

AAll Stock Superstars Report (SSR)

Overview

AAll's SSR is designed to provide all the information you need to manage a stock portfolio as well as to teach readers about timely investment principles relating to the SSR portfolio and stock investing in general. It includes a detailed listing of a complete portfolio, portfolio addition and deletion alerts, and ongoing support for your efforts in maintaining a portfolio that considers both return and portfolio risk.

Portfolio

AAll provides a suggested list of stocks (SSR) for investors to begin building their own portfolio. The list consists of a maximum of 36 stocks divided into four distinct risk/reward groups:

- 1) Profitability and Relative Strength
- 2) Value and Financial Strength
- 3) Growth at a Reasonable Price (GARP)
- 4) Reasonably Priced Growth

Managing an individual SSR portfolio consists of three basic steps

- 1) Building your initial portfolio
- 2) Weekly maintenance of the portfolio
- 3) Monthly portfolio report

Summary – Caveat Emptor

While it is certainly reasonable to make some adjustments in the above procedures to accommodate personal preferences or special knowledge, we do not suggest wide variations if you wish to mirror the performance of the SSR portfolio. The SSR is a portfolio approach and we do not attempt to rate individual stocks. Randomly picking a half-dozen stocks from the 36-stock SSR portfolio, especially if categories are ignored, defeats the purpose. We do not purport to know how each of these stocks will behave in the future, but we believe that the portfolio as a whole (or the suggested subsets) should perform well on a risk-adjusted basis.

It is important to remember that risk and return are a trade-off: The most return/risk efficient portfolio offers the highest return at the level of risk you are willing to assume. In terms of your total wealth, portfolio management through asset allocation and portfolio structure are more important than individual stock selection. The SSR is designed to help educate investors in time-tested methods of portfolio creation and risk reduction.