MFO Premium

Webinar Briefing

6 January 2023

Agenda

- **Year-end 2022 review of market performance, mutual funds, ETFs**
- **Demo features across site (now in 8th year) and recent updates**
- **Q & A … break often**
- **Planned improvements**
- **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

- **Last July, noted MFO Charts and Quick Access Analytics**
- **MAXDD Ratings** to Calendar Year and Fixed Period Analyze tools
- Added **Reset** Button to MultiSearch
- Converted all benchmark comparisons industry recognized **"Best Fit" Indexes**
- Established separate **Benchmarks Group** in MultiSearch
- **Enhanced Preferences**, enabling easier integration of new columns and column order changes into set Preference. Now, includes **column widths**!

Most improvements occurred in background to quicken ratings updates … done weekly and soon after Lipper data drop

Reference Only

Planned Improvements

- **Expanded View Options**
  - Decimal Place
  - “+” Symbol
- **Portfolios Tool**
  - Expanded Metrics
- **Expanded Plotting**
  - Bar Charts To Calendar Year and Period Performance
  - Pie Charts To Allocation & Holdings
- **Premium Risk Profiles**
  - Showing All Eval Periods
- **MultiSearch Refine Options**
  - Eliminate Criteria
  - Better Column Selection
- **Expanded Model Portfolios**
- **MFO Risk & Type Based Ratings**
- **Uncorrelated Funds Finder**
- **YouTube Tutorials**
- **Tablet/Phone App**

Highly Responsive To Subscriber Suggestions!

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 357 search criteria across 113 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, Rolling Averages, Trend, Ferguson, Compare, Calendar Year and Period Performance, MFO Charts, Quick Analytics
  - Equity/Bond Allocations … some back to 1926!
- **Watchlists, Searches, Preferences, and Portfolios**
  - Save up to 25 each (10 preferences) … 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)

Implementation

- Lipper Global Data Feed Service (LGDF) for U.S.
  – Pull full data monthly each Saturday of month publishing update Sunday, typically
  – 12,655 (32,155 all share class, ASC), including 637 CEFs; 2,971 ETFs; 131 ETNs; 2,099 (3,961 ASC) Insurance Funds; 6,944 (24,452 ASC) Mutual Funds; across 176 categories; plus 2,152 Indexes
  – Main database begins 1960, surviving only, plus SP500/LGovBnd to 1926
- All performance metrics computed from monthly total return data
  – 113 Display (or evaluation) period, including decadal, yearly, monthly, cycles, unique
- Site maintained using standard web languages
  – DataTables output and Select2 styling (Open source MIT license)
  – HighCharts plotting (MFO license)
  – WordPress framework with MemberPress as login/account manager
  – DreamHost is web host
  – Optimized for Edge, but OK on Firefox, 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 surviorship 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.