

## Handy URLs for Stock Analysis Software... (help from the pros)

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Take full advantage of your IClub software

- Do you *always* check all sources for SSG info.
- 1 Analysts—EPS growth estimate for next 5 years
- 2 Analysts—Yearly EPS estimates for next 5 years
- 3 Analysts—EPS and Sales quarterly estimates
- 4 Industry Averages comparison
- 5 Help in setting the projected low price
- 6 Insider Ownership
- 7 Institutional Ownership Competitor comparison
- 8 Who are Competitor Companies – Compare
- 9 Company news
- 10 Intrinsic Value (Discounted Cash Flow)

4

Take full advantage of your analysis software

- Do you *always* check all sources for SSG info.?
  - Your software will help
  - HOW?

Two key clicks

5

Two key clicks—

- 1 Analysts—EPS % growth estimate for next 5 years: [www.money.msn.com](http://www.money.msn.com)
- 2 Analysts—Yearly EPS estimates for next 5 years and Quarter estimates: [www.NASDAQ.com](http://www.NASDAQ.com)
- 3 Analysts—EPS and Sales quarterly estimates: [www.finance.yahoo.com](http://www.finance.yahoo.com)
- 4 Industry Averages – compare your company: [www.iclub.com](http://www.iclub.com)

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Two key clicks—

- 5 Help in setting the projected low price:  
At what price do investors start buying: [www.stockcharts.com](http://www.stockcharts.com)  
When did the 52 week low occur: [www.finance.yahoo.com](http://www.finance.yahoo.com)
- 6 Insider Ownership: [www.finance.yahoo.com](http://www.finance.yahoo.com)
- 7 Institutional Ownership: [www.finance.yahoo.com](http://www.finance.yahoo.com)

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Two key clicks—

- 8 Who are competing companies and a comparison: [www.finance.yahoo.com](http://www.finance.yahoo.com)
- 9 Company news: [www.money.msn.com](http://www.money.msn.com)
- 10 Intrinsic Value (Discounted Cash Flow)  
[http://www.qurufocus.com/fair\\_value\\_dcf.php?symbol=](http://www.qurufocus.com/fair_value_dcf.php?symbol=)

# Handy URLs for Stock Analysis Software

Bob Adams – bob.at.seattle@gmail.com -- www.bob-adams.net

## Two key clicks—

- What's the Advantage
  - Don't need to remember ticker symbol
  - Automatically finds data for company open
  - Organizes your research
    - Step one, Step two, Step three...
  - Help available for "Judgment" decisions
- Let's look at a few

**YAHOO! FINANCE**

Dow +0.21% Nasdaq +0.13%

HOME INVESTING NEWS & OPINION PERSONAL FINANCE MY PORTFOLIOS TECH TICKER

Inc. (STRA) At 4:00PM

**\$500 Apple GIFT CARD** **\$7 Online Trades Scottrade** **AMERITRADE** Trade free for 30 days

**Analyst Estimates** Get Analyst Estimate

| Earnings Est    | Current Qtr.<br>Sep 10 | Next Qtr.<br>Dec 10 | Current Year<br>Dec 10 | Next Year<br>Dec 11 |
|-----------------|------------------------|---------------------|------------------------|---------------------|
| Avg. Estimate   | 1.70                   | 2.99                | 9.93                   | 12.07               |
| No. of Analysts | 15.00                  | 15.00               | 16.00                  | 17.00               |
| Low Estimate    | 1.68                   | 2.89                | 9.81                   | 11.56               |
| High Estimate   | 1.72                   | 3.12                | 10.05                  | 12.75               |
| Year Ago EPS    | 1.21                   | 2.32                | 7.60                   | 9.93                |

| Revenue Est             | Current Qtr.<br>Sep 10 | Next Qtr.<br>Dec 10 | Current Year<br>Dec 10 | Next Year<br>Dec 11 |
|-------------------------|------------------------|---------------------|------------------------|---------------------|
| Avg. Estimate           | 145.96M                | 185.39M             | 648.34M                | 786.42M             |
| No. of Analysts         | 14                     | 14                  | 17                     | 17                  |
| Low Estimate            | 143.22M                | 182.00M             | 642.17M                | 763.90M             |
| High Estimate           | 147.50M                | 190.10M             | 654.80M                | 822.90M             |
| Year Ago Sales          | 114.35M                | 147.20M             | 511.96M                | 648.34M             |
| Sales Growth (year/est) | 27.60%                 | 25.90%              | 26.60%                 | 21.30%              |

| EPS Revisions     | Current Qtr.<br>Sep 10 | Next Qtr.<br>Dec 10 | Current Year<br>Dec 10 | Next Year<br>Dec 11 |
|-------------------|------------------------|---------------------|------------------------|---------------------|
| Up Last 7 Days    | 0                      | 0                   | 0                      | 0                   |
| Up Last 30 Days   | 0                      | 0                   | 0                      | 0                   |
| Down Last 30 Days | 0                      | 0                   | 0                      | 0                   |
| Down Last 90 Days | N/A                    | N/A                 | N/A                    | N/A                 |

| Growth Est                                      | STRA   | Industry | Sector | S&P 500 |
|---|--------|----------|--------|---------|
| Current Qtr.                                    | 40.50% | 22.80%   | 37.30% | 31.50%  |
| Next Qtr.                                       | 28.90% | 30.80%   | 47.40% | 83.30%  |
| This Year                                       | 30.70% | 36.60%   | 39.70% | 43.20%  |
| Next Year                                       | 21.60% | 21.40%   | 25.80% | 15.20%  |
| Past 5 Years (per annum)                        | 28.56% | N/A      | N/A    | N/A     |
| Next 5 Years (per annum)                        | 17.70% | 13.68%   | 14.33% | 10.64%  |
| Price/Earnings (avg. for comparison categories) | 17.36  | 19.11    | 20.03  | 14.57   |
| PEG Ratio (avg. for comparison categories)      | 0.98   | 1.82     | 1.29   | 1.79    |

**NASDAQ** **thinkerswin** **BIGGER IS BETTER** **GENERATE MORE POTENTIAL MAI** with the integral trading technology

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Sep 9, 2010 12:08PM US Market Open NASDAQ 2245.81 16.34 ▲ 0.76% DJIA 10452.93 53.92 ▲ 0.63% S&P 1108.4

add symbol STRA

Save my stocks for next time Investor Tools Tracking Tools

**Stock Research - Analyst earnings forecast**

STRA Education, Inc. STRA Strayer Education, Inc. NASDAQ-GS

Summary | Recommendations | EPS | Earnings Surprise | Forecast | Momentum | P/E Ratio & Growth Rates | PEG Ratio

**Quarterly Earnings Forecasts**

| Fiscal Quarter End | Consensus EPS* Forecast | High EPS* Forecast | Low EPS* Forecast | Number of Estimates | Over the Last 4 Weeks Number of Revisions |
|--------------------|-------------------------|--------------------|-------------------|---------------------|---|
| Sep 2010           | 1.095                   | 1.72               | 1.08              | 15                  | Up 0                                      |
| Dec 2010           | 2.991                   | 3.12               | 2.89              | 15                  | 1 0                                       |
| Mar 2011           | 3.323                   | 3.43               | 3.23              | 10                  | 0 0                                       |
| Jun 2011           | 3.189                   | 3.33               | 3.11              | 10                  | 0 1                                       |
| Sep 2011           | 2.048                   | 2.17               | 1.95              | 10                  | 0 1                                       |
| Dec 2011           | 3.634                   | 3.83               | 3.46              | 10                  | 1 0                                       |

**Yearly Earnings Forecasts**

| Fiscal Year End | Consensus EPS* Forecast | High EPS* Forecast | Low EPS* Forecast | Number of Estimates | Over the Last 4 Weeks Number of Revisions |
|-----------------|-------------------------|--------------------|-------------------|---------------------|---|
| Dec 2010        | 9.929                   | 10.05              | 9.81              | 16                  | Up 3                                      |
| Dec 2011        | 12.122                  | 12.75              | 11.7              | 17                  | 0 2                                       |
| Dec 2012        | 16.053                  | 16.36              | 15.68             | 3                   | 0 1                                       |

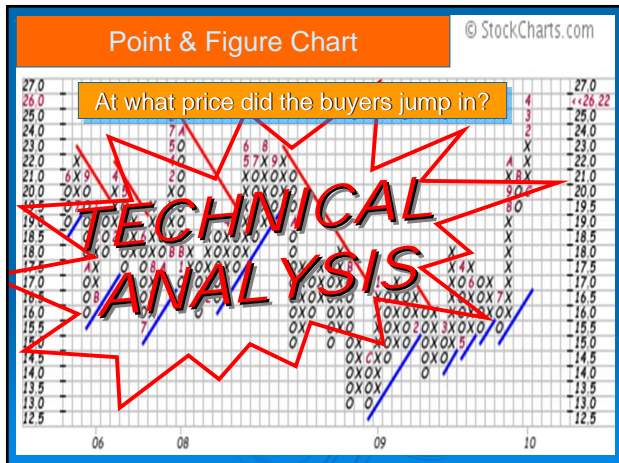
**Competitors** Get Competit

**Direct Competitor Comparison**

|                         | STRA    | APOL    | COCO    | DV      | Industry |
|-------------------------|---------|---------|---------|---------|----------|
| Market Cap:             | 2.03B   | 6.83B   | 471.85M | 2.96B   | 275.45M  |
| Employees:              | 1,811   | 52,890  | 11,500  | 10,009  | 1.53K    |
| Qtrly Rev Growth (yoy): | 26.50%  | 27.70%  | 36.60%  | 27.90%  | 9.90%    |
| Revenue (ttm):          | 578.74M | 4.76B   | 1.76B   | 1.92B   | 234.92M  |
| Gross Margin (ttm):     | 67.92%  | 56.79%  | 44.66%  | 56.87%  | 59.98%   |
| EBITDA (ttm):           | 214.12M | 1.43B   | 301.78M | 473.12M | 39.83M   |
| Operating Margin (ttm): | 34.26%  | 27.68%  | 13.70%  | 21.46%  | 13.15%   |
| Net Income (ttm):       | 120.56M | 601.67M | 145.97M | 279.91M | N/A      |
| EPS (ttm):              | 8.77    | 3.90    | 1.65    | 3.87    | 0.54     |
| P/E (ttm):              | 17.09   | 11.86   | 3.25    | 10.79   | 15.47    |
| PEG (5 yr expected):    | 0.74    | 0.52    | 0.46    | 0.50    | 0.49     |
| P/S (ttm):              | 3.46    | 1.43    | 0.25    | 1.52    | 1.40     |

APOL = Apollo Group Inc.  
COCO = Corinthian Colleges Inc.  
DV = DeVry, Inc.  
Industry = Education & Training Services





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## Industry Averages: IClub Central

➤ Industry Averages for:

- Average 5 year PTP/Sales –
  - SSG (2-A)
- Average 5 year ROE –
  - SSG (2-B)
- Average Debt to Equity –
  - SSG (2-C)

IClub Central  
 Go ahead. Make money.

HOME PRODUCTS SUPPORT CLUBS INVESTING

COMPLETE SSG RESOURCES INVESTOR ADVISORY SERVICE

Home furnishings

### Industry Averages

Industry averages are provided here to help you evaluate the quality of a company's management, including such important measures as:

**Part 2A - % Pre-tax Income on Revenues or % Pre-tax Profit on Sales.** This pre-tax profit margin measures how well management converts sales dollars into profits before taxes.

**Part 2B - % Return on Equity.** This measures how well management produces a profit from the money invested by the shareholders.

We have also provided averages for Debt/Equity, 5 Year Revenue Growth, 5 Year EPS Growth, PE, and EPS Predictability (R2) for all industries. These items can serve as a quick reference for comparing company growth to the industry growth average. This is useful information when evaluating a company and can help you gauge how well the management is performing in relative terms.

| Industry                | Aug 5Yr PTP / Sales | Aug 5Yr ROE | Aug Debt / Equity | Aug 5Yr Rev Growth | Aug 5Yr EPS Growth | Aug PE | Aug EPS Pred (R2) |
|-------------------------|---------------------|-------------|-------------------|--------------------|--------------------|--------|-------------------|
| ADVERTISING             | 10.5                | 45.9        | 65.6              | 9.5                | 4.2                | 57.8   | 0.67              |
| AEROSPACE & DEFENSE     | 8.9                 | 14.6        | 84.7              | 15.1               | 10.8               | 27.5   | 0.58              |
| AGRICULTURAL PRODUCTS   | 13.5                | 13.9        | 61.7              | 9.2                | 8.1                | 26.0   | 0.62              |
| AIR FREIGHT & LOGISTICS | 4.9                 | 33.6        | 62.0              | 17.3               | 17.2               | 30.7   | 0.66              |
| AIRLINES                | 8.7                 | 19.3        | 484.4             | 18.0               | 7.3                | 26.3   | 0.67              |
| AIRPORT SERVICES        | 35.4                | 3.1         | 11.3              | 4.1                | 6.6                | 36.5   | 0.71              |
| ALTERNATIVE CARRIERS    | 23.3                | 174.6       | 130.5             | 8.1                | 0.0                | 40.3   | 0.83              |
| ALUMINUM                | 8.3                 | 15.8        | 154.1             | 18.6               | 18.6               | 22.6   | 0.77              |

| Industry                  | Aug 5Yr PTP / Sales | Aug 5Yr ROE | Aug Debt / Equity | Aug 5Yr Rev Growth | Aug 5Yr EPS Growth | Aug PE | Aug EPS Pred (R2) |
|---------------------------|---------------------|-------------|-------------------|--------------------|--------------------|--------|-------------------|
| FOOTWEAR                  | 9.1                 | 15.4        | 25.5              | 12.5               | 17.8               | 21.5   | 0.74              |
| FOREST PRODUCTS           | 9.0                 | 11.1        | 74.5              | 7.2                | 21.5               | 24.4   | 0.77              |
| GAS UTILITIES             | 8.5                 | 29.6        | 367.5             | 16.7               | 12.2               | 22.0   | 0.66              |
| GENERAL MERCHANDISE STORE | 6.1                 | 17.6        | 52.9              | 9.6                | 13.4               | 21.7   | 0.51              |
| GOLD                      | 24.6                | 301.2       | 16.7              | 11.7               | 1.5                | 50.2   | 0.17              |
| HEALTH CARE DISTRIBUTORS  | 3.8                 | 4591.2      | 29.6              | 9.1                | 12.5               | 62.6   | 0.68              |
| HEALTH CARE EQUIPMENT     | 16.3                | 14.2        | 36.6              | 17.7               | 7.7                | 87.4   | 0.61              |
| HEALTH CARE FACILITIES    | 10.2                | 14.2        | 191.7             | 16.8               | 8.3                | 26.0   | 0.57              |
| HEALTH CARE SERVICES      | 8.6                 | 15.0        | 59.0              | 15.4               | 10.9               | 32.7   | 0.67              |
| HEALTH CARE SUPPLIES      | 14.4                | 24.7        | 21.1              | 15.9               | 7.1                | 37.0   | 0.59              |
| HEALTH CARE TECHNOLOGY    | 9.2                 | 28.9        | 33.0              | 17.5               | 6.9                | 87.2   | 0.53              |

| Industry                    | Aug 5Yr PTP / Sales | Aug 5Yr ROE | Aug Debt / Equity | Aug 5Yr Rev Growth | Aug 5Yr EPS Growth | Aug PE  | Aug EPS Pred (R2) |
|-----------------------------|---------------------|-------------|-------------------|--------------------|--------------------|---------|-------------------|
| HEAVY ELECTRICAL EQUIPMENT  | 5.5                 | 9.4         | 54.7              | 4.5                | 0.0                | 88.8    | 0.51              |
| HIGHWAYS & RAIL TRACKS      | 0.0                 | 0.0         | 181.1             | 30.1               | 0.0                | 1,000.0 | 0.00              |
| HOME ENTERTAINMENT SOFTWARE | 22.0                | 15.4        | 31.9              | 10.0               | 8.1                | 45.4    | 0.79              |
| HOME FURNISHINGS            | 7.7                 | 20.1        | 144.2             | 9.2                | 5.2                | 40.3    | 0.48              |
| HOME IMPROVEMENT RETAIL     | 10.0                | 20.2        | 24.3              | 12.3               | 19.0               | 16.4    | 0.96              |
| HOMEBUILDING                | 11.4                | 19.6        | 120.2             | 21.0               | 19.7               | 14.2    | 0.65              |
| HOMEFURNISHING RETAIL       | 7.1                 | 21.4        | 25.2              | 12.2               | 13.6               | 43.3    | 0.68              |
| HOTELS, RESORTS & CRUISE    | 14.9                | 34.7        | 112.5             | 14.1               | 8.7                | 47.0    | 0.53              |
| HOUSEHOLD APPLIANCES        | 9.0                 | 17.2        | 86.8              | 9.4                | 9.9                | 53.5    | 0.66              |
| HOUSEHOLD PRODUCTS          | 10.9                | 31.3        | 122.3             | 10.4               | 13.0               | 21.5    | 0.73              |
| HOUSEWARES & SPECIALTIES    | 9.1                 | 14.7        | 70.9              | 14.1               | 11.3               | 17.1    | 0.44              |

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## Two key clicks—

Download these and other URLs

➤ Go to: [www.bob-adams.net](http://www.bob-adams.net)

**"Misc. URLs for the SSG"**

Download the file for your software

InvestEd  
 Investor Education at Its Best

## Welcome to Bobsite

.....a personal e-site

Who's Bob? I'm a volunteer Director on the Board of InvestEd Inc, a non-profit organization with a goal to help educate investors: a former Director on the BetterInvesting® national Computer Group Advisory Board, and an Associate Director for the Puget Sound Chapter of BetterInvesting in Seattle (where it rains continuously). I'm also on the Speaker List for Better Investing.

I volunteer to speak at Chapter events throughout the country, speaking on a speaking visit, I'll be paid by BetterInvesting. For more information click [here](#).

Misc. URLs for the SSG

If you have a question or comment email me. They help me improve the information provided on the site. I always answer email.

—Bob

The Annual Report Analysis tool has been updated to version 4.06. This version corrects a problem with the competitor information not being displayed properly for some companies.



# Handy URLs for Stock Analysis Software

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**InvestEd** Welcome to Bobsite  
Investor Education at Its Best!

**Miscellaneous Websites-useful for the SSG**

Below are some useful websites for your SSG software. Instructions are included

**Useful Websites**

These websites are useful when installed within the Stock Selection Guide (SSG) analysis program. Quickly and easily see data for the company you have open in the SSG program. Instructions for adding this function are contained on the sheet that is downloaded. Additional descriptive information is below.

Note: be sure to download the file below that matches the analysis software you are using.

**Option 1: Useful websites for Toolkit versions 4, 5, 6** Download this file to install the website addresses (URLs) manually

**Option 2: If using Toolkit 6-Download this file** to insert the URLs automatically by replacing a file in Toolkit 6. Click here for step by step instructions.

**Useful websites for Stock Analyst and Classic** Download this file if using Stock Analyst or Classic

**Useful Web Addresses for Toolkit**

Below are website Addresses (URL) which can be placed in Toolkit. Once these URLs are installed the data for any company you have open will appear on your computer screen and can be used to further analyze the company. The URLs listed below are specific to Toolkit.

**URLs for Toolkit**

To use these Sites, open the company you want to study in Toolkit, then click on a URL. The data for that item and company will appear on your computer screen. (You must be online if using a dial-up modem.)

**Instructions:**  
Highlight a URL below, copy (Ctrl-C) then paste (Ctrl-V) each one into Toolkit, in the area where it allows URLs to be placed. How? - Step by step instructions.

Highlight the URL below (blue font) and press Ctrl-C. Open Toolkit and click on the "Web" icon at the top of the screen, select "Manage Web Links". Click on Favorites, then on "Add a site". Paste the URL (press Ctrl-V) where it asks for a Web address. Then type a description or copy and paste the description as well as the URL. Put them in "Favorites" instead of Companies. You may want to delete the URLs already there if using Toolkit 4 or 5 as most are outdated. In Toolkit 6, those preceded by an asterisk cannot be removed or edited.

By adding a number in front of the description the sort will be by number not alphabetically.  
Example of a description: 1.Five year EPS Growth Estimates or 2.Earnings Estimates etc.

**1A Five year EPS Growth Estimates - ACE from MSN** - I normally use these as a limit factor. After establishing the EPS growth for the next 5 years, I look to see if the Analysts Consensus Estimate (ACE) is greater than my estimate. I like to project a little less than the analyst estimates.  
<http://moneycentral.msn.com/investor/invest/analyst/earnest.asp?Page=EarningsGrowthRates&Symbol=S>

**1B EPS & Sales - Yahoo - ACE - Quarterly and Yearly** estimated data for EPS and Sales are available.  
1. Insert the Quarterly data as actual quarterly data and see where they fall on the SSG graph (Part 1), as an aid to predicting your next 5 years trend line.  
2. Enter the Annual data for the next two years as actual annual data and observe if the historical trend continues. Use both EPS and Sales data. These data must be typed into the appropriate area of Toolkit - Click on "Data" then enter the numbers. If you want to save the information, save it as another copy of the SSG for the company.  
<http://finance.yahoo.com/q/a?s=S>

**Useful Web Addresses for Toolkit**

Highlight the URL below (blue font) and press Ctrl-C. Open Toolkit and click on the "Web" icon at the top of the screen, select "Manage Web Links". Click on Favorites, then on "Add a site".

Paste the URL (press Ctrl-V) where it asks for a Web address. Then type a description or copy and paste the description as well as the URL. Put them in "Favorites" instead of Companies.

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<http://moneycentral.msn.com/investor/invest/analyst/earnest.asp?Page=EarningsGrowthRates&Symbol=S>

**Company/ Favorite Websites**

APPLBEEES INTL INC - Company Web Site

1 Yahoo - Est - Industry comparison - 5 yr. proj

2 MSN - INSIDER owner & TRADING

3 Yahoo - 50 & 200 day Moving Avg.

4 Quicken - Scoreboard

5 Earnings.com - click on calendar

6 ExDividend date from Yahoo - Key Statistics

7 NAIC - Company report

7 Yahoo annual & quarterly data

Help Add site Edit site Delete site

**Company/ Favorite Websites**

**Add new site**

Group: Company

Site name: 3 50-200 day moving average

Internet URL: <http://finance.yahoo.com/q/ta?t=1y&s=symbol>

OK Cancel

☐ Automatically close this window after launching browser

**Internet Access**

Special Companies Favorites

Name

\*Daily Stocks Company Research

\*FreeEDGAR Company SEC filings

\*News Alert on Company

\*quicken chart

\*Yahoo - 50 and 200 day average chart

\*Yahoo - financials

\*Yahoo! FINANCE Company Price Quote

American Association of Individual Investors

Bloomberg Online Markets

CBS MarketWatch

CNN in the Financial Network

FinancialWeb.com

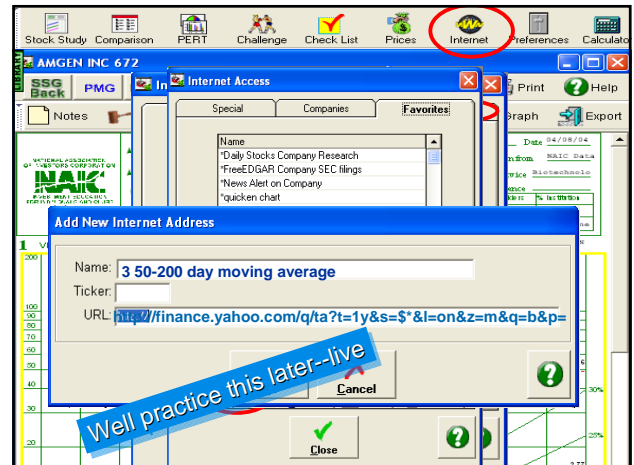
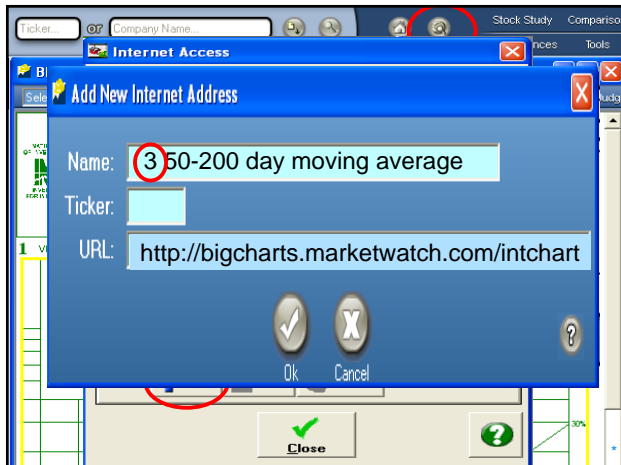
FreeEDGAR - free real-time SEC data

InfoBeat e-Mail Finance Services

Add Edit Delete

Close

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Two key clicks—  
(Data the convenient way)

- Do It Yourself—  
<http://finance.yahoo.com/q/ta?t=1y&s=MSFT&l>
- NSA or Classic  
<http://finance.yahoo.com/q/ta?t=1y&s=<symbol>&l>
- Toolkit  
[http://finance.yahoo.com/q/ta?t=1y&s=\\$\\*&l](http://finance.yahoo.com/q/ta?t=1y&s=$*&l)

LET'S INSTALL A NEW  
URL—live

URLs TK