



MFO Premium

Webinar Briefing

22 July 2020

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Agenda

- Site updates since January 2020 webinar
- Review and demo newest metrics, tools, features
- Planned improvements
- Q & A ... break often
- Origin and motivation behind MFO Premium search tools
- Site page summaries, underlying database, methodology, and limitations

Highlight unique insights that MFO search tools provide individual investors and financial advisers ... and the attendant benefits to themselves and their clients

Zoom Web Conferencing

Session Recorded ... Will Post

Host Cam, Participants Voice Only

Questions via Chat

VoIP & Phone Enabled

Participants on Mute Initially

Updates

- **Searchable Holdings Data**
 - Company Name or Ticker or CUSIP, Country, and Industry Sector
 - Reference “[Looking Under the Hood at Holdings](#)”
- **New Category Ratings**
 - Multi-Year, Ferguson, Yearly and Fixed Period
 - Alpha, Tracking Error, Info Ratio
- **Bond Credit and Duration Breakout**
 - Simple Metric for Rolled-up Junk and Junk Plus Non-Rated
 - Reference “[Back To Basics](#)”
- **Nine New Evaluation Periods**
 - Obama Bull, Trump Bump, CV-19 Bear, QE I & QE III, Normalization
 - Reference “[Not So Welcome Back ZIRP](#)”
- **Expanded Watchlists and Portfolios**
 - 100 Symbols and Customizable Names

More Updates

- **Expanded Purchase and Equity Metrics**
 - Managed Vol, Holdings Weight, Turnover, Cap Avg, P/B, P/E, P/S, P/C , D/E , ROA , ROC, ROE, ROI, Growth (Cash, EPS, Sales, Div) Growth, Yield, Div Freq & Payout
 - Reference “[Looking Under the Hood at Holdings](#)”
- **Current Month Inflow and Outflow Estimation**
- **Searchable Exchange Traded Notes (ETNs)**
- **CEF Interest ER and Price/NAV Prem/Disc**
- **Expanded Trend**
 - 3, 6, 10, 12 mo SMAs
 - Past 12 mo Returns



Planned Improvements

- **More Refinitiv (Lipper) Metrics**
 - ETF Factors
 - ESG Scores
 - CEF Leverage Metrics
- **Portfolios Tool**
 - Cash Entry vs %
 - Young Fund Handling
 - Expanded Metrics
- **Custom User Views**
 - Selectable Columns and Column Order Preference
 - Stored To User Profile
- **Increase No. of Watchlists and Portfolios**
- **Active Share**
- **Premium Risk Profiles**
 - Showing all evaluation periods
- **Model Portfolios**
- **Mid-Month Update**
- **Exclude Categories Option**
- **MFO Risk & Type Based Ratings**
- **Uncorrelated Funds Finder**
- **Plotting**

Highly Responsive To Subscriber Suggestions!



Reference Only



Background

- Internal research to identify funds that minimized downside performance across full market cycles
 - MAXDD, Ulcer Index, Martin Ratio, Recovery Time
 - Evaluation periods of interest, like from November 2007 to present ... or from August 2000 to October 2007
- Not readily available from traditional services, like Morningstar
- So, we created the tools ourselves
- Continue to find other metrics/ratings not readily available
 - Three Alarm, Fund Family Scorecard, Correlation, Rolling Averages
 - Several beta testers help enhance ... Thank you!
- Realized such tools may be of interest to other investors and financial advisers



Premium Only Pages

- **MultiSearch**
 - Main tool with 140 search criteria across 57 evaluation periods
 - ETFs, Mutual & Insurance Funds, CEFs, ETNs, Indices, Averages, Reference
 - All share classes
 - Pre-set Screens, Risk Profiles, Correlation Matrix, Rolling Averages, Trend, Ferguson Metrics, Compare, Calendar Year and Period Performance
 - Equity/Bond Allocations ... some back to 1926!
- **Watchlists and Portfolios**
 - Up to 10 with up to 100 funds each
 - Portfolios provides risk and return metrics based on fund weightings
- **Fund Family Score Card**
 - Fund family ratings based on absolute return vs peers
- **Averages**
 - Summary of 168 category risk and return averages across 10 periods
- **Welcome**
 - Downloadable Excel spread sheet of latest ratings



Public Access Pages

- **QuickSearch**
 - MultiSearch “Lite” with 9 search criteria across 5 evaluation periods
 - Risk Profiles
 - ETFs & Mutual Funds ... oldest share class only
- **Three Alarm & Great Owls**
 - Three Alarm (& Honor Roll) Ratings based on legacy Fund Alarm site
 - Great Owl Ratings based on Martin Ratio
- **Dashboard**
 - Quick-look performance of 120+ profiled funds (by David mostly)
- **Definitions**
- **Blog**
 - Less formal than Commentary, but more formal than Discussion Board
- **Welcome**
 - Summary of latest updates and screenshots of site contents



Implementation

- Lipper Global Data Feed Service (LGDF) for U.S.
 - Pull full data monthly on first Saturday of month
 - Best when falls after 4 business days, else requires 2nd drop
 - 12,320 (32,500 all share class, ASC), including 550 CEFs, 2165 ETFs, 180 ETNs, 2150 Insurance Funds, across 168 categories, plus 2000 indexes
 - Main database begins 1960, surviving only, plus SP500/LGovBnd to 1926
- All performance and risk metrics computed internally from monthly total return data
 - 10,394 parameters for each fund (info parameters 924, period ratings 2629, period metrics 6841)
- Site maintained using standard web languages
 - DataTables output and Select2 styling (Open source MIT license)
 - WordPress framework with MemberPress as login/account manager
 - DreamHost is web host
 - Optimized for Firefox, but OK on Chrome, Opera, Edge, Safari (macOS, iOS)



Qualifications

- Screeners are quantitative only
 - MultiSearch, ThreeAlarm, HonorRoll, Great Owls, Fund Family Ratings
 - Only “David’s Take” from main site profiles are qualitative
- Metrics based strictly on historical fund performance
 - Backward looking, past performance
- No accounting for survivorship bias
- No accounting for style drift
- No accounting for management or strategy changes

***The performance data quoted represents past performance
and does not guarantee future results.***