

Patron Question: What is recommended to invest in?

ValueLine

ValueLine has a feature with each Summary and Index section. This is updated weekly. For a recommended industry to invest in look at the table titled

'Industries, in Order of Timeliness Rank' (Outlook of 6 -12 months)

For a recommended stock to invest in look at the table titled

'Timely Stocks'

Morningstar

Morningstar has newsletters which feature what stocks, funds, or ETFs are selected for certain portfolios.

Morningstar DividendInvestor

Morningstar StockInvestor

Morningstar FundInvestor

Morningstar ETFInvestor

These can be found under the newsletters tab.

S&P NetAdvantage

The Outlook, S&P Capital IQ premier investment advisory newsletter, also features their own portfolios such as the Top Ten Model Portfolio feature in Aug 1, 2016 edition of Outlook. The Outlook is available every week except some holiday weeks like Christmas.

Under the industry tab, the Industry reports can be helpful to a patron also. However these are not updated on a regular basis. If the industry is not trending, it can be years before an update occurs.

Patron Questions: How do I choose a broker?

FIRNA

Choosing an Investment Professional

<http://www.finra.org/investors/choosing-investment-professional>

Forbes

10 Questions To Ask When Choosing a Financial Advisor

<http://www.forbes.com/sites/laurashin/2013/05/09/10-questions-to-ask-when-choosing-a-financial-advisor/>

Ohio Department of Commerce

How to Check Your Stock Broker or Brokerage Firm

<http://www.com.ohio.gov/documents/CheckOutStockBrokerFinal.pdf>

Questions to ask a securities promoter

<http://www.com.ohio.gov/documents/SecuritiesPromoter.pdf>

Wall Street Journal

How to Choose a Financial Planner

<http://guides.wsj.com/personal-finance/managing-your-money/how-to-choose-a-financial-planner/>

Better Business Bureau

www.bbb.org

**County Auditor to check on property taxes on business and individual
Court Searches/including Probate/Federal**

FINRA BrokerCheck

BrokerCheck

<http://brokercheck.finra.org/>

Terms to Understand

Actively Managed Mutual Funds- These mutual funds are run by a professional money manager or a team of money managers who choose investments based on their own research and knowledge of companies or industries. Actively managed mutual funds generally aim to beat the performance of a benchmark index, which is a big appeal for investors.

Capital gains- Stocks are bought and sold constantly throughout each trading day, and their prices change all the time. When a stock price goes higher than what you paid to buy it, you can sell your shares at a profit. These profits are known as capital gains. In contrast, if you sell your stock for a lower price than you paid to buy it, you've incurred a capital loss.

Core Stock- Core stocks are those of companies that have withstood various market and economic conditions and have either remained steady or recovered from losses.

Corporate Bonds- These bonds are riskier because the issuer is a business. Consequently, the interest rates on corporate bonds tend to be higher, so investors are rewarded for the extra risk. But keep in mind that the corporation could default or the bond could be called, meaning the issuer could redeem the bond before it reaches maturity.

Dividends- The trailing one- and three-year annualized growth rates in dividends per share. Increasing dividends is usually a signal that management has confidence in the company's continued earnings power. Dividend growth especially growth that has been steady from year to year is a good sign for those investing for income

Declaration Date- The date on which the next dividend payment is announced by the directors of a company.

Ex-dividend date- Once the company sets the record date, the ex-dividend date is set based on stock exchange rules. The ex-dividend date is usually set for stocks **two business days before** the record date. If you purchase a stock on its ex-dividend date or after, you will not receive the next dividend payment. Instead, the seller gets the dividend. If you purchase before the ex-dividend date, you get the dividend.

Record Date- The cut-off date established by a company in order to determine which shareholders are eligible to receive a dividend or distribution.

Payable Date- The **dividend payable date** is the date on which a company pays a dividend to its shareholders of record.

Exchange Traded Funds- ETFs are also low-cost funds that generally track an index, which can be broad, like the S&P 500, or more narrow, like the S&P Global Nuclear Energy Index. A big difference between ETFs and mutual funds, however, is that ETFs trade on exchanges like stocks and fluctuate in price during the day. They are becoming a popular way to invest because of their low cost and ease of trading.

Growth Stock- A company stock that tends to increase in capital value rather than yield high income.

Index Funds- Index funds are passively managed, meaning they track an established market index, such as the Standard & Poor 500 index, which invests in 500 of the largest companies in a range of industries. The appeal to many investors is broad market exposure at a low cost, since index funds carry lower expenses compared with actively managed funds. And when it comes to performance, index funds often beat actively managed mutual funds over long periods of time.

Market Capitalization- It's the dollar value of the company, calculated by multiplying the number of outstanding shares by the current market price.

Small, Mid, and Large Cap Stocks- Large caps are usually considered companies with market caps that exceed \$10 billion. Mid caps include companies between \$2 billion and \$10 billion, and small caps are generally less than \$2 billion.

Stock split- A **stock split** or stock divide increases the number of shares in a public company. The price is adjusted such that the before and after market capitalization of the company remains the same and dilution does not occur. Options and warrants are included.

Value Stock- These are shares of companies investors believe the market has undervalued based on negative publicity, a bad quarterly report or some other factor. The idea is that the stock's price will eventually rise to reach its "true" value. Value stocks are generally perceived as less volatile than their growth counterparts, as they tend to be investments in established companies.

Style Returns

Style Indexes

-  Large Value
-  Large Core
-  Large Growth
-  Mid Value
-  Mid Core
-  Mid Growth
-  Small Value
-  Small Core
-  Small Growth