

B BETTERINVESTING
Empowering Investors Since 1951

Sell Signals



Nick Stratigos
Pittsburgh Chapter
Regional Manager, East Region

WWW.BETTERINVESTING.ORG

B WWW.BETTERINVESTING.ORG 2

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. The securities of companies referenced or featured in the seminar materials are for illustrative purposes only and are not to be considered endorsed or recommended for purchase or sale by BetterInvesting™ National Association of Investors Corporation ("BI"). The views expressed are those of the instructors, commentators, guests and participants, as the case may be, and do not necessarily represent those of BetterInvesting. Investors should conduct their own review and analysis of any company of interest before making an investment decision.
- Securities discussed may be held by the instructors in their own personal portfolios or in those of their clients. BI presenters and volunteers are held to a strict code of conduct that precludes benefiting financially from educational presentations or public activities via any BetterInvesting programs, events and/or educational sessions in which they participate. Any violation is strictly prohibited and should be reported to the CEO of BetterInvesting or the Director of Chapter Relations.
- This presentation may contain images of websites and products or services not endorsed by BetterInvesting. The presenter is not endorsing or promoting the use of these websites, products or services.

B 3

Talking About Sell Signals

- When NOT to sell
- Wrong reasons for holding
- Developing a process for selling
- When to consider a sell
- Sell signals on the SSG
- Sell signals not on the SSG

B

What do we do when looking to invest?

Identify a
quality growth company
at a
reasonable price

B

5

Talking About Sell Signals

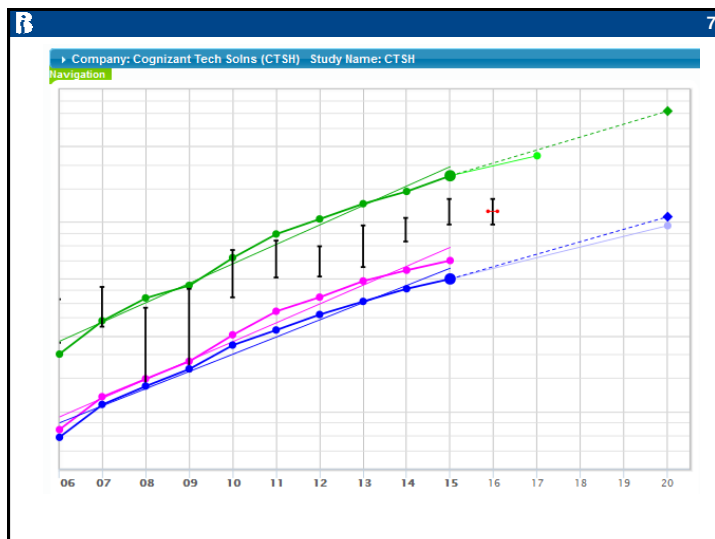
- Finding stocks to buy is **FUN**
- Selling a stock because it is doing poorly or because it has done too well is **hard**
- Selling a stock to prevent losses or increase gains is as **important** as buying
- How do we decide?
Buy – **Hold** – **Sell**

B

6

When NOT To Sell

- You think you should be doing something (CTSH)

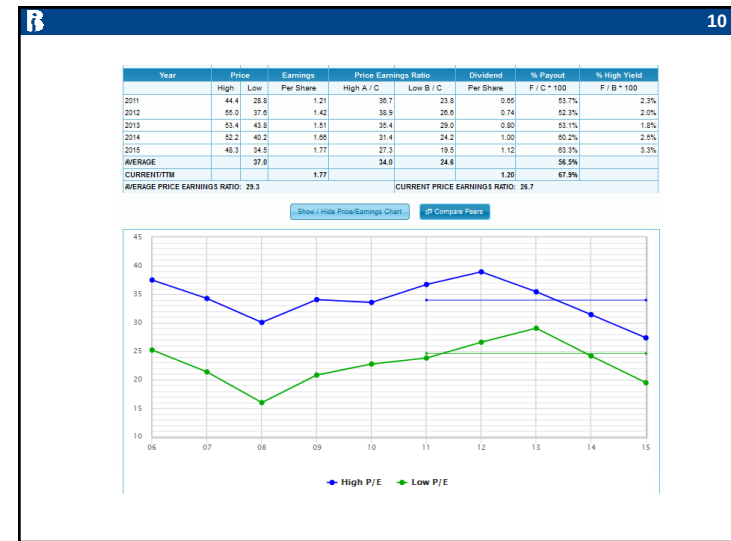
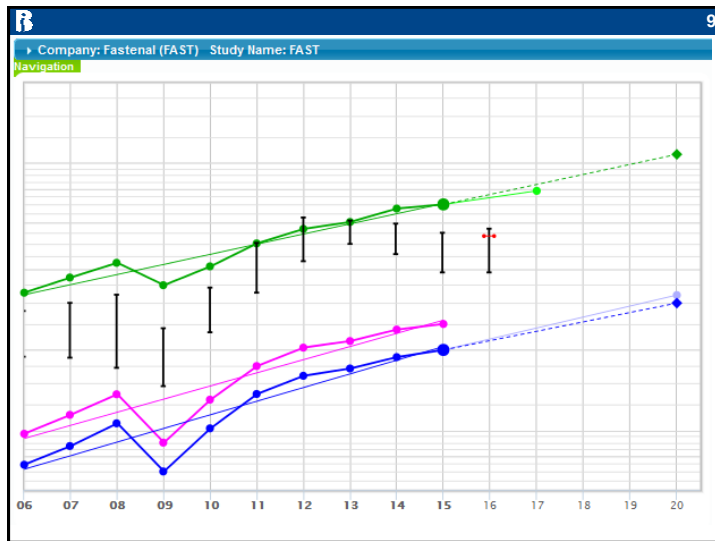


B

8

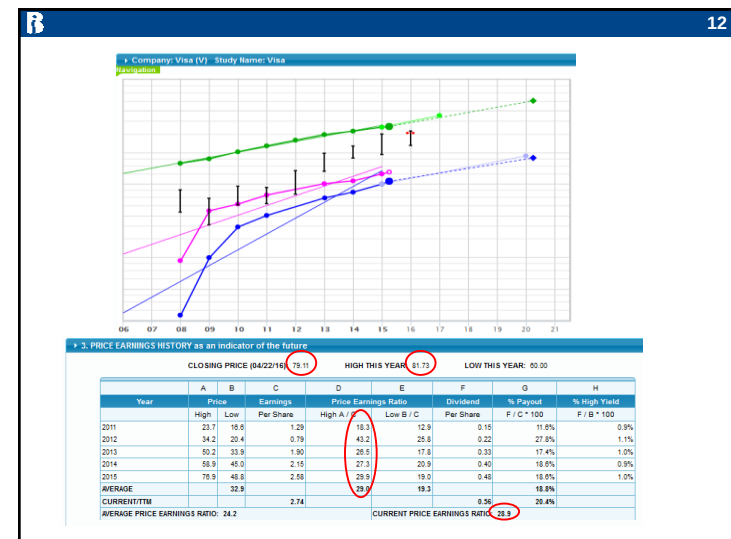
When NOT To Sell

- You think you should be doing something (CTSH)
- The Stock hasn't done anything (FAST)



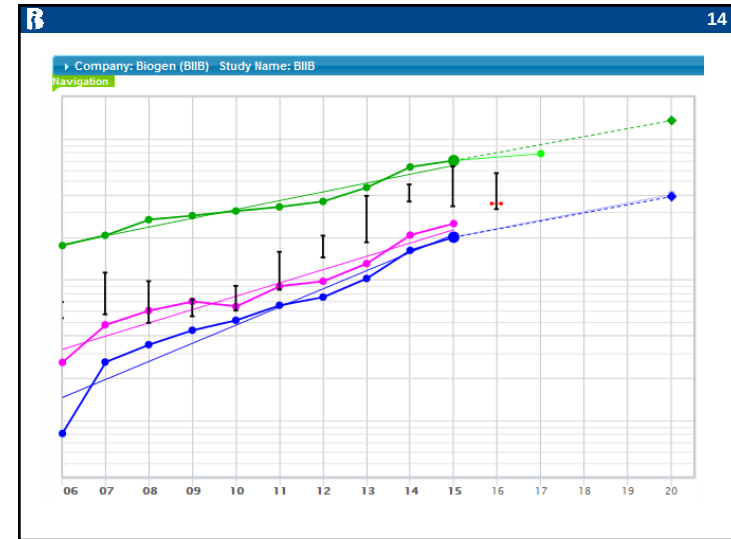
When NOT To Sell

- You think you should be doing something (CTSH)
- The Stock hasn't done anything (FAST)
- The price has gone up a little (V)



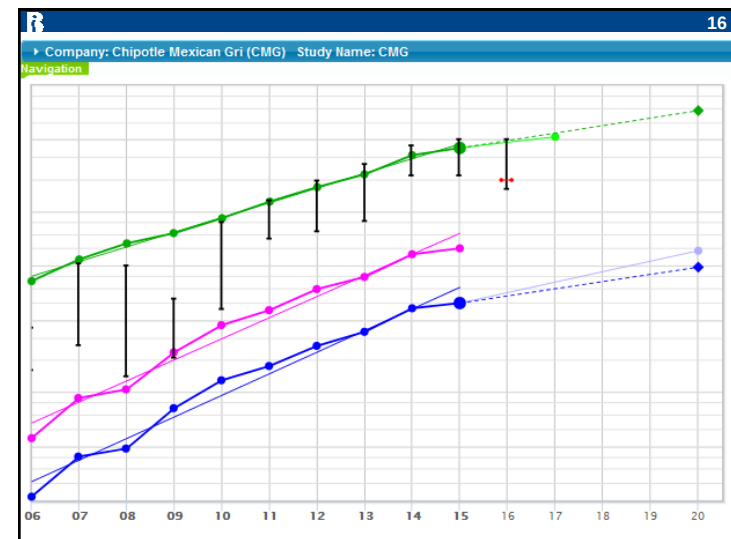
When NOT To Sell

- The price has dropped
 - Often temporary and out of proportion to the risk (BIIB)



When NOT To Sell

- The price has dropped
 - Often temporary and out of proportion to the risk (BIIB)
 - Bad news from the company or about one of its competitors (CMG and e-coli)



When NOT To Sell

- The price has dropped
 - Often temporary and out of proportion to the risk (BIIB)
 - Bad news from the company or about one of its competitors (CMG and e-coli)
- An analyst downgrades a stock (SBUX)

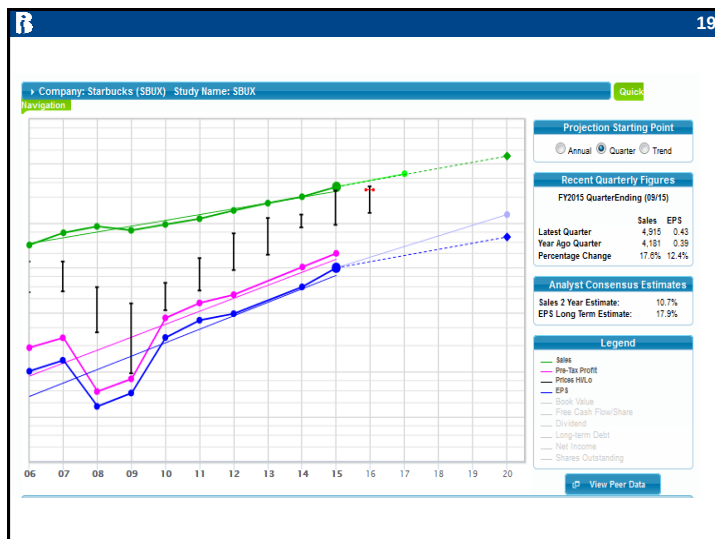
When NOT To Sell



MARILYN ALVA | 9/12/2016

Starbucks (SBUX) and Juniper Networks (JNPR) got their ratings downgraded and price targets cut early Tuesday, while analysts cut their price targets on Alcoa (AA) and Valeant Pharmaceuticals (VRX), while raising them on a pair of Apple (AAPL) chipmakers.

Starbucks fell 2.3% to 59.50 on the stock market today after Deutsche Bank downgraded the coffee chain to hold from buy and cut its PT to 64 from 70 'due to modestly decelerating sales/earnings trends.' Deutsche Bank cited Starbucks' revised loyalty program as one headwind.



When NOT To Sell

- The price has dropped
 - Often temporary and out of proportion to the risk (BIIB)
 - Bad news from the company or about one of its competitors (CMG and e-coli)
- An analyst downgrades a stock (SBUX)
- Insiders are selling
 - They need the cash or diversification

21

U.S. Securities Insider Trading Information
InsiderTrading.org™
Real-Time Insider Trading Data | Saturday April 23, 2016
[Contact Us](#) | [Data](#) | [News Media](#)

Insider Trading Insider Buying Insider Selling Large Stock Buying Large Stock Selling Top Traded Stocks

Stock Screener: Symbol Begin Date: 2016-04-01 Select End Date: 2016-04-23 Select GO

Buy/Sell	Transaction Date	Acceptance Date/Time	Issuer Name	Issuer Trading Symbol	Reporting Owner Name	Reporting Owner Relationship	Transaction Shares	Price per Share	Total Value	Shares Owned Following Transaction	Form
Sel	2016-03-30	2016-04-01 10:30:21	COGNIZANT TECHNOLOGY SOLUTIONS CORP	CTSH	McLoughlin Karen	officer	1,641	\$62.6713	\$102,844.0000	41,191	Form 4
Sel	2016-04-04	2016-04-06 11:41:56	COGNIZANT TECHNOLOGY SOLUTIONS CORP	CTSH	RAJAKRISHNAN CHANDRASEKARAN	officer	15,736	\$62.0630	\$976,623.0000	382,194	Form 4
Sel	2016-04-04	2016-04-06 11:41:56	COGNIZANT TECHNOLOGY SOLUTIONS CORP	CTSH	RAJAKRISHNAN CHANDRASEKARAN	officer	1,300	\$62.9360	\$81,816.0000	380,894	Form 4
Sel	2016-04-07	2016-04-11 10:19:31	COGNIZANT TECHNOLOGY SOLUTIONS CORP	CTSH	McLoughlin Karen	officer	889	\$61.0100	\$53,668.0000	40,741	Form 4

Wrong Reasons for Holding

- You have fallen in love with your stock
- You don't want to admit to a mistake
- You hate to lose money

When To Consider A Sell

- When the reasons for buying the stock no longer apply
- "If you know why you bought a stock in the first place, you'll automatically have a better idea of when to say good-bye to it"
 - Peter Lynch, *One Up on Wall Street*

Develop A Process

- Write down the reasons you want to buy the stock and keep them with the SSG
- Think about why you might want to sell the stock before you buy and become emotionally involved
- If you sell the stock, record the reasons
- Six months later review the sale to see if you made a good decision

When To Consider A Sell

- You need the money

College Bound

The collage consists of four images: top-left shows a man and a woman on a motorcycle; top-right shows a cartoon car packed with luggage and a person, with the text 'College Bound' above it; bottom-left shows two lounge chairs on a beach; bottom-right shows a house with a 'FOR SALE' sign.

When To Consider A Sell

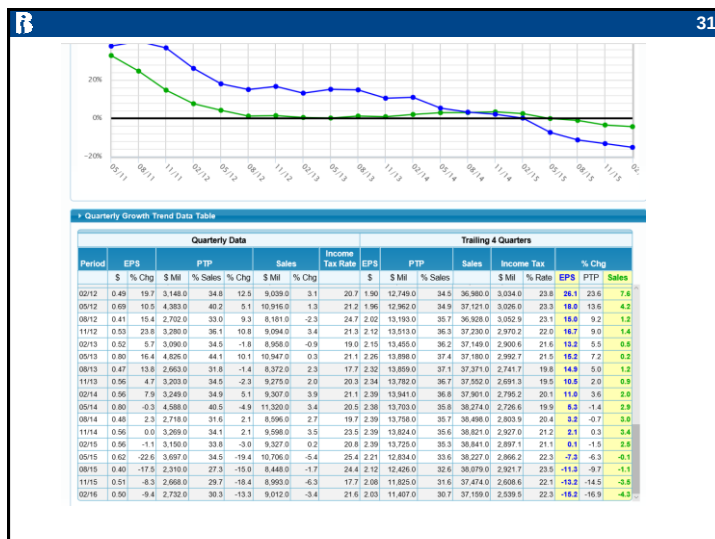
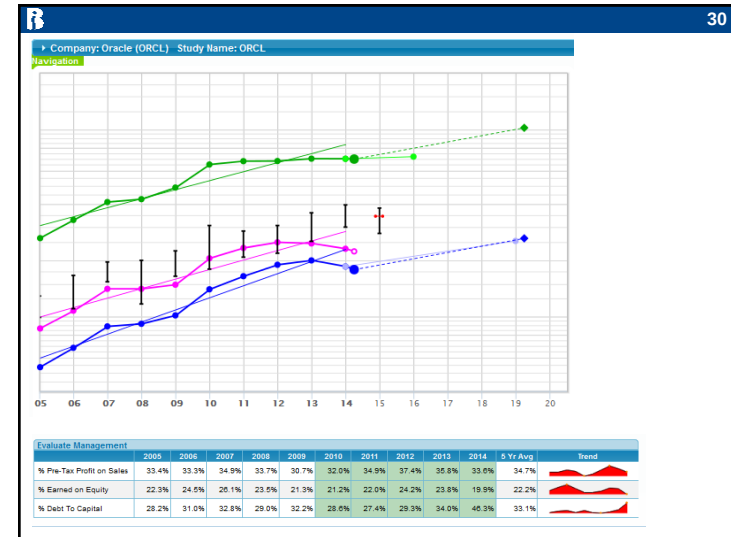
- You need the money
- Your portfolio is out of whack

Sell Class Portfolio

Sector	Industry	Security	Market Value (Security)	% of Portfolio (Security)	% of Portfolio (Industry)	% of Portfolio (Sector)
Consumer Cyclical	Restaurants	Starbucks	\$12,180.00	17.5%	17.5%	17.5%
Consumer Defensive	Packaged Foods	Hormel Foods	\$4,395.00	6.3%	6.3%	6.3%
Financial Services	Asset Management	T. Rowe Price Group	\$10,366.50	14.9%	14.9%	14.9%
Healthcare	Medical Instruments & Supplies	CR Bard	\$19,885.00	28.6%	28.6%	28.6%
Industrials	Industrial Distribution	Fastenal	\$4,713.00	6.8%	6.8%	6.8%
Technology	Consumer Electronics	Apple	\$4,834.50	7.0%	7.0%	7.0%
	Information Technology Services	Cognizant Tech Solns	\$9,024.00	13.0%	13.0%	13.0%
	Software - Infrastructure	Oracle	\$4,099.00	5.9%	5.9%	5.9%
		Total	\$69,497.00			100.0%

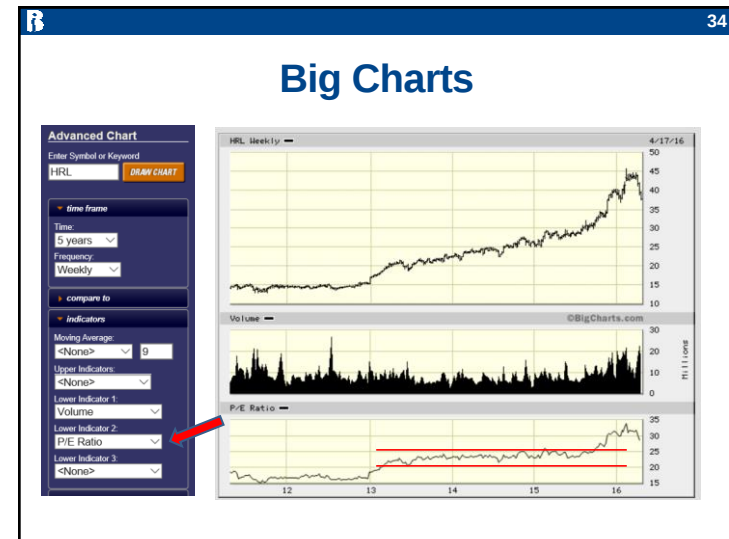
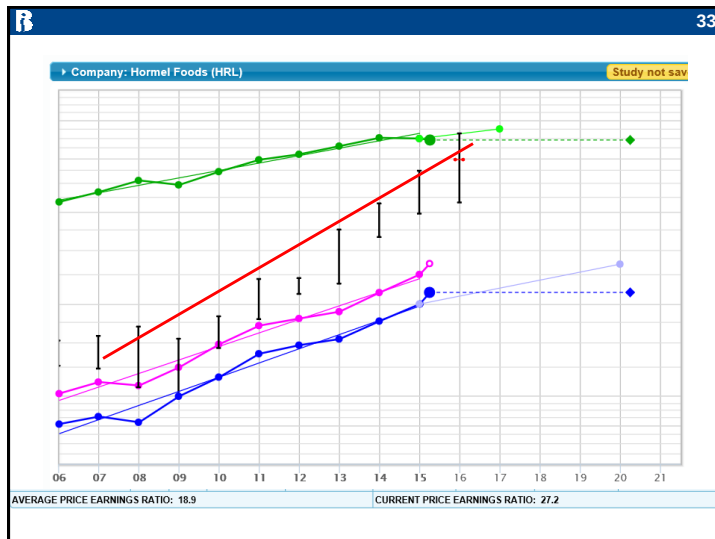
When To Consider A Sell

- You need the money
- Your portfolio is out of whack
- Company fundamentals or business outlook are slowing or deteriorating



When To Consider A Sell

- You need the money
- Your portfolio is out of whack
- Company fundamentals or business outlook are slowing or deteriorating
- Price Earnings ratio (P/E) is significantly above 5-year average P/E



35

SSG Section 1 Buy/Sell Signals

- Buy/Hold
 - Sales, pre-tax profit margins, and EPS growth increasing steadily at an acceptable rate
 - Growth is consistent
 - Most recent quarter is equal or better than the historical and projected growth rates
- Sell
 - Growth slows to an unacceptable rate
 - Growth is erratic
 - Most recent quarters are significantly less than historical or projected growth rates
 - Three quarters of declining or sub-par performance

36

Section 2 Buy/Sell Signals

- Buy/Hold
 - Profit margin and ROE are stable or trend steadily upward
 - Profit margin and ROE are above the industry average
- Sell
 - Profit margin or ROE trend downward
 - Profit margin and ROE are significantly below the industry average

37																																	
Comparison: [New Comparison] [Auto Parts] [Count: 9]	Pick study or type ticker																																
Industry averages: [Select Industry]																																	
<table> <tr><td>Hist. Sales Growth Rate - 5 YR (%)</td><td>11.0%</td></tr> <tr><td>Estimated Sales Growth Rate (%)</td><td>8.0%</td></tr> <tr><td>Hist. Earnings/Share Growth Rate - 10 YR (%)</td><td>16.2%</td></tr> <tr><td>Hist. Earnings/Share Growth Rate - 5 YR (%)</td><td>19.5%</td></tr> <tr><td>Estimated Earnings Per Share Growth Rate (%)</td><td>7.9%</td></tr> <tr><td>Earnings Stability (R-squared) - 10 YR</td><td>70</td></tr> <tr><td>Earnings Stability (R-squared) - 5 YR</td><td>95</td></tr> </table>	Hist. Sales Growth Rate - 5 YR (%)	11.0%	Estimated Sales Growth Rate (%)	8.0%	Hist. Earnings/Share Growth Rate - 10 YR (%)	16.2%	Hist. Earnings/Share Growth Rate - 5 YR (%)	19.5%	Estimated Earnings Per Share Growth Rate (%)	7.9%	Earnings Stability (R-squared) - 10 YR	70	Earnings Stability (R-squared) - 5 YR	95																			
Hist. Sales Growth Rate - 5 YR (%)	11.0%																																
Estimated Sales Growth Rate (%)	8.0%																																
Hist. Earnings/Share Growth Rate - 10 YR (%)	16.2%																																
Hist. Earnings/Share Growth Rate - 5 YR (%)	19.5%																																
Estimated Earnings Per Share Growth Rate (%)	7.9%																																
Earnings Stability (R-squared) - 10 YR	70																																
Earnings Stability (R-squared) - 5 YR	95																																
<table> <tr><td>% Pretax Profit on Sales (Last 5 Year Average)</td><td>27.0%</td></tr> <tr><td>% Earned on Equity (Last 5 Year Average)</td><td>17.5%</td></tr> <tr><td>% Debt to Capital</td><td>8.7%</td></tr> </table>	% Pretax Profit on Sales (Last 5 Year Average)	27.0%	% Earned on Equity (Last 5 Year Average)	17.5%	% Debt to Capital	8.7%																											
% Pretax Profit on Sales (Last 5 Year Average)	27.0%																																
% Earned on Equity (Last 5 Year Average)	17.5%																																
% Debt to Capital	8.7%																																
<table> <tr><td>Present Price</td><td>15.86</td></tr> <tr><td>Present Price / Estimated Total EPS</td><td>2.3</td></tr> <tr><td>Price Range (Last 5 Years)</td><td>7.19 - 19.06</td></tr> <tr><td>Current High P/E</td><td>17.5</td></tr> <tr><td>Average High P/E</td><td>19.7</td></tr> <tr><td>Average P/E</td><td>16.2</td></tr> <tr><td>Average Low P/E</td><td>12.7</td></tr> <tr><td>Current Low P/E</td><td>12.9</td></tr> <tr><td>Current P/E</td><td>14.8</td></tr> <tr><td>Lower Buy Price Zone (25%)</td><td>13.00 - 17.22</td></tr> <tr><td>Middle Hold Price Zone (50%)</td><td>17.22 - 25.65</td></tr> <tr><td>Upper Sell Price Zone (25%)</td><td>25.65 - 29.87</td></tr> <tr><td>Present Price Indicator</td><td>Buy</td></tr> <tr><td>Upside/Downside Ratio</td><td>4.90 to 1</td></tr> <tr><td>Relative Value</td><td>91.2%</td></tr> <tr><td>P/E: Projected Growth Rate (PEG)</td><td>173.1%</td></tr> </table>	Present Price	15.86	Present Price / Estimated Total EPS	2.3	Price Range (Last 5 Years)	7.19 - 19.06	Current High P/E	17.5	Average High P/E	19.7	Average P/E	16.2	Average Low P/E	12.7	Current Low P/E	12.9	Current P/E	14.8	Lower Buy Price Zone (25%)	13.00 - 17.22	Middle Hold Price Zone (50%)	17.22 - 25.65	Upper Sell Price Zone (25%)	25.65 - 29.87	Present Price Indicator	Buy	Upside/Downside Ratio	4.90 to 1	Relative Value	91.2%	P/E: Projected Growth Rate (PEG)	173.1%	
Present Price	15.86																																
Present Price / Estimated Total EPS	2.3																																
Price Range (Last 5 Years)	7.19 - 19.06																																
Current High P/E	17.5																																
Average High P/E	19.7																																
Average P/E	16.2																																
Average Low P/E	12.7																																
Current Low P/E	12.9																																
Current P/E	14.8																																
Lower Buy Price Zone (25%)	13.00 - 17.22																																
Middle Hold Price Zone (50%)	17.22 - 25.65																																
Upper Sell Price Zone (25%)	25.65 - 29.87																																
Present Price Indicator	Buy																																
Upside/Downside Ratio	4.90 to 1																																
Relative Value	91.2%																																
P/E: Projected Growth Rate (PEG)	173.1%																																
<table> <tr><td>Present Yield</td><td>2.11%</td></tr> <tr><td>Avg. Percent Payout</td><td>37.10%</td></tr> </table>	Present Yield	2.11%	Avg. Percent Payout	37.10%																													
Present Yield	2.11%																																
Avg. Percent Payout	37.10%																																

38																																	
Comparison: [New Comparison] [Auto Parts] [Count: 10]	Pick study or type ticker																																
Industry averages: [Select Industry]																																	
<table> <tr><td>Hist. Sales Growth Rate - 5 YR (%)</td><td>11.0%</td></tr> <tr><td>Estimated Sales Growth Rate (%)</td><td>8.0%</td></tr> <tr><td>Hist. Earnings/Share Growth Rate - 10 YR (%)</td><td>16.2%</td></tr> <tr><td>Hist. Earnings/Share Growth Rate - 5 YR (%)</td><td>19.5%</td></tr> <tr><td>Estimated Earnings Per Share Growth Rate (%)</td><td>7.9%</td></tr> <tr><td>Earnings Stability (R-squared) - 10 YR</td><td>70</td></tr> <tr><td>Earnings Stability (R-squared) - 5 YR</td><td>95</td></tr> </table>	Hist. Sales Growth Rate - 5 YR (%)	11.0%	Estimated Sales Growth Rate (%)	8.0%	Hist. Earnings/Share Growth Rate - 10 YR (%)	16.2%	Hist. Earnings/Share Growth Rate - 5 YR (%)	19.5%	Estimated Earnings Per Share Growth Rate (%)	7.9%	Earnings Stability (R-squared) - 10 YR	70	Earnings Stability (R-squared) - 5 YR	95																			
Hist. Sales Growth Rate - 5 YR (%)	11.0%																																
Estimated Sales Growth Rate (%)	8.0%																																
Hist. Earnings/Share Growth Rate - 10 YR (%)	16.2%																																
Hist. Earnings/Share Growth Rate - 5 YR (%)	19.5%																																
Estimated Earnings Per Share Growth Rate (%)	7.9%																																
Earnings Stability (R-squared) - 10 YR	70																																
Earnings Stability (R-squared) - 5 YR	95																																
<table> <tr><td>% Pretax Profit on Sales (Last 5 Year Average)</td><td>27.0%</td></tr> <tr><td>% Earned on Equity (Last 5 Year Average)</td><td>17.5%</td></tr> <tr><td>% Debt to Capital</td><td>8.7%</td></tr> </table>	% Pretax Profit on Sales (Last 5 Year Average)	27.0%	% Earned on Equity (Last 5 Year Average)	17.5%	% Debt to Capital	8.7%																											
% Pretax Profit on Sales (Last 5 Year Average)	27.0%																																
% Earned on Equity (Last 5 Year Average)	17.5%																																
% Debt to Capital	8.7%																																
<table> <tr><td>Present Price</td><td>15.86</td></tr> <tr><td>Present Price / Estimated Total EPS</td><td>2.3</td></tr> <tr><td>Price Range (Last 5 Years)</td><td>7.19 - 19.06</td></tr> <tr><td>Current High P/E</td><td>17.5</td></tr> <tr><td>Average High P/E</td><td>19.7</td></tr> <tr><td>Average P/E</td><td>16.2</td></tr> <tr><td>Average Low P/E</td><td>12.7</td></tr> <tr><td>Current Low P/E</td><td>12.9</td></tr> <tr><td>Current P/E</td><td>14.8</td></tr> <tr><td>Lower Buy Price Zone (25%)</td><td>13.00 - 17.22</td></tr> <tr><td>Middle Hold Price Zone (50%)</td><td>17.22 - 25.65</td></tr> <tr><td>Upper Sell Price Zone (25%)</td><td>25.65 - 29.87</td></tr> <tr><td>Present Price Indicator</td><td>Buy</td></tr> <tr><td>Upside/Downside Ratio</td><td>4.90 to 1</td></tr> <tr><td>Relative Value</td><td>91.2%</td></tr> <tr><td>P/E: Projected Growth Rate (PEG)</td><td>173.1%</td></tr> </table>	Present Price	15.86	Present Price / Estimated Total EPS	2.3	Price Range (Last 5 Years)	7.19 - 19.06	Current High P/E	17.5	Average High P/E	19.7	Average P/E	16.2	Average Low P/E	12.7	Current Low P/E	12.9	Current P/E	14.8	Lower Buy Price Zone (25%)	13.00 - 17.22	Middle Hold Price Zone (50%)	17.22 - 25.65	Upper Sell Price Zone (25%)	25.65 - 29.87	Present Price Indicator	Buy	Upside/Downside Ratio	4.90 to 1	Relative Value	91.2%	P/E: Projected Growth Rate (PEG)	173.1%	
Present Price	15.86																																
Present Price / Estimated Total EPS	2.3																																
Price Range (Last 5 Years)	7.19 - 19.06																																
Current High P/E	17.5																																
Average High P/E	19.7																																
Average P/E	16.2																																
Average Low P/E	12.7																																
Current Low P/E	12.9																																
Current P/E	14.8																																
Lower Buy Price Zone (25%)	13.00 - 17.22																																
Middle Hold Price Zone (50%)	17.22 - 25.65																																
Upper Sell Price Zone (25%)	25.65 - 29.87																																
Present Price Indicator	Buy																																
Upside/Downside Ratio	4.90 to 1																																
Relative Value	91.2%																																
P/E: Projected Growth Rate (PEG)	173.1%																																
<table> <tr><td>Present Yield</td><td>2.11%</td></tr> <tr><td>Avg. Percent Payout</td><td>37.10%</td></tr> </table>	Present Yield	2.11%	Avg. Percent Payout	37.10%																													
Present Yield	2.11%																																
Avg. Percent Payout	37.10%																																

39	
Section 3 Buy/Sell Signals	
• Buy/Hold	• The current P/E is at or below the average P/E • If there is a dividend, the payout ratio is stable or increasing
• Sell	• The current P/E is above the High P/E • Dividend cuts or suspension • Dividend payout increasing faster than earnings, thus lowering future EPS growth rate

40	
Section 4 and 5 Buy/Sell Signals	
• Buy/Hold	• Upside-downside ratio is 3:1 or better • Total return meets or exceeds your target return
• Sell	• The upside-downside is less than 1 • Total return and /or projected average return is significantly less than your target area

41

Total Return

5. FIVE-YEAR POTENTIAL

A. CURRENT YIELD	
Indicated Annual Dividend	0.60
Closing Price	40.70
= 0.0147 = 1.5%	

B. AVERAGE YIELD - USING FORECAST HIGH P/E	
Avg. % Payout	14.7
Forecast High P/E	15.90
= 0.9%	

AVERAGE YIELD - USING FORECAST AVERAGE P/E	
Avg. % Payout	14.7
Forecast Average P/E	15.00
= 0.9%	

C. COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E	
Annual Appreciation	5.0%
Average Yield	0.8%
Annualized Rate of Return	5.8%

COMPOUND ANNUAL RETURN - USING FORECAST AVERAGE P/E	
Annual Appreciation	1.6%
Average Yield	0.9%
Annualized Rate of Return	2.5%

SSG Results Summary	
Zone:	HOLD
Upside/Downside Ratio:	1.0 To 1
Total Return (High P/E):	5.8%
Projected Return (Avg P/E):	2.5%
Buy price to satisfy US/DS of 3 to 1 and 15% total return:	26.7
Closing Price (04/22/16):	40.70

42

When To Consider A Sell

- Total Return does not meet your goals
- Another company offers equal or better returns with less downside risk
- A company of equal or higher quality offers better potential returns

Another good use of the Stock Comparison Guide

43

Sell Signals Not On The SSG

- An adverse management change has occurred
- The customer base is shrinking
- Competition is increasing (economic moat)
- Product falls out of favor or is replaced by new innovation
- Product pipeline is deteriorating

44

Sell Signals Not On The SSG

- Funding for research and development is decreasing
- Financial results show a problem or worse
- Price drops below your estimated low for no apparent reason
- Negative information provided in news releases, annual reports and analysts reports



Analysts Opinions

Date	Analyst	Rating	Target Price	Current Price
Apr-27-16	UBS	Reiterated	\$73 → \$79	\$73
Apr-27-16	RBC Capital Mkts	Reiterated	\$74 → \$78	\$74
Mar-15-16	BofA/Merrill	Downgrade	Buy → Neutral	\$74
Feb-09-16	Barclays	Reiterated	Equal Weight	\$67 → \$65
Feb-01-16	RBC Capital Mkts	Reiterated	Sector Perform	\$79 → \$74
Jan-08-16	Deutsche Bank	Reiterated	Buy	\$81 → \$80
Oct-23-15	UBS	Reiterated	Neutral	\$68 → \$73
Oct-23-15	RBC Capital Mkts	Reiterated	Sector Perform	\$85 → \$79
Aug-05-15	Bernstein	Downgrade	Outperform → Mkt Perform	\$85
Jun-26-15	Susquehanna	Upgrade	Neutral → Positive	\$86 → \$95
Jun-08-15	Goldman	Initiated	Neutral	\$90 → \$88
Jun-03-15	Piper Jaffray	Initiated	Neutral	\$93
Jan-29-15	RBC Capital Mkts	Reiterated	Sector Perform	\$84 → \$90
Jan-29-15	Argus	Reiterated	Buy	\$90 → \$93
May-16-14	Deutsche Bank	Initiated	Buy	\$81 → \$89
Apr-26-14	Argus	Reiterated	Buy	\$77 → \$90
Jan-29-14	UBS	Reiterated	Sector Perform	\$81
Jan-22-14	RBC Capital Mkts	Reiterated	Sector Perform	\$81
Oct-28-13	UBS	Upgrade	Neutral → Buy	\$77 → \$90
Jul-11-13	Evercore	Initiated	Overweight	\$77

Recent News

Date	Time	Source	Headline
Apr-29-16	01:53PM	Investopedia	T. Rowe Price vs. Fidelity: Comparing Small Business 401(k) Providers
11:31AM		Reuters	T. Rowe Price accused of charging excessive mutual fund fees
06:22AM		Zacks	Federated (FIT) Q1 Earnings Beat as Fee Waivers Fall
Apr-28-16	01:52PM	Capital Cube	ETFs with exposure to T. Rowe Price Group, Inc. : April 28, 2016
08:39AM		EDGAR Online	PRICE T ROWE GROUP INC Files SEC form 8-K; Submission of Matters to a Vote of Security Holders
Apr-27-16	04:36PM	Zacks	Franklin Resources (BEN) Q2 Earnings Miss, Costs Down
03:41PM		American City Business Journals	T. Rowe Price leaders not worried about takeover, in control of 'own destiny'
12:29PM		PR Newswire	T. Rowe Price Group Declares Quarterly Dividend
10:24AM		Capital Cube	T. Rowe Price Group, Inc. :TROW-US: Earnings Analysis: Q1, 2016 By the Numbers
09:30AM		American City Business Journals	T. Rowe has 'significant focused interest' in diversifying
08:18AM		Barrons.com	A.M. Funds Roundup: Low-Cost Funds Are Winning; Outflows At Brevan Howard
08:13AM		Zacks	T. Rowe Price (TROW) Q1 Earnings Beat; Lower Revenue
07:07AM		Zacks	Janus Capital (JNS) Down on Q1 Earnings Miss; Dividend Up
Apr-26-16	04:33PM	EDGAR Online	PRICE T ROWE GROUP INC Files SEC form 10-Q; Quarterly Report
01:53PM		TheStreet	T. Rowe Price Still Investing in Growth Despite 'Modest' 2016 Forecast
11:24AM		Zacks	T. Rowe Price (TROW) Posts Strong Q1 Earnings; Costs Rise
09:55AM		American City Business Journals	T. Rowe Price earnings beat estimates despite revenue drop
08:22AM		The Wall Street Journal	[\$\$] T. Rowe Price Profit Falls Less Than Expected
07:58AM		AP	T. Rowe beats 1Q profit forecasts
07:29AM		PR Newswire	T. Rowe Price Group Reports First Quarter 2016 Results
07:16AM		Wolfe	Worried About Social Security? Buy These 4 Stocks
07:07AM		CCBN	Q1 2016 T. Rowe Price Group Inc Earnings Release - Before Market Open
Apr-25-16	05:50PM	Investopedia	PRWCX: A Risk Statistics Case Study
04:27PM		TheStreet	T. Rowe Price Shares Dip Amid Global Economic Worries
12:32PM		Yahoo Finance Contributors	Monday links: doing more in markets
10:31AM		Barrons.com	A.M. Funds Roundup: Can You Time The Market With Factors?; 'Positioning' Rules The Market
06:57AM		Zacks	What's in Store for T. Rowe Price (TROW) in Q1 Earnings?
Apr-24-16	10:41AM	Moody's	The Biggest Threat to T. Rowe Price Group Stock
Apr-19-16	03:10PM	Moody's	T. Rowe Price rolls out new quantitative funds
11:12AM		PR Newswire	T. Rowe Price Launches Three New Quantitatively Managed Stock Funds
Apr-18-16	05:51PM	TheStreet	Feds eye mutual fund liquidity and hedge fund debt
02:16PM			T. Rowe Price Marked Down Its Investments In Private Companies, Including Uber And Dropbox
01:25PM			Ton 4 Sales Growth Stocks

Beginner's Guide to Financial Statements

- <http://www.sec.gov/investor/pubs/begfinstmtguide.htm>
- Basics
- "Show me the money!"
- Balance Sheets
- Income Statements
- Cash Flow Statements
- Read the Footnotes
- Read the MD&A
- Financial Statement Ratios & Calculations
- Bringing It All Together

49

Magazine | Newsletters | Store | Customer Service

Kiplinger

read an annual report

Wealth Creation Retirement Taxes Investing Credit & Debt Saving Spending Home & Re

[Our 10-K Cheat Sheet: How to Speed Read a Company's Annual ...](#)
www.kiplinger.com/.../T052-C000-S002-our-10-k-cheat-sheet-how-to-speed-read-a-compa
ny-s.html
It's like Silas Marner -- long and boring and nobody wants to read it. But if you're a ... Our
10-K Cheat Sheet: How to Speed Read a Company's Annual Report.

[7 Clues to Look for Within Annual Reports-Kiplinger](#)
www.kiplinger.com/.../T052-C000-S002-7-clues-to-look-for-within-annual-reports.html
Annual reports are being supplanted by the Form 10-K, the annual filing
required by the ... But read carefully and you may ferret out less-obvious
risks, such as a ...

50

How To Speed Read A Company's Annual Report

- Where to find it and why it's important
 - Stock classes
 - Auditor changes or disagreements
 - Auditor's report
 - Risk factors
 - Legal proceedings
 - Consolidates financial statements
 - Management's discussion of results

51

Time for Questions





52

Make A Difference!

Have you benefited from **BetterInvesting**?

Introduce our unique investment education to others!

Share **BetterInvesting** materials with your family and friends!



BetterInvesting.org/InvestBetter

