



MFO Premium

Webinar Briefing

10 July 2024

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Agenda

- Mid-year 2024 review of market performance, mutual funds, ETFs
- Demo features across site 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



- **MFO Flows**
 - Flow, Flows and TNA (total net assets).
 - Flow is a combo chart showing total return, total net flow, total net assets, and daily or monthly flows (depending on fund reporting) of a single fund.
 - The other two chart up to 12 funds for comparison.
 - Calendar Year Flows, including Ratings and Category Sums
- **New Analytics User Interface**
 - Allows users to jump quickly across various tools, like Return Chart, Flows, Correlation, Ferguson, Momentum, and Calendar Year Drawdown.
- **ETF Benchmarks**
 - 71 Passive ETFs based generally on category and longevity, which complements Lipper's "Best-Fit" index benchmarks
 - Comparisons throughout site (e.g., Profiles) and as screening criteria in MultiSearch, both level and rating
 - Only Active Funds are rated versus ETF Benchmarks



Reference Only



Planned Improvements

- **Expand Flows**
 - Roll-up Flows at OSC Level
 - Fixed Period Flows
 - Search Criteria in MultiSearch
- **Add To [@MFOPremium](#)**
- **Portfolios Tool**
 - Expanded Metrics
- **Premium Risk Profiles**
 - Showing All Eval Periods
- **Uncorrelated Funds Finder**
- **Demographics Summary**
- **Expanded Plotting**
 - Bar Charts To Calendar Year and Period Performance
 - Pie Charts To Allocation & Holdings
 - 10 mo SMA
- **MultiSearch Refine Options**
 - Eliminate Criteria
 - Better Column Selection
- **Expanded Model Portfolios**
- **Preference Copy**
- **Tablet/Phone App**
- **Employ Server-Side Processing**

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 380 search criteria across 150 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**
 - 174 category (plus subtype/type) 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
 - 12,317 Funds (30,735 all share class), including 6,545 Mutual Funds; 3,303 ETFs; 1,956 Insurance Funds; and 513 CEFs in 174 categories (No Dedicated Short or Equity Leverage); plus 2,227 Indexes
 - Main database begins 1960, surviving only, plus SP500/LGovBnd to 1926
- All performance metrics computed from monthly total return data
 - 150 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 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.***