

Stock Prospector Tip: Researching Industries in Stock Prospector by Doug Gerlach, President, ICLUBcentral Inc.

Using ICLUBcentral's [Stock Prospector](#) screening software, it's easy to find all the companies in a particular industry group, or in a selection of different but related industries.

When you build your query, select "Industry" in the **Report Item** column. Then, in the **Criteria** column, right-click and choose "Select from Industry List" from the popup menu. This presents the entire list of industries available in the database. Select one of them – for instance "Apparel Stores" – and the program adds the equals sign so that the line looks like this:

Industry = 'APPAREL STORES'

If you check the **Display running totals** checkbox and click the **Pre-Screen** button, you should see somewhere near 51 companies that meet the criteria. Click the **OK** button, then modify the report items to display items such as profit margins or growth rates that are appropriate for your search. Finally, click the "Run Query" button (the one with the horse image) to display the resulting companies.

If you want to extend your screen to include other related industries, such as "Footwear & Accessories," we'll have to get more advanced. Return to the "Define Screening Criteria" window and click the **Pro Mode** checkbox at the top of the window, and you'll see a new column appear on the left side of the table labeled "And/Or." On the second line, select "Or," then select "Industry" as the **Report Item** and right-click to select "Footwear & Accessories" from the Industry popup list in the **Criteria** field. Click the **Pre-screen** button and you should now see 75 records selected. Click **OK** and run the query to see the results.

You can continue to add additional industries using the "Or" button.

Another advanced tip is related to one of the ways that Stock Prospector helps you to analyze industry averages. The program uses the "Exchange" field to create a record in the database for each industry group, identified in the Exchange field by "INDUS." These Industry Average records also show up in the above searches along with all the other companies in an industry. To eliminate them, we need to use another function of the Define Screening Criteria window, the ability to nest criteria.

When the **Pro Mode** box is checked, you will see two additional columns appear in the table labeled with left and right parentheses. On the first line of the query (Industry = 'Apparel Stores'), click in the cell under the left parenthesis and a left parenthesis appears. At the end of the "Industry = 'Footwear & Accessories'" line, click in the cell to enable the right parenthesis.

On the next line, select "And Not" from the **And/Or** column, then select "Exchange" as the **Report Item**. Right-click in the **Criteria** column, and click "Select from Exchange list." Double-click "INDUS" from the list. The criteria should now look like this:

Researching Industries in Stock Prospector (Continued)

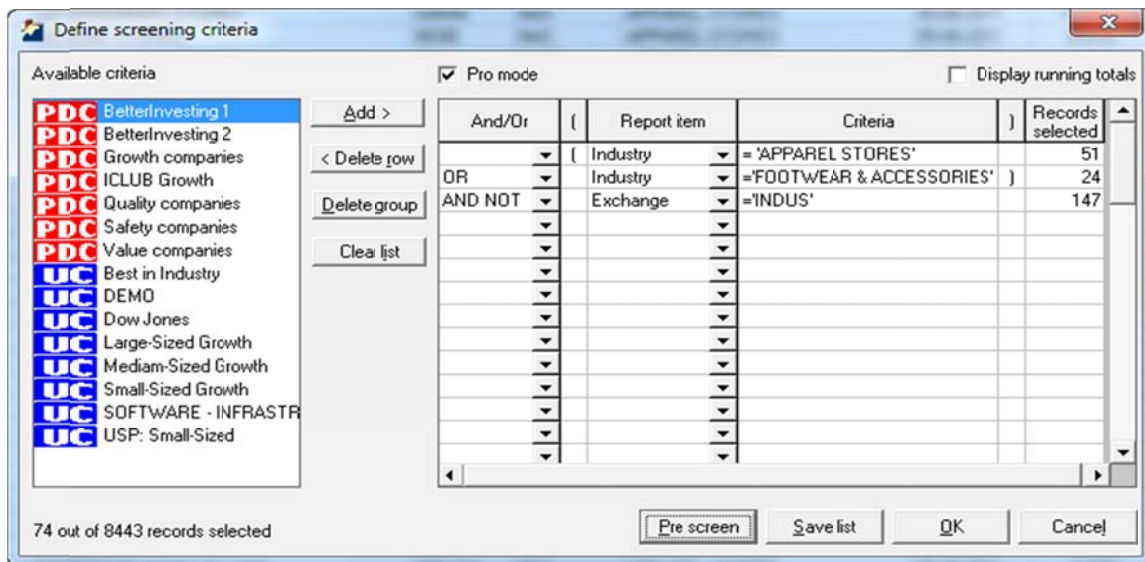
(Industry = 'APPAREL STORES'
 OR Industry = 'FOOTWEAR & ACCESSORIES')
 AND NOT Exchange = 'INDUS'

Click Pre-screen and the total records selected is now 73 (75 less the two Industry Average records).

You can use this technique to add criteria, such as using the "And" operator to remove all companies with negative earnings per share or that fall below or above a particular annual revenue figure.

As long as the number of companies in the screen is fewer than 100, the first three lines of the report will include the minimum, average, and maximum values for each appropriate Report Item for all companies on that report. You can think of these values as modified industry averages, either for your own customized group of similar industries or as averages for the "best of the best" companies in a single industry or group of industries.

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	Weighted ranking	Company Name	Symbol	Exchange	Industry	Date Info	Current Price (\$)	Hist 5Yr Rev Gr (%)	Hist 5Yr EPS Gr (%)	Proj 5Yr EPS Gr (%)	Implied Gr (%)	Rel Value	PE / EPS
	1.6	Minimum values											
	3.4	Average values											
	5.2	Maximum values											
		0.850				05-08-2011	4100	-39.8	-31.5	-60.1	-31.6	0.00	-75
		23.775				05-08-2011	2160	11.4	7.7	8.1	11.0	0.80	-0
		110.560				05-08-2011	15040	647.9	139.9	35.0	100.8	2.30	8
68	2.1	GRUPE BIKINI VILLAGE	GBV.TO	TSX	APPAREL STORES	05-08-2011	4100	2.2	0.0	-12.5	5.1	0.35	(
69	2.0	HEELYS	HLYS	NAS	FOOTWEAR & ACCESSORIES	05-08-2011	2160	-39.8	0.0	-38.5	6.6	0.00	(
70	2.0	DESTINATION MATERNITY	DEST	NAS	APPAREL STORES	05-08-2011	15040	-3.4	0.0	-4.2	-10.2	0.59	(
71	2.0	STERLING SHOES	SSI.TO	TSX	APPAREL STORES	05-08-2011	0850	5.4	0.0	-52.5	-8.0	0.00	(
72	1.8	TANDY BRANDS ACCESSORIES	TBAC	NAS	FOOTWEAR & ACCESSORIES	05-08-2011	1973	-12.7	0.0	-17.4	-22.2	0.00	(
73	1.6	CHAFMING SHOPPES	CHRS	NAS	APPAREL STORES	05-08-2011	3460	-11.1	0.0	-60.1	-12.4	0.00	(