



## New Feature: DIY ETF

We're excited to announce our "DIY ETF" tool, which gives clients the ability to create a custom basket of stocks, ETFs and/or mutual funds weighted according to traditional and proprietary factors.

With one click, clients can download a standard order form that brokers can use to create a DIY ETF based on the clients' customized basket. Access the DIY ETF tool on the Portfolios page, as seen in Figure 1.

Figure 1: New Constructs Website: DIY ETF Tool

Ticker	Name	Type	Sector / Style	Mkt Val / AUM <sup>1</sup>	Div Yield	Risk/Reward Rating ▲	ROIC	FCF Yield	Price to EBV	GAP	Analyst Notes <sup>2</sup>	Earnings Distortion Score <sup>3</sup>
INTC	Intel Corporation	Stock	Technology	\$183,795	2.9%	Very Attractive	18%	8%	0.6	< 1	Nov 03, 2020	Miss
SPG	Simon Property Group, Inc.	Stock	Real Estate	\$19,880	8.0%	Attractive	10%	6%	0.5	< 1	Aug 25, 2020	In-Line
ROGSX	Oak Associates Funds: Red Oak Technology Select Fund	Mutual Fund	Technology	\$577	-	Attractive	33%	3%	2.5	20	Oct 12, 2020	NA
SPY	State Street SPDR S&P 500 ETF Trust	ETF	Large Cap Blend	\$277,589	1.6%	Attractive	23%	1%	2.9	25		NA
QQQ	Invesco QQQ Trust, Series 1	ETF	Large Cap Growth	\$128,305	-	Neutral	36%	1%	4.4	36		NA
SQ	Square, Inc.	Stock	Industrials	\$70,171	-	Neutral	18%	-0%	-1936.7	> 100		Miss
FGDMX	Fidelity Select Portfolios: Fidelity Advisor Communication Services Fund	Mutual Fund	Consumer Cyclical	\$711	-	Unattractive	19%	1%	3.5	25	Oct 12, 2020	NA
TSLA	Tesla Inc	Stock	Consumer Cyclical	\$401,815	-	Unattractive	7%	0%	32.9	> 100	Oct 27, 2020	In-Line
BBQ	BBQ Holdings Inc.	Stock	Consumer Cyclical	\$41	-	Very Unattractive	-5%	-54%	-0.3	4	Nov 03, 2020	Strong Miss

Sources: New Constructs, LLC and company filings.

Figure 2 shows where to access key features on the DIY ETF page:

1. Enter any investment amount – our system automatically adjusts your order form for the amount of money you wish to allocate.
2. Choose the weighting methodology – we offer 10+ factors, including market cap, dividend yield, our proprietary core earnings and return on invested capital (ROIC), and your own custom weightings.
3. Download Order Form – get a CSV file with every order needed to create the portfolio on the page. Click [here](#) for a sample.



Figure 2: How to Use the DIY ETF Tool

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Create Your Own Fund: My Fund

Tell us (1) how much money you want to put into your fund and (2) how to weight the holdings and we'll create an order form for you.

[← Back to portfolio](#) **1.**

Investment: \$

**2.**

Ticker ↓	Name	Type	Sector/Style	Price	Risk/Reward Rating	Equal Weighting Market Cap (Millions) Dividend Yield ROIC NOPAT (Millions) Core Earnings (Millions) Economic Earnings (Millions) FCF (Millions) FCF Yield Economic Book Value (Millions) Custom Weighting*	Exclude	Weight	Target Position Value	Target Shares	Current Shares	Order Shares
TSLA	Tesla Inc	Stock	Consumer Cyclical	\$423.90	Unattractive		<input type="checkbox"/>	4.24%	\$4,240.22	10.0029	<input type="text" value="0"/>	10.0029
SQ	Square, Inc.	Stock	Industrials	\$158.21	Neutral		<input type="checkbox"/>	10.84%	\$10,840.58	68.5202	<input type="text" value="0"/>	68.5202
SPY	State Street SPDR S&P 500 ETF Trust	ETF	Large Cap Blend	\$336.03	Attractive	22.67%	<input type="checkbox"/>	13.83%	\$13,826.85	41.1477	<input type="text" value="0"/>	41.1477
SPG	Simon Property Group, Inc.	Stock	Real Estate	\$64.99	Attractive	10.49%	<input type="checkbox"/>	6.40%	\$6,395.06	98.4008	<input type="text" value="0"/>	98.4008
ROGSX	Oak Associates Funds: Red Oak Technology Select Fund	Mutual Fund	Technology	\$34.13	Attractive	33.34%	<input type="checkbox"/>	20.33%	\$20,334.68	595.8007	<input type="text" value="0"/>	595.8007
QQQ	Invesco QQQ Trust, Series 1	ETF	Large Cap Growth	\$274.65	Neutral	35.93%	<input type="checkbox"/>	21.91%	\$21,914.37	79.7902	<input type="text" value="0"/>	79.7902
INTC	Intel Corporation	Stock	Technology	\$44.85	Very Attractive	18.24%	<input type="checkbox"/>	11.12%	\$11,122.07	247.9837	<input type="text" value="0"/>	247.9837
FGDMX	Fidelity Select Portfolios: Fidelity Advisor Communication Services Fund	Mutual Fund	Consumer Cyclical	\$71.29	Unattractive	18.57%	<input type="checkbox"/>	11.33%	\$11,326.18	158.8748	<input type="text" value="0"/>	158.8748
BBQ	BBQ Holdings Inc.	Stock	Consumer Cyclical	\$4.39	Very Unattractive	-4.73%	<input type="checkbox"/>	0.00%	\$0.00	0.0000	<input type="text" value="0"/>	0.0000

**3.**

Take The Tour Upload CSV Download CSV Print Download Order Form


See a Sample

Sources: New Constructs, LLC and company filings.

Per Figure 3, clients can also:

4. Upload a CSV of any list of stocks, ETFs and mutual funds along with the shares you own and manage it using the tools on our site. Click [here](#) for a sample upload file.
5. Edit current shares – enter the number of shares you already own in any holding and automatically update your order form.

**Figure 3: More Features of the DIY ETF Tool**



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Create Your Own Fund: My Fund


Tell us (1) how much money you want to put into your fund and (2) how to weight the holdings and we'll create an order form for you.

[← Back to portfolio](#)


Investment: \$

4.

Take The Tour




Upload CSV




See a Sample


Download CSV



Print



Download Order Form



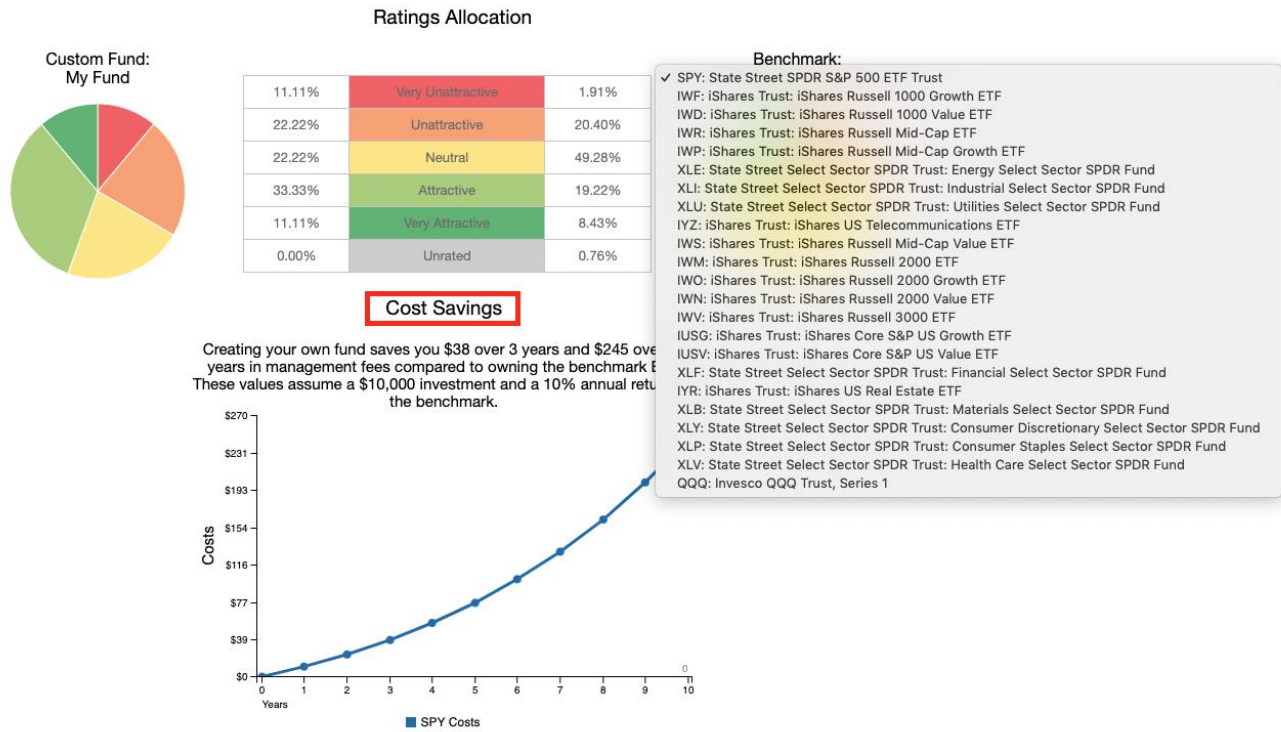
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Sources: New Constructs, LLC and company filings.

Figure 4 shows how the DIY ETF tool automatically estimates your cost savings compared to investing in your chosen benchmark. To select a benchmark, open the drop-down menu to the right of "Ratings Allocation" table.



**Figure 4: How to Use the DIY ETF Tool: Cost Savings Feature**



Sources: New Constructs, LLC and company filings.

Please contact us at [support@newconstructs.com](mailto:support@newconstructs.com) if you have any questions.

This article originally published on [November 11, 2020](#).

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

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## **It's Official: We Offer the Best Fundamental Data in the World**

Many firms claim their research is superior, but none of them can prove it with independent studies from highly-respected institutions as we can. Three different papers from both the public and private sectors show:

1. Legacy fundamental datasets suffer from significant inaccuracies, omissions and biases.
2. Only our “novel database” enables investors to overcome these flaws and apply [reliable](#) fundamental data in their research.
3. Our proprietary measures of [Core Earnings](#) and [Earnings Distortion](#) materially improve stock picking and forecasting of profits.

### **Best Fundamental Data in the World**

Forthcoming in [The Journal of Financial Economics](#), a top peer-reviewed journal, [Core Earnings: New Data & Evidence](#) proves our Robo-Analyst technology overcomes material shortcomings in legacy firms' data collection processes to provide superior [fundamental data](#), [earnings](#) models, and [research](#). More [details](#).

Key quotes from the paper:

- “[New Constructs’] *Total Adjustments* differs significantly from the items identified and excluded from Compustat’s adjusted earnings measures. For example... 50% to 70% of the variation in *Total Adjustments* is not explained by *S&P Global’s (SPGI) Adjustments* individually.” – pp. 14, 1<sup>st</sup> para.
- “A final source of differences [between New Constructs’ and S&P Global’s data] is due to data collection oversights...we identified cases where Compustat did not collect information relating to firms’ income that is useful in assessing core earnings.” – pp. 16, 2<sup>nd</sup> para.

### **Superior Models**

A top accounting firm features the superiority of our ROIC, NOPAT and Invested Capital research to Capital IQ & Bloomberg’s in [Getting ROIC Right](#). See the [Appendix](#) for direct comparison details.

Key quotes from the paper:

- “...an accurate calculation of ROIC requires more diligence than often occurs in some of the common, off-the-shelf ROIC calculations. Only by scouring the footnotes and the MD&A [ as New Constructs does] can investors get an accurate calculation of ROIC.” – pp. 8, 5<sup>th</sup> para.
- “The majority of the difference...comes from New Constructs’ machine learning approach, which leverages technology to calculate ROIC by applying accounting adjustments that may be buried deeply in the footnotes across thousands of companies.” – pp. 4, 2<sup>nd</sup> para.

### **Superior Stock Ratings**

Robo-Analysts’ stock ratings outperform those from human analysts as shown in this [paper](#) from Indiana’s Kelley School of Business. Bloomberg features the paper [here](#).

Key quotes from the paper:

- “the portfolios formed following the buy recommendations of Robo-Analysts earn abnormal returns that are statistically and economically significant.” – pp. 6, 3<sup>rd</sup> para.
- “Our results ultimately suggest that Robo-Analysts are a valuable, alternative information intermediary to traditional sell-side analysts.” – pp. 20, 3<sup>rd</sup> para.

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We believe every investor deserves to know the whole truth about the profitability and valuation of any company they consider for investment. More details on our cutting-edge technology and how we use it are [here](#).



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