

A core of  
investing power...

BetterInvesting's  
Online Stock and  
Mutual Fund  
Analysis Tools



NATIONAL ASSOCIATION OF INVESTORS CORPORATION

**BETTER INVESTING**™

The Leader In Investment Education

## **A faster, more effective way to identify and select quality growth stocks and mutual funds.**

Membership in BetterInvesting brings you a wealth of valuable resources. And the core of your investing power is our online stock and mutual fund analysis tools. The Stock Selection Guide,<sup>™</sup> Stock Comparison Guide,<sup>™</sup> and suite of Mutual Fund analysis tools put greater investing power to work for you, with sophisticated, easy-to-master investing resources:

- ***Powered by Standard & Poor's (S&P) data on over 7,000 stocks and 20,000 mutual funds, including exchange traded funds.***
- ***Available 24/7 from any PC or Mac with Internet access.***
- ***Simple, step-by-step selection and comparison – great for beginners and experienced investors.***
- ***Easy-to-understand interface and graphics.***
- ***No software to buy, install or update.***
- ***Getting Started curriculum with interactive, step-by-step instructions covering both stock and mutual fund analysis tools.***

These tools are based on the BetterInvesting methodology for long-term investing success:

- ***Invest regularly***
- ***Reinvest earnings***
- ***Buy quality growth stocks and mutual funds***
- ***Diversify***

These four principles have guided millions of investors for more than 50 years, in every kind of market. And by using our online tools, you can achieve success faster and easier than ever.



# The Stock Selection Guide

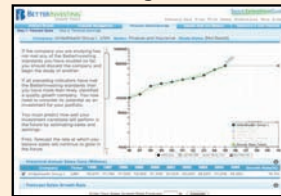
How do you identify quality growth stocks, from the thousands available? You could do it with an army of analysts ... or you can do it quickly, easily, and from the comfort of your own home, with the Stock Selection Guide. This remarkable analysis tool helps you quickly narrow the field to quality stock candidates. Gauge company performance. Easily evaluate quality and price. And control your investment risk.

- *Cut data gathering and analysis time down to minutes.*
- *Quickly generate lists of qualified growth companies.*
- *Easily view S&P data.*
- *Automatically compare a stock's performance to peer and industry averages.*
- *Generate 5-year growth projections.*
- *Quickly assess a stock's Buy, Sell or Hold standing.*

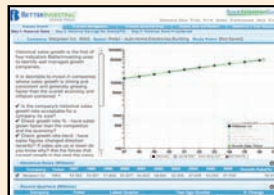


The Stock Selection Guide takes you through five logical steps, to identify stocks with the best potential to meet your investment goals:

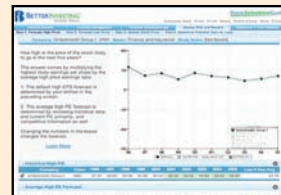
## 3. Forecast Sales and Earnings



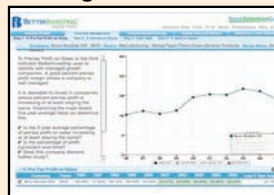
## 1. Analyze Growth



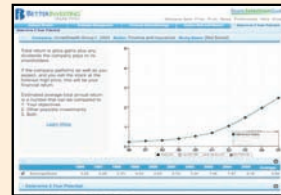
## 4. Assess Risk/Reward



## 2. Evaluate Management



## 5. Determine Five-Year Potential



The Stock Selection Guide will help you select candidates that exhibit strong sales and earnings growth, consistent or rising profits, and strong returns on shareholder investment.

## The Stock Comparison Guide

Working seamlessly with the Stock Selection Guide, the Stock Comparison Guide lets you quickly and easily identify the strongest of your "buy" candidates. At a glance, you can compare key characteristics for up to five stocks of the same category simultaneously – allowing you to zero-in on the best choices for your portfolio.



## **The Rewards of Membership**

Join BetterInvesting and you'll have exclusive access to these online tools, plus a wide range of other resources. Member benefits include *BetterInvesting Magazine*, access to member-only areas on the website, ongoing education opportunities, the support and guidance of the BetterInvesting Chapters, and much more.

If you're not taking advantage of these remarkable tools with your current membership, you can easily upgrade at the member-only *BetterInvesting.org* store. You even get 30 days to try BetterInvesting online tools ... at no cost and risk-free.

**Learn how much faster and easier it is to build a strong, profitable portfolio with BetterInvesting.**

***FOR MORE INFORMATION, VISIT  
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### ***OFFICE HOURS***

MONDAY-FRIDAY 8:30 AM – 5:00 PM ET

### ***MEMBER SERVICES HOURS***

MONDAY-FRIDAY 8:00 AM – 6:00 PM ET