

SMARTSCORE RANKINGS

FOLLOW THE MONEY'S 7-POINT STOCK MARKET RANKING SYSTEM

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AS ALWAYS, INVEST AND TRADE AT YOUR OWN RISK!



SMARTSCORE RANKINGS

TOP RANKED STOCKS BASED ON OUR SMARTSCORE RANKING

The SmartScore stock market ranking system was created by veteran trader, economist, and investor Jerry Robinson to follow the “smart money” by identifying stocks matching the following specific fundamental criteria:

- 1) New Institutional buying**
- 2) Existing Institutional buying**
- 3) High profitability (Net Income)**
- 4) High/Stable Earnings per Share (EPS)**
- 5) Low Total Liabilities**
- 6) Strong Corporate Insider buying**
- 7) High Quarterly EPS Estimates**

In addition to our strict fundamental criteria, we also weed out stocks based on technical analysis.

To be considered for the SmartScore Rankings, the stock must also meet the following technical criteria.

- ▶ **The current price must be trading above the stock's 200 DMA (200-Day Moving Average)**
- ▶ **The stock's price must be \$5 or greater**
- ▶ **Most recent quarterly YOY earnings must be positive**
- ▶ **Institutional investors must own at least 40% of the stock, but no more than 75%**
- ▶ **The stock's average daily trading volume must be at least 250,000**

Each week, we provide our members with access to the top U.S., Chinese, and Canadian stocks that meet this stringent criteria. In addition, we also rank most Real Estate Investment Trusts (REITs), Master Limited Partnerships (MLPs), as well as gold and silver mining



SMARTSCORE METHODOLOGY

HOW WE IDENTIFY OUR WEEKLY LIST OF THE TOP-RANKED STOCKS

OUR PROPRIETARY "SMARTSCORE" SYSTEM RANKS STOCKS BASED ON SEVEN KEY CRITERIA:

- 1 NEW INSTITUTIONAL BUYING**
We consider it bullish if financial institutions begin making new purchases of a stock.
- 2 EXISTING INSTITUTIONAL BUYING**
We consider it bullish if financial institutions are adding to their existing positions in a stock.
- 3 HIGH PROFITABILITY (NET INCOME)**
The higher the net income, the higher we rank the stock.
- 4 HIGH/STABLE EPS**
Companies with high and stable earnings per share over the last 12 months achieve a higher rank.
- 5 LOW TOTAL LIABILITIES**
We penalize companies within our ranking system that carry excessive debt loads and prefer low debt levels.
- 6 STRONG INSIDER BUYING**
We consider it bullish if corporate executives (insiders) are actively purchasing the stock.
- 7 HIGH QUARTERLY EPS ESTIMATES**
Those companies which have higher EPS estimates for the upcoming quarter get a boost in our ranking system.



About Followthemoney.com

FollowtheMoney.com is a fiercely independent investment research firm led by Christian economist, investor, and best-selling author, Jerry Robinson. Our nationwide team of financial experts boast a combined 203 years of experience in the financial markets.

Since 2010, more than one million FollowtheMoney.com readers and premium members from around the globe have enjoyed our profitable and cutting-edge investing insights.

We trade based on trends, not opinions. Market opinion and sales hype are a dime a dozen and can quickly lead investors to the poorhouse. Instead of relying on opinion, we follow trends.

We stay on the right side of the trend. When the trend begins to rise, we get in. When the uptrend ends, we sell. (*We also provide our premium members with actionable strategies for profiting in a downtrend.*)

Our premium members receive real-time actionable ideas and strategies designed to exploit both short-term and long-term trends.

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