

INDIVIDUAL STOCK SELECTION CHECKLIST

	CRITERIA	WHAT TO LOOK FOR
<input type="checkbox"/>	Revenue	Has revenue steadily increased or decreased each year? Positive trend - increased business indicator
<input type="checkbox"/>	Net Profit (Loss)	Revenue is great, but net profit after all expenses, taxes, and adjustments is far more important.
<input type="checkbox"/>	EPS - Earnings per share	Amount of profit per share showing steady growth through each reporting quarter is a good sign
<input type="checkbox"/>	Stock Sector Group Performance	Just how well did this company's stock perform against its peers in its sectors such as auto, media, utilities, finance institutions, etc.
<input type="checkbox"/>	Debt-equity ratio	Company total liability by shareholder equity from reviewing balance sheet. Ideal ratio is less than .1 meaning more equity than debt carry.
<input type="checkbox"/>	Size in market capitalisation	Market cap size means a lot. Very large cap companies with long organisation history are generally more stable, less volatile than
<input type="checkbox"/>	Beta rating	This indicator is a measure of the stock's risk volatility where the market risk beta is 1(one). A stock with lower beta than 1 is less risky, but may also generate lower returns. The converse is true for high-beta stocks.
<input type="checkbox"/>	Dividend yield	How many years consistent dividend payments?
<input type="checkbox"/>	Dividend payout ratio	Percentage of annual profits paid out of retained earnings. 35%-55% considered acceptable with retention of remainder internally for future growth. Very high dividend payout percentages, while great for the stockholder are considered unsustainable
<input type="checkbox"/>	Corporate governance rating	Very important. A well-managed responsible company implies stability and reliability.
<input type="checkbox"/>	Analyst recommendations	Periodic in-depth reports from various investment analysts rating the stock and financial performances.
<input type="checkbox"/>	Forward Guidance	Indicates future expectations for growth and profit, often disclosed in company outlook releases.
<input type="checkbox"/>	Do you know the company or use its products?	If you are familiar with the company and use their products or services, do the research to ascertain its investable qualities!

You don't need a specific website for these answers, just type the name the stock and question into a SEARCH ENGINE for numerous informational websites.