



MFO Premium Webinar Briefing 15 April 2021

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Agenda

- **Update of latest features since January webinar**
- **Emphasis on MultiSearch ... the site's main search tool**
- **Q & A ... break often**
- **Origin and motivation behind MFO Premium search tools**
- **Planned improvements**
- **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

- **Redesigned MultiSearch user interface**
 - Some 200 criteria screening arranged in groups
 - Can expand/collapse all ... or toggle groups individually
- **More MultiSearch upgrades**
 - Upped Saved Watchlists and Portfolios to 25 each
 - “Jump Scroll” feature to quickly navigate result table
 - “Hover Symbol” feature to show fund name
 - “100 Club” and “200 Club” screening options
 - [Saved Searches](#) feature in MultiSearch (Up to 25)
 - Life Ferguson metrics
 - Long Life Rolling Averages
 - “Exclude Category” screening option
 - “Plus Search” screening option
- **Dashboard of Launch Alerts**
 - Similar to Dashboard of Profiled Funds

MultiSearch Screening “Buttons”



 **Fund Screening Criteria** March 2021

Basic Info	More Basic Info	Categories	Risk & Return Metrics
More Risk Metrics	More Return Metrics	Rankings	Display Period
Pre-Set Screens	MFO Designations	Composite Ratings	Multi-Year Ratings
Capture Metrics	Correlation Metrics	Alpha Beta Metrics	Ferguson Metrics
Trend Metrics	Rolling Averages	Management Info	Purchase Info
AUM Info	Portfolio Info	More Portfolio Info	Top 10 Holdings
Sector Allocation	Watchlists	Searches	



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 December 2019 ... 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, Trend, Ferguson Metrics
- Realized such tools may be of interest to other investors and financial advisers
 - Launched MFO Premium November 2015



Premium Only Pages

- **MultiSearch**
 - Main tool with 200 search criteria across 64 evaluation periods
 - ETFs, Mutual & Insurance Funds, CEFs, ETNs, Indices, Averages, Reference
 - All share classes available, but defaults to oldest
 - 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, Searches and Portfolios**
 - Up to 25 each ... 100 funds in watchlists and 50 in portfolios
 - Portfolios provides risk and return metrics based on fund weightings % or \$
- **Fund Family Score Card**
 - Fund family ratings based on absolute return vs peers
- **Averages**
 - Summary of 176 category risk and return averages across 10 periods
- **Dashboard of Launch Alerts**
 - Performance summary of all David's alerts



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 of Profiled Funds**
 - 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
 - Excel spread-sheet of ratings summary (Premium Only)



Planned Improvements

- **Saved Preferences**
 - Selectable Columns and Column Order
 - Stored To User Profile
- **Portfolios Tool**
 - Expanded Metrics, inc. % Allocations
- **Premium Risk Profiles**
 - Showing all eval periods
- **Model Portfolios**
- **Mid-Month Update**
- **MFO Risk & Type Based Ratings**
- **Uncorrelated Funds Finder**
- **Plotting**
- **YouTube Tutorials**

Highly Responsive To Subscriber Suggestions!



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
 - 12,100 (32,000 all share class, ASC), including 550 CEFs, 2,300 ETFs, 150 ETNs, 2,100 Insurance Funds, across 176 categories, plus 2,100 indexes
 - Main database begins 1960, surviving only, plus SP500/LGovBnd to 1926
- All performance and risk metrics computed internally from monthly total return data
 - 12,000 parameters for each fund (info 1,000, ratings 3,000, metrics 8,000)
- 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.