MFO Premium

Webinar Briefing

3 July 2025

Agenda

- **Mid-year 2025 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

- **FLOW.** Automated evening fund flow downloads from Lipper enabling Daily FLOW Updates, which will depict **fund flow, AUM, and return through the previous business day**, as applicable.

- **Speed.** Worked with Allan Jardine, creator of DataTables, which drives our search engine, to improve the speed to manipulate very large tables, like MultiSearch (e.g, over 600 columns and 20 rows). Test case improved from 50 seconds to under 1 second!

- **Display.** Added **Trump 2.0 Display Period**, which reflects risk and return metrics since January 2025, so should match YTD through rest of year.

Reference Only

Planned Improvements

- **Finish Flows**
  - Fixed Period Flows
  - Search Criteria in MultiSearch
- **Add To @MFOPremium**
  - Getting Started w/MFOP
- **Portfolios Tool**
  - Expanded Metrics
- **Premium Risk Profiles**
  - Showing All Eval Periods
- **Uncorrelated Funds Finder**
- **Demographics Summary**
- **Preference Copy**
- **Expanded Plotting**
  - Bar Charts To Calendar Year and Period Performance
  - Pie Charts To Allocation & Holdings
  - 10 mo SMA & Price-Based Options
- **MultiSearch Refine Options**
  - Eliminate Criteria
  - Better Column Selection
  - CY & FP MAXDD Groups
  - Parent & White Label Selection
- **Expanded Model Portfolios**
- **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 300 search criteria across 145 evaluation periods
  - ETFs, Mutual & Insurance Funds, CEFs, ETNs, Interval, Indexes, Averages, Reference
  - All share classes available, but defaults to oldest
  - Pre-set Screens, Risk Profiles, Flows, 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**
  - 176 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 and post full performance data each Saturday, typically
  - Pull and post flow data 1st and 3rd Saturday, but FLOW updated nightly
  - 13,029 Funds (30,586 all share class), including 6,365 Mutual Funds; 4,133 ETFs; 1,933 Insurance Funds; and 527 CEFs in 176 categories; plus 2,000 Indexes
  - Main database begins 1960, surviving only, plus SP500/LGovBnd to 1926
- All performance metrics computed from monthly total return data
  - 145 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.