

How to Navigate the New & Improved AAll.com

Peter Nguyen, AAll

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AAll.com is always evolving



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The screenshot displays the AAI.com website, which is the American Association of Individual Investors. The site features a dark blue header with navigation links: Home, Join, Planning, AAI Journal, Markets, Model Portfolios, Investing Ideas, Screening, Community, Education, and A+ Investor. A search bar and a 'Join AAI For Just \$2' button are also present.

On the left, there is a vertical sidebar with a 'Navigation' menu containing links such as 'Education', 'Investing', 'Financial Planning', 'Stocks', 'Mutual Funds', 'Retirement', 'Real Estate', 'Commodities', 'Options', 'Futures', 'Cryptocurrency', 'ETFs', 'Social Media', and 'Calendar'. Below this is a 'Market Summary' section with a table of market indices:

Index	Last	% Chg	1-D Chg	5-D Chg	1-M Chg
S&P 500	4,488.23	0.75%	0.03%	0.03%	0.03%
NASDAQ Composite	15,019.80	0.74%	0.02%	0.02%	0.02%
DOW JONES INDUSTRIAL AVERAGE	30,141.18	0.73%	0.02%	0.02%	0.02%

Below the market summary, there is a 'Daily Movers' section with a table of top gainers and losers:

Symbol	Price	% Chg	1-D Chg
GOOGL	2,811.00	0.01%	0.01%
MSFT	315.00	0.01%	0.01%
AMZN	3,456.00	0.01%	0.01%

The main content area includes several featured articles and reports, such as 'Unbiased, Achieve Your Financial Goals', 'Meet Your Retirement Goals', 'Free Report: 3 Dividend Winners', and 'Latest Articles'. There is also a 'My AAI' section on the right with links to 'My Portfolio', 'My Stock Screens', 'My Preferences', and 'My Library'.

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Getting around AAI.com

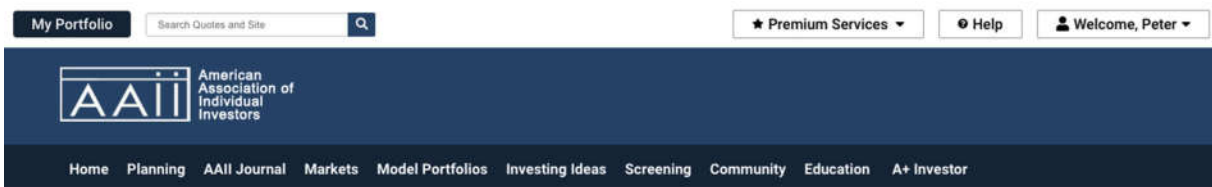
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Goals of site navigation:

- ❑ Organize content to make benefits easy to locate
- ❑ Solutions to your problems ... within no more than two clicks
- ❑ Promote areas that AAI Members are most interested in

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AAI.com Site Navigation - Desktop



I am looking for...

- Financial planning, personal finance
- Investment strategies/techniques, insights
- Curated lists of investments
- Rules-based lists of investments
- Experiences from other individual investors
- How-to, definitions
- Data, research tools
- Ideas, Screening, A+ Investor**

... **Planning Page**

... **AAI Journal**

... **Model Portfolios**

... **Investing Ideas, Screening**

... **Community**

... **Education**

... **Markets, Investing**

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AAI.com Site Navigation - Mobile



Market Summary

Name	Last	Pt Chg	% Chg	Prev Close
S&P 500	4,488.51	46.84	1.05%	4,441.67
NASDAQ Composite	14,945.91	232.25	1.58%	14,714.66
NYSE COMPOSITE	16,676.17	159.49	0.97%	16,516.68
S&P MID CAP 400 INDEX	2,703.01	27.34	1.02%	2,675.67

Daily Movers

Ticker	\$ Chg	% Chg
AA	3.52	9.33%
BJ	(1.80)	(3.16%)

Today's Ideas

3 of your 16 holdings in your portfolio Pete's Picks currently pass a Stocks+ screen. Find out what makes these holdings so special, and how to find more investments like them, in Portfolio Insights.

[Go to My Portfolio](#)

Recommended [Inflation](#) [Earnings](#) [Retirement Plan](#)

My Portfolio

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[AAII Journal](#)

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[Model Portfolios](#)

[Investing Ideas](#)

[Screening](#)

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[Premium Services](#)

[Help](#)

[Retirement Plan](#)

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Search

My Portfolio

Stock Market Winners Screen

- AAII Dividend Investing
- AAII Shadow Stocks
- AAII Stocks Page
- Stock Ideas
- Stock Investor Pro
- Stock Superstars Report
- VMQ Stocks
- Stora Enso OYJ (ADR) (SEQAY)
- Stonex Group Inc (SNEX)

Market Summary

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Daily Movers

Ticker	\$ Chg
AA	3.52
BJ	(1.80)

My Portfolio

Apple Inc (AAPL)

[View All Results For 'AAPL'](#)

Market Summary

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Daily Movers

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BJ	(1.80)

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New/Improved Site Areas You Should Use

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Homepage

- **Today's Ideas** provides helpful insights from the portfolios you have created
- **My AAI** is intended to keep you updated on AAI content relevant to you
- Future planned enhancements

The screenshot displays the AAI website homepage with a dark blue header containing navigation links: Home, Planning, AAI Journal, Markets, Model Portfolios, Investing Ideas, Screening, Community, Education, and A+ Investor. Below the header, the 'Market Summary' section shows indices like S&P 500, NASDAQ Composite, and NYSE Composite. The 'Daily Movers' section lists top gainers and losers. A 'Today's Ideas' section highlights a portfolio insight. A central banner promotes a live webinar on August 25. The 'Latest Articles' section features articles on trade advantages, dividend stocks, and webinar summaries. The 'My AAI' sidebar on the right lists personalized content like 'My Portfolio', 'My Stock Screens', and 'My Library'.

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Homepage

- Local chapter **events**
- **Latest articles** by writer, **latest webinars**
- Future planned enhancements

The screenshot shows the AAII homepage with a dark blue header containing navigation links: Home, Planning, AAII Journal, Markets, Model Portfolios, Investing Ideas, Screening, Community, Education, and A+ Investor. Below the header is a 'How Can We Help You?' section with five circular icons representing different investment topics: Stocks (with a bar chart icon), Mutual Funds (with a pyramid icon), ETFs (with a bar chart icon), Asset Allocation (with a pie chart icon), and Community (with a globe icon). Each icon has a 'Learn More' button below it. The main content area is divided into several sections: 'Upcoming Local Chapter Events' with a table of events, 'Find Your Community' with a search form, 'Featured Writers' with profiles of John Bajkowski and Christine Benz, 'AAII Videos' with a video player, and 'Highlighted' articles with a list of featured content.

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Article Saving

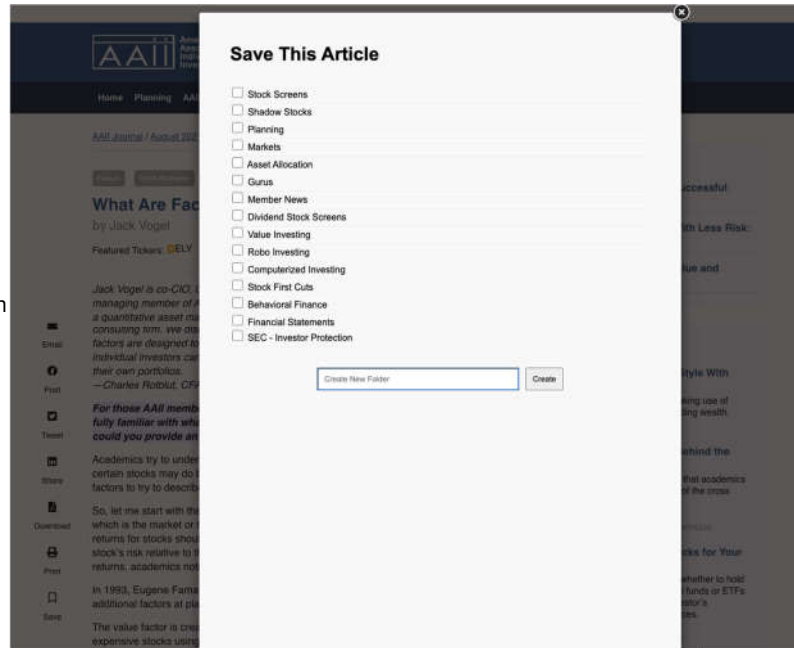
- Save any article in "folders" to read later
- Manage your saved articles or folders with My Library

The screenshot shows the AAII Journal article page for 'What Are Factors? A Look Behind the Curtain' by Jack Vogel. The article is dated August 2021. The main content area includes the article title, author name, featured tickers (OELY), and the article text. A sidebar on the left contains social sharing options (Email, Post, Tweet, Share, Download, Print) and a 'Save' button circled in red. The right sidebar contains 'Related Articles' and 'August 2021 Issue' information. The article text discusses the importance of understanding factors in stock returns and mentions the value factor created by looking at the return of cheap stocks minus the return of expensive stocks.

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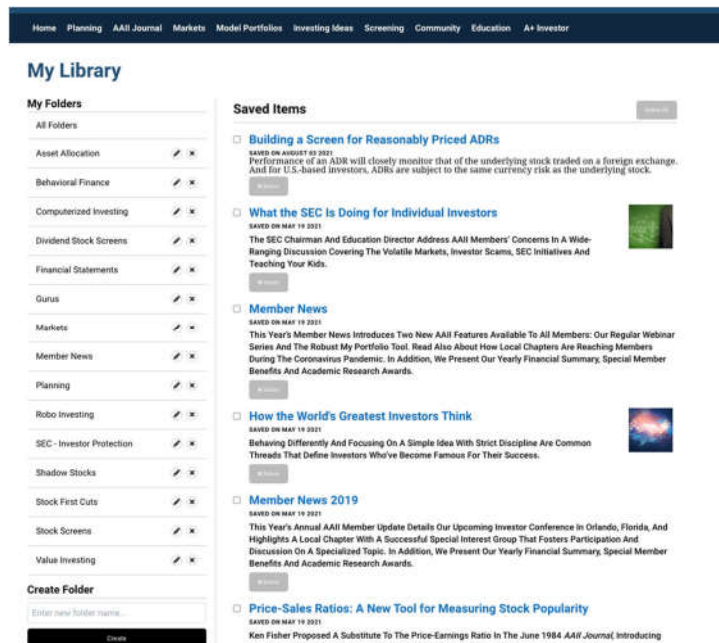
Article Saving

- Save any article in "folders" to read later
- Manage your saved articles or folders with My Library



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My Library



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Planning

My Portfolio Search Quotes and Data Q Premium Services Help Welcome, Peter

AAII American Association of Individual Investors

Home Planning AAI Journal Markets Model Portfolios Investing Ideas Screening Community Education A+ Investor

Learn & Plan

THE INDIVIDUAL INVESTOR WEALTH-BUILDING PROCESS

You have completed 0 out of the 12 chapters in the Individual Investor journey. See the [Five Key Steps of the Wealth-Building Process](#) and then start creating your own personalized plan with the challenges below. To get started with the Wealth-Building Process, watch this helpful [introduction video](#).

WEALTH-BUILDING PROCESS RESOURCES

- About the Individual Investor Wealth-Building Process
- Wealth-Building Process Flowchart
- Wealth-Building Process Toolbox
- Commentary

LEARN & PLAN RESOURCES

- Investor Classrooms
- Retirement
- Tax Strategies
- Asset Allocation

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Model Portfolios

My Portfolio Search Quotes and Data Q Membership Options Help Member Login

AAII American Association of Individual Investors

Home Join Planning AAI Journal Markets Model Portfolios Investing Ideas Screening Community Education A+ Investor

Model Portfolios

SS MEMBER STRATEGY

AAII's Model Shadow Stock Portfolio

In 1993, we started a real-money portfolio to show that a consistent investment approach could be followed without a significant time commitment. Learn our secrets to outpacing the overall market by nearly 4-to-1 over the past 20 years in our exclusive report, [How to Win With a Small Cap/Value Approach](#).

[Read the Report](#) [See the Portfolio](#)

Shadow Stocks Ideas **Latest Alerts**

Ranked by P/B Ratio as of 8/23/2021

COMPANY NAME	TICKER	P/B RATIO
Hoegh LNG Partners LP	HMLP	0.44
Rayonier Advanced Materials Inc.	RYAM	0.52
Mesa Air Group Inc.	MESA	0.55
Key Tronic Corporation	KTOC	0.56
VOXX International Corp.	VOXX	0.61

[See All 27 Stocks](#)

DI PREMIUM STRATEGY

AAII Dividend Investing Portfolio

The AAI Dividend Investing portfolio seeks income and growth from a diversified portfolio of domestic common stocks paying cash dividends.

[See the Portfolio](#)

Top DI Ideas Ranked by Yield (as of 8/23/2021)

COMPANY NAME	TICKER	YIELD
Independent Bank Corp (Michigan)	IBCP	4.1%
Associated Banc Corp	ASB	3.8%
First Horizon Corp.	FHN	3.7%
Southside Bancshares, Inc.	SBSI	3.6%
CVB Financial Corp.	CVBF	3.5%

[See All 23 Stocks](#)

SSR PREMIUM STRATEGY

Stock Superstars Report Portfolio

APPROACH: WILLIAM O'NEIL

William O'Neil founded the stock brokerage firm William O'Neil & Co. and the business newsreader Investor's Business Daily. He is the author of [How to Make](#)

Top SSR Watchlist Ideas Ranked by 52-Week Relative Strength Rank (as of 8/23/2021)

COMPANY NAME	TICKER	52 WK REL STR RANK
Boat Barn Holdings Inc.	BOOT	94%

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Screening

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[Community](#)
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[A+ Investor](#)

Screening

STOCKS

- My Stock Screens
- Power Rankings
- Guru Screens
- Factor Screens
- Premium Screens

ETFs

- ETF First Out Screens
- ETF Screener
- Commentary & Reports

FUNDS

- Mutual Fund First Out Screens
- Mutual Fund Screener
- Commentary & Reports

COMMENTARY

STOCK SCREENING, CORONAVIRUS • AUGUST 11
Bargain Stocks From the Father of Value Investing
 by Derek J. Hageman

This week, we cover the stock-picking strategy of Benjamin Graham, father of value investing, and list the stocks currently passing AAI's Graham Defensive Investor screens. Since inception (1998), our Graham Defensive Non-Utility screening model has an annual gain of 13.5% and our Graham Defensive Utility screening model has an annual gain of 7.1%. These compare to 6.6% for the S&P 500 index in the same period. Read on to find out how we put these screens together.

[Continue Reading](#)

RECENTLY

Guns, Drugs & Warfare: Thematic Investing for Vice Stocks
 Derek J. Hageman • First Cut Stocks, Stock Strategies

Hottest Sector ETFs
 Matthew Bajkowski • First Cut ETFs, Exchange-Traded Funds

Hottest Sector Mutual Funds
 Matthew Bajkowski • First Cut Mutual Funds, Mutual Funds

FEATURED SCREENS

Cash Rich Firms Screen
 Locating firms with a high proportion of cash to share price.
 Performance Since Inception: 5.1%
 +/- S&P 500: +2.5%
 American Public Education, Inc.

Stock Superstars Report Portfolio
 David Dreman is the chairman and founder of Dreman Value Management. Over the past 30 years, he has been at the forefront of research into contrarian value investing and behavioral finance. This research has led to five books on the topic. These works include Dreman's most recent book, *Contrarian Investment Decision*.

Hottest Sector ETFs
 Equity sector ETFs with the strongest one-month NAV return in their category, accompanied by total assets above \$100 million and an average daily trading volume above 10,000 shares. Excludes leveraged and inverse ETFs. Ranked by one-month NAV return in descending order.
 iShares US Medical Devices

Top Muni Bond Funds
 No-load tax-exempt municipal bond funds open to new investors with returns in the top 50 of their category performance over the last three, five- and 10-year periods, accompanied by an expense ratio below the norm for their category and a minimum initial purchase no higher than \$10,000. Ranked by three-year return in descending order.

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Education

[My Portfolio](#)
[Search Stocks and More](#)
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[Welcome, Peter](#)

[Home](#)
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Learn to Invest

Empowering investors with educational guides covering beginning and advanced investing topics.

YOUR GO-TO SOURCE FOR INVESTMENT EDUCATION

AAI's education hub provides new and experienced investors a centralized source to expand their knowledge. From financial term definitions to detailed explanations of various investing strategies, our free resources will help you master the market and build a portfolio to achieve your financial goals.

TRENDING RESOURCES

- AAI Journal
- Investing Basics
- Model Portfolio
- Stock Ideas

AAI EDUCATIONAL RESOURCES

WHAT IS THE STOCK MARKET?

Curious about the entity that drives daily headlines? Learn how the stock market works, from its inner mechanisms to associated risks and how investors actually make money buying and selling stocks.

[VIEWABLE RESOURCES](#)

HOW TO CHOOSE A BROKERAGE

Selecting a brokerage can seem like a daunting task. AAI's guide to choosing one will simplify the many options and walk you through picking the right firm through which to begin investing.

[VIEWABLE RESOURCES](#)

GROWTH STOCKS

Growth investing approaches have gained favor in the last decade. Find out more about what growth investing entails, learn how to build a growth portfolio, and see how AAI can help you identify growth stock opportunities.

[VIEWABLE RESOURCES](#)

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Education

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[CONTINUE READING](#) [CONTINUE READING](#) [CONTINUE READING](#)



FEATURED
BEGINNER'S GUIDE TO STOCK INVESTING
New to the stock market? Read AAI's guide to investing for tips on selecting a brokerage, developing a investment strategy, diversifying your portfolio, and taking the first steps to achieving your financial goals.

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TRENDING ARTICLES
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[Balance Sheet](#)
[Continue Reading](#)
[Buy Limit Order](#)
[Continue Reading](#)

TERM OF THE DAY
Long-Term Debt
An Item On A Corporate Balance Sheet In The Liabilities Section...
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[Beneficiary](#) [Value](#)
[Real Property](#) [Accrual Accounting](#)
[Bond](#) [Market Index](#)
[Asset Turnover](#)
[Bond Duration](#)
[Real Estate](#)
[Yield Curve](#)
[Preferred Stock](#)
[VIEW ALL TERMS](#)

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Education

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Association of
Individual
Investors

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BY: BENNY SMITH

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[Beginner's Guide to Stock Investing Deep Dive](#)

[Growth Stocks](#)

[How to Choose a Brokerage Firm](#)

[Types of Stock Orders](#)

[What Are the Hours of the Stock Market?](#)

[What Is the Stock Market?](#)

Beginner's Guide to Stock Investing

Long-term investing in the stock market is a time-tested way of building wealth to fund future ambitions, whether buying a new car or house, or retiring early. Historically, the stock market yields returns that are substantially higher than savings accounts, certificates of deposit (CDs) or bonds, making it an appealing option for those seeking strong capital appreciation.

However, even with the benefits understood, getting started in the stock market can be daunting. From finding a broker to selecting a strategy, new investors face many challenges and questions as they begin their wealth-building process.

This AAI guide outlines the key steps needed to begin investing. Click through on any included link for more details and education on how you can invest like a pro—and perhaps outperform the market while doing so.

What Is the Stock Market?

The stock market is an aggregate collection of centralized exchanges where investors buy and sell shares of publicly held companies. Those shares represent fractional ownership of a company and entitle the stockholder—that is, the person or institution that buys these shares—to a portion of the corporation's assets and profits equal to the percent of owned stock.

Its centralization provides liquidity as well as oversight and regulations to protect investors. Individual investors can trade shares with hedge funds, shareholders from across the globe or whomever else is looking to take the opposite side of a desired transaction.

Investors come to the stock market to buy shares in companies they believe will see capital appreciation, generally through earnings growth or increased dividend payments. Similarly, when investors think growth will slow or subside—or think other companies have better potential for large growth—they come to the stock market to sell their shares, steadily realizing capital gains.

To take part in these transactions, individuals need to open a brokerage account.

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Education

The screenshot shows the AAI website's Education section. At the top, there's a navigation bar with 'My Portfolio', a search bar, and 'Premium Services'. Below this is the AAI logo and a main navigation menu including Home, Planning, AAI Journal, Markets, Model Portfolios, Investing Ideas, Screening, Community, Education, and A+ Investor. The breadcrumb trail reads 'Education > Dictionary > A Terms > **asset turnover**'. The page is dated 'Updated: July 01, 2021' and includes social media share buttons. The main heading is 'DICTIONARY Asset Turnover'. The text explains that the asset turnover ratio measures how efficiently a company uses its total assets to generate revenues, providing the formula: $\text{Asset Turnover Ratio} = \frac{\text{Net Revenues}}{\text{Average Total Assets}}$. It notes that a ratio of 0.72x indicates \$0.72 of revenue per \$1 of assets, and a low ratio may indicate inefficiency or a capital-intensive environment.

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AAI Knowledge Base

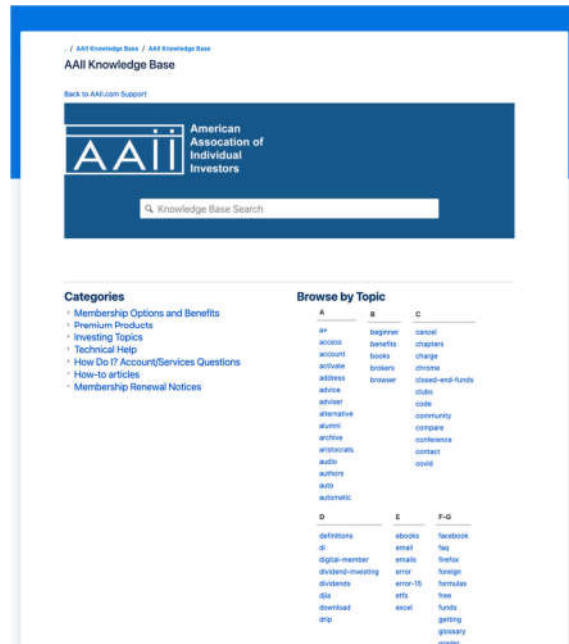
The screenshot shows the AAI Support & Contact page. In the top navigation bar, the 'Help' link is circled in red. The page title is 'AAI Support & Contact'. Below the title, it says 'Please choose the appropriate department for help.' and provides a link to 'Click here for the AAI Support Knowledge Base'. The page is divided into six columns of support links:

- Website Login and Browser Help:** Get help logging in to AAI.com, changing your email or address and setting your preferences for emails. Also, troubleshoot browser issues that may be preventing you from accessing site content. [Get Website Help](#)
- Member Services:** Member Services handles all membership issues. Get answers to many common membership questions here. [Get Membership Support](#)
- Technical Support:** Get help with a technical issue, such as using Stock Investor Pro software program. [Get Technical Support](#)
- AAI Journal:** All AAI Journal issues back to 1996 are archived online. Get help finding a past issue or article, or locating articles on a particular topic here. Also, find out how make a comment or ask a question, and how to contact an author, among other tips. [Get Journal Support](#)
- Premium Services Support:** Please select the service that you need help with: [A+ Investor](#), [AAI Dividend Investing](#), [Stock Superstars Report](#), [YMG Stocks](#). [Get Premium Services Support](#)
- Getting Started With AAI:** A series of articles and a video that introduce you to the best features and tools for AAI members. [Getting Started](#)

At the bottom, there is another link: 'Click here for the AAI Support Knowledge Base'.

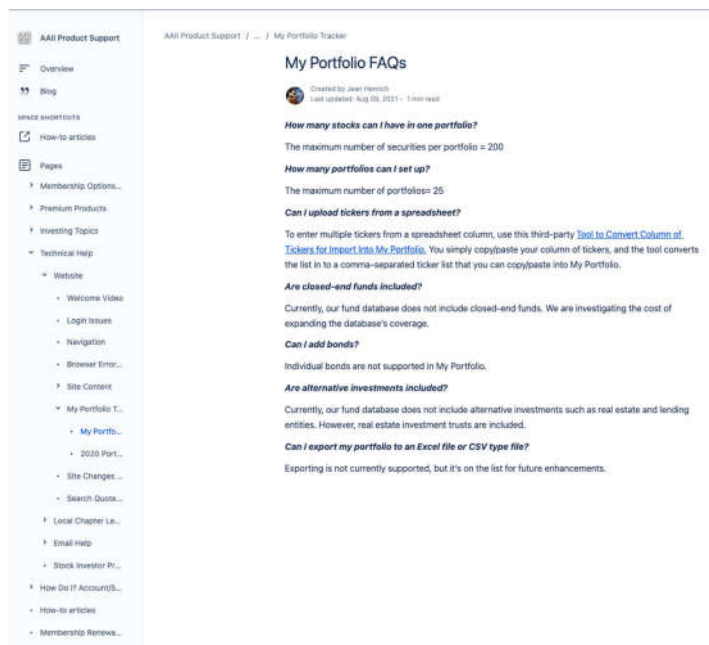
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AAll Knowledge Base



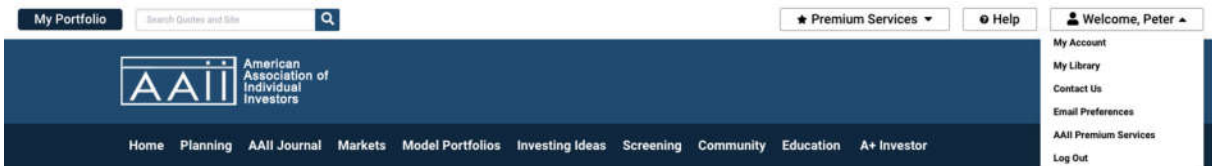
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AAll Knowledge Base



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Account Preferences



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Feature Site Enhancements

- Community and social integration
- Revamped Planning page
- More video content
- More customization on homepage
- Stronger search

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Upcoming Webinars

Register at
www.aaii.com/webinars

Individual Investor Show: Retire on a Home Run, First Cut REIT Stocks, Level3 Update

Hosted by Kyler Wurf

Wednesday, September 1, 2021

7:30 PM CDT

LIVE: Introducing A+ Investor's New Custom Stock Screener

Presented by Wayne A. Thorp

Wednesday, September 8, 2021

7:30 PM CDT