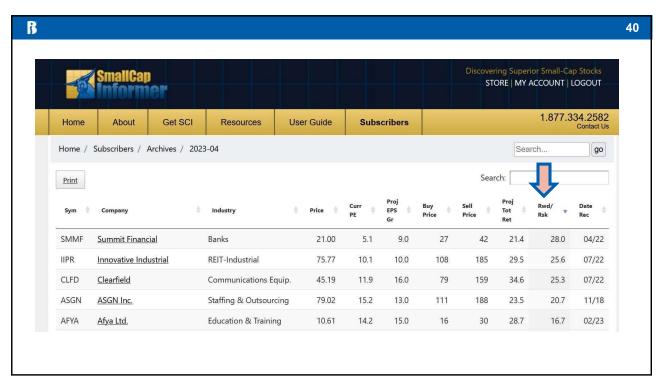


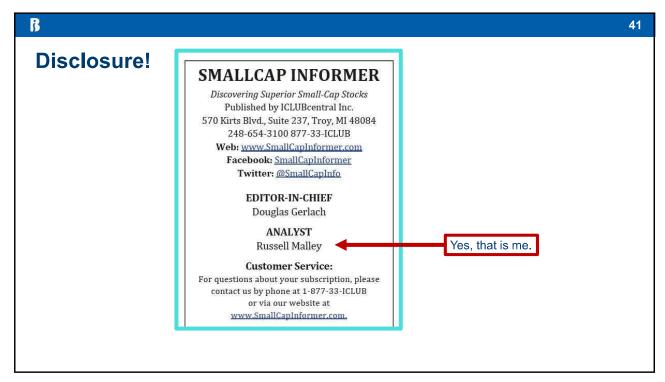












# Multiple Ways to Find Small and Medium Sized Companies Method Used Depends On Time Available Motivation Cost

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## **Questions and Comments**

# **Secrets to Finding Small** and **Medium Sized Stocks**

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