

TRANSCRIPT

Searching for stock ideas on Fidelity.com

**Heather Knight:** Thanks so much, Jonathan, I really appreciate it. So again, my name is Heather Knight, and I am a regional brokerage consultant here with Fidelity. I'm one of many across the country that work with clients that are somewhat self-directed or completely self-directed, and basically what we do is we travel to different branches in our territory -- and I am based out of the Florida area -- and we meet with clients in person and we also conduct virtual sessions in order to help clients maybe narrow down their overall trading strategy or their portfolio strategies, to help them utilize some of the tools that we have here to the best of their advantage. So a lot of that is available for you across the country and we do partner with our strategy desk as well as our fixed income high net worth bond desk team, so we're happy to assist you. We focus typically on individual stocks, exchange traded funds, sector-sector rotation, advanced trading, day trading, as well as technical and fundamental analysis. And as you can imagine, the majority of what we do here is utilization of the tools that we have. So when we think about Fidelity.com, I like to look at that as more of our information station. So that's where we do a lot of our idea generation, our portfolio monitoring, and then help you to funnel through some of the stock screening criterias, as well as the exchange traded fund screeners. But we also have mutual fund screeners as well.

So I'm going to go ahead and share my screen with everybody today and I should tell you that we do, like I said earlier, meet with clients that are self-directed in person, so if there's something here that you have of interest you can always reach out to your local investor center and set up an appointment for that as well if you have interest.

So where I want to start today is actually going to be on our news and research page and also starting off with where are you at now. When I sit down with clients I really like to get an idea as to what their current strategy is and so a lot of times clients will come through and they'll say, "Heather, I'm just looking for dividend-paying securities," and the most interesting thing is, is that a lot of people don't really know why they need it. You know, is it specifically for income, is it because you believe that those particular stocks do the best? Well, you've got to sit and figure out what's your overall portfolio look like, because the reality is, is that diversification and having a good, solid fundamental strategy to your trading plan is really important. And that's really the basis of where you want to head towards as you're completing your portfolio or updating it or even transitioning it for year-end.

So the first thing you would want to do is figure out where we're at now, and so when you log onto Fidelity.com you typically will see all of your accounts, your total positions, and of course we're looking at a test account today. But in the middle of your screen you can see multiple tabs: your balances, positions, things that are suitable for your use or things that are related to your particular securities. We're going to start off with the analysis page just because I want to share this a little bit with you. This is something that you have the ability to do on your own, whether or not you work with a consultant in one of the local centers or you typically do things on your own, this gives you an idea as to where you're currently at as it relates to of your positions in your portfolios. The neat part about this particular page is that not only can you view your positions that you currently hold here at Fidelity but you can also view positions that are external of Fidelity or even add positions so that you can actually see how those positions may or may not complement your strategy.

And so a couple things that I'm going to highlight on this page: number one, over on the right hand side of your screen you can see something that says "Reports." You can actually print a current report of the majority of everything that we're going to touch on today. I won't click on every single thing area because I want to make sure I get to some of the idea generation during this session, but I would like to see everybody take a few minutes to spend time

this afternoon or another time to review all of these areas. So we're looking currently at an account view. It'll show you what your current asset allocation is, and as you can see, you see "unknown" or it'll be short term if there are cash positions that are in here, but I can change my view to view my positions that are external, or, like I said, add individual positions if I want to as well. That does say "add outside account." You can certainly enter positions one by one or individually. They don't have to be specific accounts. This is very different than the full view experience that some of you might be utilizing, which we won't talk too much about today.

So I'm going to go ahead and click on "update view" just so we can get an idea of all of the positions that I've entered in as part of this session today. And what you'll see is that it's actually just like the 10 of 10 accounts and now I can really take a look at my asset allocations, OK? So it tells me where my bonds are, domestic stock, foreign stock, and interestingly enough, if you've actually spent some time in the planning and guidance center there's an area here that will actually show goal to the right of this. So you can see right here I have a goal view and it will pull information from our planning and guidance as it relates to specific goals that you have entered. So you can actually put that information into Fidelity to get yourself to the point where you want to be to accomplish a short-term goal, a long term goal, be it retirement or even

something simple as college or any type of money that you're saving for a big purchase as well.

So if I scroll down here a little bit I'll show you that it's going to give me a highlight of my top positions and ratings. Right now you're looking at mostly mutual funds that are there, but if we were to see individual stocks it would give us that information as well, and then if I scroll down a little bit more you could see where your stock analysis is based by style, which would be your market caps, large cap, mid cap, small cap, or your valuation for growth, growth and value, and of course value. And we always give you benchmarks. So the benchmark here is that Dow Jones U.S. Total Market Index. People that I work with, they don't always have it exactly on target with that because we might just be simply investing in a broad-based index at that point. A lot of times we have our own opinions or we've used a lot of the ideas or news that we have available to overweight or underweight certain areas or specifically for needs if we're looking for more of a value type play. And of course you have your fixed income analysis there as well.

And if I scroll back up to the top and I click on my summary views I can also see my geographic distribution, so where essentially and what positions are actually in certain areas across the world. So I think that that's pretty

interesting especially if we're not comfortable or familiar with one particular area, and maybe we want to add some additional exposure to that, this would help us out when we're trying to figure out where we're at now so that we can focus and use that as an option for our idea generation.

Scroll just a little bit and we're going to go back up here to the stock analysis and I'm going to click on "stock style." Your stock style is really going to give you the boxes and view. We saw kind of a quick overview on that front page but this will truly tell you where the Dow Jones Total Market Index is versus your selected accounts. And so if I wanted to know what positions were specific to small cap value, I can scroll down and actually see the dollar amount that I have exposure to, even broken down with exchange traded funds, mutual funds, or stocks, and in this case we're looking at mutual funds as part of our demonstration today.

So I'm going to click on the "sector" tab here and I'd say that this is probably the one that's most widely use and not necessarily because everybody is a sector investor or is a rotation specialist, but because we as individuals look at things and can see are there people spending money in the stores, are the parking lots empty or there people still doing things to kind of drive some of the economy. A lot of that could be based on the business cycle as to where

we're at right now, so it makes it a little bit easier to take a look at our exposure from these different areas or segments to determine what we might want to add. If I'm looking at this particular chart, what you see here in the blue is your allocation. So this is actually your entire stock position and portfolio, or things that you've added in, and what your overall exposure is based on that total dollar amount. So you can see in this particular case in my selected account I have exposure to about 33 percent technology and the index is at 23 percent, which could mean that I'm overweight. So what story could that tell us? Well, it could mean that maybe you might have a little bit more volatility, especially if either -- discussions with trade wars, et cetera, whatever might be going on at that moment in time you could anticipate to see a little bit more volatility than maybe just a straight index.

The two black lines that you see there are actually where the Dow Jones Total Market Index is. And again, that's just a benchmark, rule of thumb, not necessarily that you have to match that, right, but we're just kind of giving you an idea. So in the case of me working with a client who comes in and says, you know what, Heather, I really need to add some exposure to some dividend paying securities because I need to add a lack of -- or I need to add some additional income, or maybe I want to just see a little bit more from a dollar reinvestment standpoint. So one of the things that we could do instead of just

a straight growth, well, commonly, there are areas that we could look at and maybe start from if we're doing some idea generation, so we could look at utilities potentially as an option. It might tend to be a little bit less volatile because we still need to pay our utility bills, right, no matter where we are in the economic cycle or what's going on. So that could be a place that you could start with, so when we think about doing the top down approach, looking at sectors, trying to find areas that we might need to complement or add to our portfolio, we might use the utilities as the separate even your total dollar amount in mutual funds and ETFs. So remember you don't always have to know every exposure, and a lot of times our mutual funds tend to be a little bit more difficult to figure out what areas we might have exposure, but this will tell you in either dollar and/or percents and if you have a lot of positions in there you can actually specifically isolate those sectors or group them by accounts as well.

So I'll scroll up just a little bit here and go back up to the top and I'm going to skip over the fixed income analysis for today. We're going to head over to the ratings and then I'll show you what the equity summary score looks like. Now keep in mind this is a test account so I don't necessarily have anything showing in there, but if you were to look at your own positions you could get an idea very quickly as to what ratings that your specific securities or stocks have, and

to give you an example I'll click on our mutual fund ratings so you can see what that looks like. And so now you can see my Morningstar ratings and if I scroll down it'll tell you exactly what category it's in and what those might be. Now why is that important? Well, if you're looking to rebalance your portfolio this might be an area for you to look at for something that you may have bought in the past that was bullish and maybe now it might neutral. And I'll talk a little bit about that StarMine Accuracy Score going forward in just a few moments.

So I'll scroll back up and show you one more thing on this analysis page and we can take a look at our portfolio insights. So this is actually really nice because it's going to highlight and tell you what areas your portfolio and that could be accompanied with your planning and guidance online, it could also be based on your age or your risk tolerance that you have completed when you opened the account with Fidelity, but it's really giving you an idea as to things that you might want to do. So when you're looking at your portfolio or you're updating it on a quarterly basis you want to still make sure that you're in line with your original strategy. It's really important to make sure that if something has changed and you need to adjust that portfolio that you start to process by taking a look at what things might need action before even getting to that idea generation perspective.

So I'm going to scroll back up here and where I'd like to go now is just to kind of give you an idea as to the preparations for your overall portfolio itself that when you're doing your own review you can take a look at. If I go back to that summary page there's another tab here, OK? We were earlier in analysis to pull all that information that we just walked through. There's a "performance" tab. That performance tab is actually going to show you how your overall performance is and allow you the ability to customize or benchmark it against different indices. So that could be an important tool to use, too, to know where are you at now. That way when we get to the where do you want to be we know that there might be changes that we want to make, so are you underperforming or overperforming a specific index and what's your risk tolerance to that. All of that will be underneath your performance tab. Now keep in mind, if you're new to Fidelity it does take an extra month for that to actually appear because we still need to collect that data, OK? So if it's newer to Fidelity or if you just opened your account, you know, a week or two ago, just give it some time so that we can actually have that data available to us to provide to you against those benchmarks.

So the next thing that I want to do for you today is show you something that I think is pretty important as it relates to the idea generation piece. Before we

get to that you want to make sure that you actually have a watch list created. So I still have clients that I work with that have sticky notes around their computers or they have a lot of different papers thrown around. They've been given ideas to look at and they lose the stock symbol they can't find it. This is really a great way to organize your positions. So if you click on "news and research" and "watch list," you will actually have the ability to create a watch list or even look at your own positions through a different lens. When I look at my watch list -- I have one created here, it's called SS Top Picks. Certainly not recommending you buy one because everybody's strategy is very different. We want to take a look here and see that each position that we have has their symbol and your notebook. And your notebook is going to be where you're able to leave notes specific to that stock. So why did I take you here? Well, if we're creating a new watch list -- which you would do right next to -- you'll see "edit watch list" and "delete watch list," and "create," but if we're creating a new watch list, we want it to be clean and separate from the ideas that we're going to be generating, and we want to be able to click on a stock and add it very fast into an area so we can keep an eye on it. The watch list also gives you the ability to quickly look at that on your mobile phone, or maybe even on a iPad if you're tracking some different areas and set alerts for yourself as well.

So anything in blue on Fidelity.com, if you click on, will actually give you some additional information. So I just clicked on that symbol for Target and you can see right here this will give you the ability to add it to a watch list. So if I actually typed in any symbol anywhere that pop up will come and give me the ability to add to a watch list. So, again, this is where we're going to make sure that we have an area to collect all the data that we're going to find going forward, so creating that watch list is right here, use the watch list, and then just click on "news and research" and then click on "watch list."

If I go back into our investment products area as we enter into the where do I want to be. So we know where we're at, maybe we're underweight in certain sectors, maybe we need to do a little bit more as it relates to a dividend paying strategy or a growth strategy or a value strategy. Now I want to find the information that I'm looking for. You want to make sure -- so if I go to investment products, this is a little bit different and outside of where we've been in the past and I go to trading, there's a great area here which gives you some support as it relates specifically to your trading strategy. So if I scroll down a little bit you can see here it says "new to trading? Start here."

Whether you're new to trading -- or investing I should say even -- or you've been around for a while, this is really nice because it helps you develop a good strategy. So this creating, finding, prepare, trade, and monitor. Regardless of

whether or not you pick a specific stock or a mutual fund or you're -- something changes in your investment strategy, you need to make sure that you have a few key areas set up in order to develop a disciplined approach. So you should kind of have an idea as to how much you're willing to gain, how much you're willing to lose, and what your timeframe is. And this is a really great area that gives you assistance and support to help you create that particular strategy and it also gives you a little bit of a challenge online too to make sure that you're comfortable. So we want to do this before you place any of those trades. So again, that's underneath "investment products" and then "trading" and then you can scroll down from that perspective. This doesn't mean that you're an active trader but I think it's really good in getting you the ability to kind of identify or maybe solidify a strategy that you have in the back of your mind.

So the next thing that I want to do for you is go back into our idea generation -- so, again, this is the "Where do I want to be?." So if you go to your "news and research" and then we go to "news," this may give you some insight as to what's going on now, some of the top news, as well as some ideas that are already there for you. So our top news, if I scroll down, you can see the first thing that we have out here is a listing from Barron's. Now these are from our partners that are providing us information that we're collecting for you, but

you can see you have seven growth stocks for uncertainty right on the front page. So if I were to click on that and read the article, you might actually think that maybe these are some positions or areas that I might want to add to my watch list or keep an eye on. They fit into your strategy or it could be just a second look. And as I mentioned before, since we set up that watch list, if I were to click on Comcast I'm easily able to look at the stock specifically and add it to my watch list. So, again, not specifically saying this is a buy for you, you want to look at your strategy, but knowing that there is additional resources outside of just a screener available to you that talks specifically about stocks and maybe there are things that you can align with your current strategy. Each one of these topics will give you U.S. markets, company news, and investing ideas as well, and so there are plenty of different articles that are available to you to research and you can isolate that based on your overall thought process as it relates to your particular position.

So I'm going to go back into that news tab because one other area that a lot of clients don't realize that we have when we're thinking about adding to our current portfolio, over here to the right we have something called Fidelity Viewpoints. The Viewpoints article gives you information that's very specific or from our thought leadership. So this is a Fidelity area. So I'm going to click on view -- "see all Fidelity Viewpoints" so that you can see everything that we've

collected all together. And one of the choices up here is investing ideas. So you have investing ideas, you even have active investor for our clients that are a little bit more active and they give you some information as to what's going on in the market and then maybe even some trading strategies or different ways that you could learn to invest. So, again, that's all underneath our news and research as you're looking through, in addition to that some of the special reports that we have as well. So news and research and news.

The second thing that I want to show you as we take a look at this is our stock area. And this is where we're going to spend the most amount of our time today but if I go to my news and the research and I take a look at stocks, and even if you just spent your -- half an hour or an hour just on the front page here, you can probably get some really great ideas just from looking on this particular page itself. So number one, in the middle of your page you see different trending stocks and different tab choices for that. So I have market movers and the market movers are basically giving you all the most actives across all markets, so that's the default page to that. It will give you the sentiment: bearish, very bearish, up to bullish. It will give you the 90-day volume. I can also see any of the 52-week highs or lows and I can actually isolate specific stock prices as well. So this again is on the front page of news and research and stocks. And any of these particular symbols I can add them

easily to my watch list just by clicking on them or getting more information. If I wanted to take a look at today's volume movers or today's gainers by percent, I can isolate that and change that as a column as well. Now I can expand this to see more market movers, this is just giving me an overview of what you see out there, but just kind of to give you an idea as to what you see that might be actually moving the market.

Also top rated by sectors. We mentioned before a lot of the information that we have on Fidelity, not only do we do it -- do we compare it to an industry level but we also give you idea generation based on industry as well. And so you can start from looking at what's going on with each individual stock in the sector or taking a look at top symbols in that sector and comparing them or taking a look at the scores and maybe adding those to your watch list as well. So if you are going to be using some of the information that we have as it relates to our quarterly sector updates, or either our quarterly market updates, this would be a great area to keep an eye on to see what positions are there. It's actually a really easy way to screen for stocks too, so if I take a look at my communication services, for example here, I got a top symbol of SJR, OK, it's going to give me a very quick information as it relates to the specific position. I take a sheet with the one-month changes as it relates to the equity summary score, the underlying analyst opinions, and the number of bullish stocks in the

sector. If I were to click directly on that three stocks it's actually going to open me up automatically to the stock screener and give me those three positions there, the multiple positions that are out there. So that is probably a two click process to get to show me all of just the bullish underneath communication sector so I can do my research there. So that's one way that you can actually start off with this screen.

I'm going to go back to that homepage because I want to spend a little bit more time here before we spend the rest of our time in the screeners themselves. Over to the right you can see today's events. We can see which positions are paying out certain dividends or have gotten X dividend, it'll bring you a full calendar of that, that's kind of a nice area as well, so you can see that I'm looking at just this particular day but I can scan forward to next week or the week after or even look historically as it relates to the dividends. It'll tell me the amount. If I scroll down you can see this is a pretty big list, right, so this would be important for me, especially if I have something on my watch list that maybe I want to make sure that for whatever reason I want to be on record for that dividend, and I may need to make a decision a little bit sooner rather than later. I can also look over splits for the entire month as well as any economic events and earnings calls that are coming forward as well. So many years ago the industry for about -- close to 15, 20 years, almost right now, and I would

say that looking at the splits these certainly have gone down and sometimes they may not be as popular to look at, but it is quite interesting to be able to see what's going on or may be coming forward even looking at next month or historically.

And then our economic calendar. And I really like the economic section because I do have a lot of clients that I work with that miss important information. And so we can't be tied all day long to our computer. Some of us are anyways but we're not always sitting in front of Fidelity.com or logged onto our homepage on the website -- or, excuse me, on our mobile apps -- but we can actually go back and look at what economic events are coming up or have already been announced. And so for me, while you can certainly see these economic events, I can click on them, I like the full economic calendar over here to the right hand side. That gives me a really nice view based on the week. It will actually tell me, hey, Heather, these are the market movers. Anything that's in red are the potential for market movers and then orange may not be as critical going back down to the ones that don't have any asterisks next to it. So you can see right here, this could be a potential market moving event that's occurring and so we want to take a look at that and see what's going on because that could really mean the difference of whether or not I'm choosing to place the trade today for a stock or tomorrow. For those

of us who are really interested in international we also offer international calendar as well and just straight recaps as it relates to what's going on from a larger international basis. So that's all right here and again, I like to click on the full economic calendar but you can see if you're looking for just a quick update that information is here as well for you.

So I'm going to go back to our homepage to our stock research center over here to the left, and again, this is where we saw the top rated by sector, the market movers. We also have orders by Fidelity customers so if you wanted to see what type of orders and what the buy/sell ration is that's going on that's all available for you here, along with the latest news. We do give you the bull and bears of the day as it relates to fundamental and technical analysis. I think what's really neat is as it relates to technical analysis, if you highlight over any of these positions, it will actually give you a visual display of what type of event is occurring and where to spot it. So if you're brand new to technical analysis, or if you're just starting off with the classes that we have available online, this is a great way to start the process of maybe retraining your eyes to isolate specific bullish and bearish events as well.

So I'm going to scroll back up and we're actually going to start off and go ahead and drive right into the screener. On the left hand side, as you can see

here, what you have is our screener and then preset expert strategies. It opens up to the same area that our stock -- that we were just in a few minutes ago when we started by sector. So I'm going to start with preset expert strategies because some of us are happy to be able to see hey, what's already been built by your research providers Fidelity? What's out there? And so what you can see here is that we have screens. We even tell you the most popular screens that are already built for you. So if I were to click on "most popular," it's going to give me a list of ideas, and if I were to click on one of them -- so I'm going to go ahead and click on "income and growth" just so you can see what it looks like, and guys, we are going to run a couple different screens today, so don't feel like I'm trying to rush through this area, I just want you to be able to see the different choices that you have, depending on what your investment style is, or your research style is. This particular screen is from Zacks Investment Research -- again, an independent company that Fidelity receives information from, it's one of our research providers -- they tell you the objective of this particular screen and the strategy.

So we want to know what the objective is. I'm looking obviously in this case at income and growth and it isolates specific stocks and makes sure that it's updated as much as possible, but in this particular case if I wanted to know exactly what they were searching for, over here on the left hand side it

automatically added that screening criteria for me, OK? So it started off with the security price of at least five dollars, a dividend yield of at least five percent, a dividend growth rate on a five year average, above six percent, and then earnings per share growth, three year historical, five percent and above, with some sort of a volume. So and after I've read that summary and why -- you know, what the screens that they're using -- maybe I want to change some of the criteria here, or maybe I want to add some criteria. There are 33 stocks listed in here. I could certainly take all of these positions if I wanted to just by checking them off here to the left and directly add them to my watch list. Remember we added that watch list, we created that watch list earlier, this could be dividend growers that we might be looking at. I can certainly take a look at this 33 list and maybe I don't want to narrow it down at all. I can compare side by side. If I were to do that I simply just hide that menu -- and again this little carat that's on the upper right hand side of this criteria box so you can hide that. That way you have a little bit more canvas space to be able to do your comparisons. So I can ascend and descend any of these columns. So let's just say that maybe the most important thing to me would be the dividend growth rate. So as you can see I just clicked on it and it changed the order that this might be in for me. I can also print the results, I can download the results as well, but maybe I also want to take a look at the basic facts. So now I can compare basic facts side by side. Remember earlier when we were

looking at maybe our exposure to -- on a larger scale, you know, do I have international exposure, the U.S. exposure as I'm isolating or finding my stock ideas, that might come into the back of my mind that I might be looking for something that isn't necessarily U.S. driven that might be international, or the other company location might be international, so you can actually use that. Also sector breaks down: remember, when we were looking at where we're at now, we might need a little bit more utilities. So maybe we need to go in and isolate this list to more of a area that's specific to the utilities as well. And then, of course, here for my option traders, do these have options? And of course some of them do and some of them do not so it just depends on the security of itself. Performance and volatility: absolutely. I can take a look at the price performance, total return, and I can also take a look at the risk measurements as it's associated with that as well, and then evaluation growth ownership, and that will give you all the fundamentals and S&P valuations as well, which we'll talk about in a few minutes, and then your analyst opinions. And so we'll give you all the scores that are there which you can certainly drill down a little bit further.

So this is what I could do just from those two clicks on that screen, but what if I did want to change that security price? If I were to click right on the security price it actually opens me a list of choices, or I can manually type in my

number. Now keep in mind, we actually give you for each category the market median so I know whether or not it makes sense to up it or lower that level, so if we actually started off and said, well, let's stay around the market median area, I can type in 1160 and then we can even go to -- then 60 dollars here if we wanted to, and see what that does for us. And that gives us a list of three securities, right? So now we can start to drill down the process a little bit more. So, again, this is just taking a prebuilt screen that we already had, OK, that was already available to us by our research providers, and then doing something a little bit different. And so you can go ahead and change your strategy, change your screen, customize it to meet your needs by starting off basically with something that's already built for you. And, again, you have most popular growth, growth value, value, technical, and income. And if you don't know what they are, if you open it up, it'll give you that definition or that example.

The next thing I want to chat about before we run our own screen here is our themes. We do have the ability to screen for themes and that's kind of a newer thing that we're taking a look at. What companies might have exposure to these particular areas that might be a long-term growth? So if you're looking for something like artificial intelligence, if I were to click on that, Zacks is going to provide us with a list of symbols that might have a stake in the

game and not necessarily specific or isolated to one area in AI, but maybe multiple. So you saw drones on here, you saw healthcare, pharmaceuticals, there's a lot of different choices that you have as it relates to your individual themes or thematic investing. Now if I started off with my themes for investing, I can also go in and add another set of criteria that meets my needs. You have a couple choices here. You can actually type in your own search criteria or you can click on "view all" and start the process of taking a look at maybe making this list a little bit smaller. So if I were to choose basic company facts or dividends and I wanted that as a category, I would just simply check off the box and add that as a choice. Now, a lot of people forget that you can scroll down here, so if I were to scroll down, you can also see that it gives you the ability to add different analyst opinions as well. So maybe I'm happy with what Zacks has provided me, knowing that these are all artificial intelligence-related, or have some exposure to that particular theme, but I also maybe want to see somebody else's opinion as well, or maybe I want to see what their rating is, so you can certainly add any of the analyst opinions as it relates to that, and then make a choice on what you might want to select. So as you can see here, I added in dividend yield for this one, and of course we're in an area that's -- there really isn't a lot of dividends, right? But if I'm looking for medium to high, again, I'm looking at that market median, it's going to isolate

my list and give me now six choices there that pays some sort of a dividend, OK? So, again, it's dynamic.

Now, if I wanted to save this screen, up here in the left, it says "save to my screens." You can save that and name it and access it later because if you run it again and there's another stock that actually fits your criteria, it will populate as soon as that criteria has been met. So something kind of important at the back of your mind to be thinking about.

So let's go ahead and clear all these because I want to talk a little bit more about the screening options that you have here. Number one, you really need to go back to try and get an idea of what's important to you on a stock. That's why when you sit down with us, or even our peers at the local investor center, we ask you what your strategy is, you know, if you have a list of stocks already, we ask you how did you pick those stocks so we can get an idea as to what's important to you and talk you through that a little bit more. So if in fact dividend is important to you and something that's a dividend growth, maybe something that's been growing consistently, then maybe we're starting off our particular priority as being a dividend-related security. So you can check those particular boxes off, but if I don't know what those mean, or what any of these definitions are, I can click on criteria definitions in the upper right hand corner

and it will give me a list of everything that's inside of here as it relates to that, almost like a dictionary or a glossary, because sometimes you see abbreviations, even on Fidelity, that you might want a little bit more information on, or maybe it's not as important as you thought it might have been in the past. And so you see something, for example, as your IAD, that's indicated annual dividend distributions, so that might be looking in going forward as well as your dividend, then the five year average.

So let's click on that and then I'm actually just going to come down here and choose Argus. And again, you know, you really do want to spend a lot more time than just choosing two options because you're going to come out with a pretty big list, and we obviously want to look for quality too. That's why we show you some of those preset strategy builds that are already out there. So I can see here the market median is 4.17, so if I'm searching for seven or eight percent, I'm probably looking at something that's probably outside of the realm of what might be what I consider to be quality or might be a little bit more risky, because we're not in that type of environment right now. So if I choose low and medium I now have a list that I've dwindled down to 604, and folks, that's still a lot. So if we continue to scroll down I'm going to click on the next blue tab for the dividend growth rate, and we certainly want to see that it's a nice dividend growth rate, so we can go median, again, looking at that

median, market median, and isolate. Now we're down to 342, I could choose dividend here, and we want that, of course, to be maybe medium -- or for some of us even high, right? And now I can come down to my Argus opinions and I can say show me all of them that are a buy. So I've just taken down a pretty big list that started in the 600 area and I brought it down to about 40 positions. Now keep in mind this is starting from what's the most important thing to you, and then we're going to drill down and start to add additional sets of criteria so that you can generate a list. Now I have a list I can save to my screens or I can simply just check off and maybe add to my watch list. I can also compare my own stocks here too. So maybe I want to take a look at a security and add it to see how that compares. So now you can get an idea essentially as to some of the stocks that were on your sticky notes originally and incorporate them into your current screening criteria to compare them side by side so that you can actually view them.

So let's chat a little bit about the analyst opinions. I'm going to click on any one of these stocks, we're just going to choose Apple for right now, and again, for no reason other than the fact that it was one of the top on that list. This doesn't necessarily mean that it's in my criteria. So here's Apple. It gives me information as it relates to the current stock quote. A lot of people forget that you have the ability to expand the quote information as well so you could

certainly click on that. I have a nice chart here, I can certainly compare it to different indices, or different stocks. It's providing me the news, it's getting me my dividends, the dividend sustainability payout, and it's also giving me that equity summary score. So what is that equity summary score? And a lot of people will say, Heather, is that reliable? That's really the question I get: is that really reliable? The equity summary score is a -- basically what they do is they take the standard opinions provided by each firm, so in this case you have Ford Equity Research, who's stated that this is a neutral, and they look back. StarMine Affinity looks back the last two years, 24 months, historical accuracy to the sector, OK? So if they're covering a specific stock in an area or a sector-specific area, they may actually have a team of experts that really has spent a lot of time in that particular sector and therefore they're going to get a higher weighting in the overall equity summary score that you see to the right. So when you see something that's immediately a bullish or bearish, it doesn't mean you need to sell it or buy it, but if your original thought was, hey, I think this is going to go up, it's been a year and it hasn't, and you're reviewing your portfolio or your making a decision on what to do with it, it might make sense to figure out why somebody might think that it's a sell. And so for me I would look at this and say, OK, I see mostly everybody says this is a neutral but Zacks says this is an underperform. Well, why do they say that? I'm going to scroll down here to the bottom and I'm going to look for Zacks because they give

you a lot -- everybody else's opinion too that's out there -- and I'm going to come over here to the right and take a look at the actual report that's specific to Zacks they provide to me. I want to know why they're saying it's a sell. Does that have anything to do with my strategy? Should I be worried or concerned about it? Because remember, if Zacks is saying, you know what, over the next three months we think that there are not a lot of opportunity for this particular stock to grow, then maybe in that particular case you might want to look at something else that might move a little bit more or pay more of a dividend, et cetera. So I apologize if it's showing a loading on here, it's trying to pull a popup, but essentially what you'd see is a full report that's specific to Apple and giving you that. So those old analyst reports way back in the day that I had to actually fold up and mail out to clients when they were sent out in the past, that's what you're seeing there. So those are the latest research reports that are out there, and so you just simply click on the date to be able to see that when you're looking at your opinions.

So that's one thing to take a look at. If I really wanted to know more about each one of these independent firms, if I clicked on "news and research" and "stocks," over here to -- and again this is where we saw the top rated by sector, orders by Fidelity customers -- over to the left hand side, you can see firms and we also have research firm scorecards. So if I clicked on "research firms," it's

going to give me a definition of each research firm: their method, their approach, and their equity style, be it economic or market, et cetera. So if you're not sure which one you're closely aligned with, you might take this little quiz in the upper right hand corner to be able to decide whether or not one firm you might take more weight on personally than another firm. So a lot of clients don't know that that's there but that's certainly a guide to help you out.

And finally the last that I'll show you underneath that "news and research" tab, if I come down to markets and sectors, this might give me a little bit more information as to what's going on in each individual sector. So this could be certainly an area to start my process for screening as well. Over to the right hand side it says U.S. sectors and industries performance. I can actually view the current weighting recommendations and we have three firms that actually give you ideas as it relates to where they think that you should weight your positions. Should you overweight the current market, where's the current at right now, broad-based market, information technology 22.12 percent. Most of the firms -- two of them out of the three -- believe that you should overweight. I find this to be important as it relates specifically to the content that they're providing and the outlook. So a lot of times I can match that up with my own personal opinion. So again if we were looking at utilities, which we were kind of underweight in in our portfolio, you could see market weight,

overweight, and market weight right now. So technically speaking I should have probably around that 3.62 percent if I were to be using this as part of my strategy. And if I were to click on utilities it's going get me right over to the sector fundamentals, allow me to compare to different stocks and also give me the ability to screen for different investments in that particular area. And it'll take me right back to the same screener that we were in before. The only thing it's doing is just starting with utilities and moving forward. So that's certainly an area that you might want to spend some time in but if you were feeling like I want less clicks, Heather, than what you showed me, news and research, markets and sectors, and then start your process from looking from your sector approach if that's the route you want to go. You can also search for stocks in that screening criteria, even by midcap, small cap, or large cap, or even just something as simple as company value or technical analysis. So this really is a one-stop place for you to be able to find things that relate specifically to your own strategy. So I definitely encourage saving your own screens, customizing the screens that are out there to be able to start the process of idea generation, and then you can begin the process of changing or adding your portfolio.

One thing I didn't mention before, too, on the original page is that if you're coming towards the year end and it's kind of tough because I don't have any

transactions, again because this is a test account. If I'm trying to figure out whether or not what my tax liability is going forward in my regular account, you can certainly go to -- taxable account I should say -- if you clicked on "more," you can see a tab that says -- once you've selected your taxable account to the left -- I should make sure that you do that -- then you click on "more" -- or you might even see a tab depending on how big your screen is -- that says "year to date tax activity." Your year to date tax activity, while there's nothing showing on mine, it should show you all year the dividends that have been paid out. Any capital or any transactions, long term, short term, that have already been gone forward, so it is important to take a look at that as we come to the year end to make a decision on whether or not you might be selling a particular stock or ETF or mutual fund to change the portfolio weighting because you definitely don't want to be stuck with a liability that you had not expected. But it's also good to plan for the rest of the year to get an idea as to maybe some of those stocks that aren't performing the way you want to, to maybe put them against some of the positions that you have had appreciated over the year that you may have sold out of at a gain.

END OF AUDIO FILE