



Partnership with Scottrade Enjoys Huge Launch Success

As of about 5:30CT on August 31st, all Scottrade clients gained free access to New Constructs Gold membership (\$588/yr value). Within seconds, Scottrade clients were flocking to the new service. We think that Scottrade has never seen adoption rates as fast as what they are seeing with New Constructs and their clients.

Here's a summary of what Scottrade clients get with a Free Gold Membership (a \$588/yr value).

1. Tracking and research on 25 stocks, ETF or mutual funds per quarter
2. Alerts on all holdings in your portfolio
3. Screen & sort investment ratings on 3,000 stocks, 450 ETFs and 7,000 mutual funds
4. [Model portfolios](#): 40 Most Attractive & Most Dangerous Stocks lists and the Best & Worst ETFs and Mutual Funds
5. [Long Ideas](#)

In addition, all Scottrade customers get 50% off our [Platinum](#) and [Pro memberships](#).

If you are a Scottrade client and want to access these offers:

1. Login to your Scottrade account
2. Click on the New Constructs banner here.

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Disclosure: David Trainer and Kyle Guske II receive no compensation to write about any specific stock, style, or theme.

Scottrade clients get a Free Gold Membership (\$588/yr value). [Login](#) to your Scottrade account & click on the New Constructs banner to access your free Gold membership.



New Constructs® – Profile

How New Constructs Creates Value for Clients

We find it. You benefit. Cutting-edge technology enables us to scale our [forensic accounting expertise](#) across 3000+ stocks. We shine a light in the dark corners of SEC filings so our clients can make safer, more informed decisions.

Our [stock rating methodology](#) instantly informs you of the quality of the business and the fairness of the stock's valuation. We do the diligence on earnings quality and valuation so you don't have to.

In-depth risk/reward analysis underpins our ratings. Our rating methodology grades every stock, ETF, and mutual fund according to what we believe are the 5 most important criteria for assessing the quality of an equity. Each grade reflects the balance of potential risk and reward of buying that equity. Our analysis results in the 5 ratings described below. Very Attractive and Attractive correspond to a "Buy" rating, Very Dangerous and Dangerous correspond to a "Sell" rating, while Neutral corresponds to a "Hold" rating.

QUESTION: Why shouldn't fund research be as good as stock research? Why should fund investors rely on backward-looking price trends?

ANSWER: They should not.

Don't judge a fund by its cover. Take a look inside at its holdings and understand the quality of earnings and valuation of the stocks it holds. We enable you to choose the best fund based on its stock-picking merits so you do not have to rely solely on backward-looking technical metrics.

The drivers of our [forward-looking fund ratings](#) are Portfolio Management (i.e. the aggregated ratings of its holdings) and Total Annual Costs. The Total Annual Costs Rating ([details here](#)) captures the all-in cost of being in a fund over a 3-year holding period, the average period for all fund investors.

Our Philosophy About Research

Accounting data is not designed for equity investors, but for debt investors. [Accounting data must be translated into economic earnings](#) to understand the profitability and valuation relevant to equity investors. Respected investors (e.g. Adam Smith, Warren Buffett and Ben Graham) have repeatedly emphasized that accounting results should not be used to value stocks. [Economic earnings](#) are what matter because they are:

1. Based on the complete set of financial information available.
2. Standard for all companies.
3. A more accurate representation of the true underlying cash flows of the business.

Additional Information

Incorporated in July 2002, [New Constructs](#) is an independent publisher of investment research that provides clients with consulting and research services. We specialize in quality-of-earnings, forensic accounting and discounted cash flow valuation analyses for all U.S. public companies. We translate accounting data from 10Ks into economic financial statements, i.e. [NOPAT](#), [Invested Capital](#), and [WACC](#), to create [economic earnings models](#), which are necessary to understand the true profitability and valuation of companies. Visit the [Free Archive](#) to download samples of our research. New Constructs is a [BBB accredited](#) business and a member of the [Investorside Research Association](#).

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