# Financial Ratings Series



# **Veiss TheStreet Ratings**

Published by

### **GREY HOUSE PUBLISHING**

Financial Literacy Tools Your Patrons Can Trust

| Insurance               |  |
|-------------------------|--|
| Banks & Credit Unions — |  |
| Mutual Funds            |  |
| Stocks                  |  |



### Unbiased & Accurate Financial Strength Ratings & Financial Planning Tools Your Patrons Can Trust

## **WELCOME TO OUR 2015 FINANCIAL RATINGS CATALOG**

We are pleased to present this year's complete collection of Financial Strength Ratings, Investment Ratings and Financial Planning Tools.

In print and online, these tools are highly-regarded in the library community for their unbiased, accurate and conservative ratings – ratings that your patrons can rely on for sound financial planning advice.

This 2015 catalog is filled with information about this growing product line, all available in both print and online formats.

### **HIGHLIGHTED PRODUCTS FOR 2015**

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### **Medigap Buyers Guide & Premium Calculator**

With this easy-to-use guide, patrons can create a Medigap Buyers Guide – individually customized just for them. The Buyers Guide is filled with important need-to-know information, a list of recommended insurers, and the rates they would pay based on their age, gender and zip code. This report has the potential to save your patrons thousands of dollars.

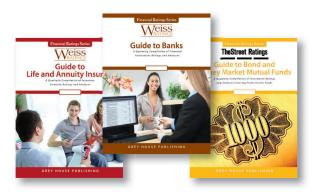
See page 5 for more information.

### Financial Strength Ratings & Investment Ratings Online

With a subscription to Financial Ratings Online, your patrons will have unlimited access to the unbiased, accurate ratings that Weiss Ratings and TheStreet Ratings has to offer – and it's all just a few clicks away! Subscriptions online include in-library and remote access – for thousands less than any of our competitors!



See page 3 for more information.



### **Ratings Guides in Print**

Our Ratings Guides in print still find a happy audience at public libraries across the country. For those users who are more comfortable with print reference, these easy-to-use guides are user-friendly and provide the sound financial planning advice that Weiss Ratings and TheStreet Ratings are known for.

See pages 7–13 for more information.

## **ABOUT THE FINANCIAL RATINGS SERIES**

The Financial Ratings Series, published by Grey House Publishing, combines the strength of Weiss Ratings and TheStreet Ratings to offer the library community a single source for financial strength ratings and financial planning tools covering Insurance, Medigap Plans, Banks, Credit Unions, Mutual Funds and Stocks.

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The Ratings Guides from Weiss Ratings and TheStreet Ratings provide the accurate, independent information your patrons need to make INFORMED DECISIONS about their financial planning.

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- How to Find the Best Deal on Their Medigap Insurance
- How to Avoid the Weakest Insurance Companies... and How to Find the Best Ones
- How to Pick the Best-Performing Stocks... When to Sell and When to Buy
- How to Find the Best Mutual Funds... and Make Sure Their Retirement Funds are Safe

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Credit Unions

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- Property & Casualty Insurers
- Medicare Supplement Insurers
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- Long-Term Care Insurers

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#### **EASY-TO-USE, CONSERVATIVE & BALANCED INVESTMENT RATINGS**

In addition, **TheStreet Ratings'** investment ratings offer a conservative, balanced evaluation of the risk-adjusted performance of more than 6,000 stocks and 16,000 mutual funds on the market today:

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- Stock Mutual Funds
- Exchange-Traded Funds

#### **INDEPENDENT & UNBIASED RATINGS**

Weiss Ratings and TheStreet Ratings are totally independent and unbiased, and do not accept compensation from the companies they rate. Companies they rate are not given the opportunity to preview their ratings or suppress negative ratings from publication. A study conducted by the US General Accounting Office (GAO) identified Weiss Ratings' insurance ratings as proven to be more accurate than any other rating agency. With ratings for insurance companies, banks, credit unions, stocks, and mutual funds, no other rating agency brings together this amount of information into one easy-to-use product line.

Grey House Publishing, Weiss Ratings and TheStreet Ratings are proud to offer a complete line of products designed to direct consumers and business professionals toward safe investment, banking and insurance options while helping them avoid unnecessary risk.



Independent & Unbiased Financial Strength Ratings & Financial Planning Tools Your Patrons Can Trust!

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Look for the 'available online' symbol throughout this catalog for titles available in our online database.



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Easy-to-Use Letter Grade Ratings Perfect for the Beginning Investor or First-Time Researcher More Detailed Analysis for the Intermediate Investor or Business Professional

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### Which Insurance Company to Use–Individually Customized for Each Patron!

# Insurance companies charge dramatically different premium rates for the exact same benefit plans. Consumers may be able to save thousands by just shopping around.

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Filled with need-to-know information, this customized report is written in an easy-to-follow style and provides all the information users will need to:

• Learn What Medicare Does and Does Not Cover

NFW

- Explore Their Options to help them decide whether to fill the gaps in coverage with a Medicare Advantage Plan or combine Medicare Supplement Insurance with Medicare Benefits.
- Pick a Medigap Plan that is right for them all Medigap Plans (A-N) are explained in detail, what is covered under each plan, which plans are available in their area, and how to switch policies.
- See the Premium Rates for each Medigap Plan with their personalized Buyer's Guide & Premium Calculator, users can compare plans for their specific circumstances. This unique report lists all companies selling Medigap in their

| Company                                  | Financial Strength<br>Rating | Annual<br>Premium \$ | Pricing<br>Method |
|--|------------------------------|----------------------|-------------------|
| Companies with a Financial Stre          | ngth Rating of B- or hi      | gher                 |                   |
| CDPHP UNIVERSAL BENEFITS INC             | в                            | \$1,346.64           | N                 |
| UNITED HC INS CO OF NEW YORK **          | B-                           | \$1,509.00           | N                 |
| EMPIRE HEALTHCHOICE ASSURANCE INC        | B+                           | \$1,682.52           | N                 |
| MUTUAL OF OMAHA INS CO                   | B+                           | \$2,027.50           | N                 |
| FIRST UNITED AMERICAN LIFE INS CO        | B+                           | \$2,037.00           | N                 |
| HEALTHNOW NEW YORK INC                   | A                            | \$2,185.68           | N                 |
| HUMANA INS CO OF NEW YORK                | в                            | \$2,430.72           | N                 |
| AETNA LIFE INS CO                        | B+                           | \$2,778.48           | N                 |
| AETNA LIFE INS CO (TOBACCO)              | B+                           | \$3,056.28           | N                 |
| STATE FARM MUTUAL AUTOMOBILE INS CO      | B+                           | \$3,306.00           | N                 |
| Companies with a Financia                | Strength of C- to C+         |                      |                   |
| GROUP HEALTH INCORPORATED (EMBLEMHEALTH) | C-                           | \$1,935.48           | N                 |
| Companies with a Financial S             | Strength of D+ or lowe       | r                    |                   |
| BANKERS CONSECO LIFE INS CO              | D                            | \$2,819.88           | N                 |
| STERLING LIFE INS CO                     | D                            | \$3,003.84           | N                 |

area AND the actual rates they charge. A money-saving tool that is not available in any other resource!

This patron would save over \$1,600 per year by choosing this plan – plus, the insurer is highly rated!

This is information everyone turning 65 or looking to switch policies <u>NEEDS TO KNOW!</u>

- Locate the Best Insurers find out which insurers are recommended and which companies to avoid – insurers are ranked by their Weiss Financial Strength Rating, so users can be sure they are selecting the best companies.
- Find an Authorized Agent contact information and phone numbers are provided for each insurer in their area, to make selecting an insurer quick and easy.

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With lower loan rates, higher savings rates, more personal service and fewer service fees, credit unions are a viable, and growing, alternative to traditional banking. Rather than make a profit, credit unions give their profits back to their members. Given these features, credit union lending and participation is on the rise.

**Weiss Ratings' Guide to Credit Unions - Online** provides accurate financial Strength ratings of the 7,800 credit unions across the United States.

Search by Name, State & Letter Grade Rating to Find the Best Credit Union in Your Area!

As the banking industry continues to struggle, more and more Americans are searching for a different option to traditional banking. Weiss Ratings' Guide to Credit Unions – in Print and NOW ONLINE – answers this need.



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Written by industry experts **Dr. Martin D. Weiss** and **Mike Larson**, each information-packed report provides sound investing advice and real-world investment tools for both the speculative and conservative investor.

Published monthly, each issue offers readers several helpful sections:

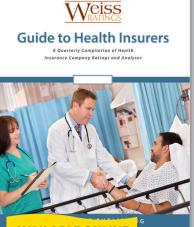
- Cover Story: How Real-World Events Can Impact Your Investments
- Mr. Conservative: Tips & Recommendations for the Conservative Investor
- Mr. Speculative: Tips & Recommendations for the Speculative Investor
- Gold & Energy: Investment Advice specific to Gold & Energy Investments
- Weiss Ratings: Expanded Data on the Banking, Credit Union and Insurance Industries
- Professor Investor: Answers Readers' Important Investing Questions
- Plus, all recommendations are analyzed in a Sample Portfolio so you can see how they have performed.

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In this power-packed, straight-shooting monthly publication, readers can count on unbiased information that will cut through the Wall Street spin and give them specific recommendations designed to protect and grow their wealth.

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# **INSURANCE REFERENCE**



AVAILABLE ONLINE

7

### **WEISS RATINGS GUIDE TO HEALTH INSURERS**

450 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-588-3 | Spring 2015: 978-1-61925-589-0 Summer 2015: 978-1-61925-590-6 | Fall 2015: 978-1-61925-591-3

"Offers lucid analyses of nearly 1500 companies, basing qualitative assessments on various factors, including risky investment holdings, premiums paid out, and long-term fiscal responsibility... Highly recommended for public libraries."

-Library Journal

*Weiss Ratings Guide to Health Insurers* is the first and only source to cover the financial stability of the nation's health care system, rating the financial strength of more than 1,200 health insurance providers, including Medicare supplement and long-term care insurers, 500 health maintenance organizations (HMOs) and all of the Blue Cross/Blue Shield plans.

• Updated quarterly in print and monthly online to offer the most current information

 Index of Companies – easy-to-use letter-grade rating of every health insurer, their state of domicile, total assets and premiums, health premiums, capital & surplus, and risk-adjusted capital during a moderate or severe recession

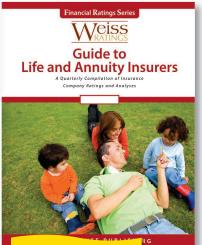
- Analysis of Largest Companies expanded data, graphs and analysis of the largest health insurers, with their letter-grade financial strength rating, major rating factors, and reasons for upgrades or downgrades
- Weiss Recommended Companies a compilation of insurers with a rating of B+ or higher, makes picking the best insurer in your area quick and easy
- Special section on Long-Term Care Insurers and Medicare supplement insurance
- Available in print and online database formats

The financial strength of an insurer is an important factor to consider when making the decision to purchase a policy or change companies. Using these independent, unbiased ratings, users can make sure that they are working with a company that they can trust. These helpful ratings provide piece of mind when selecting a health insurer. This resource is a must for insurance brokers, and will be a well-used addition to the reference collection of all public libraries.

#### Patrons Need More Information on Health Care Insurance Than Ever Before!

Are they worried about having to switch to a new Health Insurer due to the Affordable Care Act? Do they have several options and are not sure how to compare Insurers beyond just monthly premiums? Help them make the best decision and give them the peace of mind by knowing the Financial Strength Rating of their Insurer with *Weiss Ratings Guide to Health Insurers*!

| W6133 I   | Ratings Guide to Health Insurer  | . 3   |  |  |   |  |  |
|---|--|---|--|--|---|--|--|
|   | н.   | Analysis of Lan   | gest Companies   |  |   |  |  |
| OPTIMA HEALTH PLAN *  |  | A-  | Excellent  |  |   |  |  |
| Major Rating Factors: Excellent profitability (<br>capitalization index (8.2) based on excelle<br>(severe loss scenario). High quality investment)<br>Other Rating Factors: Excellent liquidity (6.5<br>flows and marketable investments) to handle<br>results on stability tests (4.3) in spite of stee  | Weiss<br>I. Index of Companies   | Ratings Guid  | e to Life & Annuity Insurers   |  |   |  |  |
| 5% over the past five years.<br>Principal Business: Medicaid (47%), comp m  | 7  |   | CAPITAL RISK RISK CAPITAL- INVEST. PROFIT-   |  |   |  |  |
| Mem Phys: 12: 12,278 11: 11,308 12 MLR<br>Enroll(000): Q3 13: 318 12: 321 11: 298 N   | INSURANCE COMPANY NAME   | DOM.<br>STATE   | TATAL & ADDITER ADDITER PATCAL PAPERTY AND IN  | THE PERSON PERSO |   |  |  |
| Enroliquoy: GS 13:378 12:281 11:298 W<br>Principal Investments: Long-term bonds<br>nonafiliate common stock (6%)<br>Provider Compensation (\$000): Contr fee (\$<br>bonus arrang (\$34)<br>Total Member Encounters: Phys (1,719,254),<br>Group Affiliation: Sentra 1 Healthcare   |  | RA  | Weiss Ratings G  | uide to Prope  | erty & Casualty In  | surers   |  |
|   | GENWORTH LIFE INS CO<br>GENWORTH LIFE INS CO OF NEW YORK<br>GEORGIA PEOPLES LIFE INS CO<br>GERBER LIFE INS CO  | DE C<br>NY E<br>AZ U<br>NY A                                  |  | IV. Weiss Rati   | ngs Recommended (   | Companies by Type  | of Business  |
| Licensed in: VA<br>Address: 4417 Corporation Lane, Virginia Bea   | <ul> <li>GERMANIA LIFE INS CO<br/>GERTRUDE GEDDES WILLIS LIFE INS CO</li> </ul>  | TX C<br>LA U  | Auto   | DOMICILE.  | TOTAL   |  | MAXIMUM  |
| Phone: (757) 552-7401 Dom State: VA Cor   | GLOBE LIFE & ACCIDENT INS CO<br>GMHP HEALTH INS LMTD   | NE B<br>GU U  | INSURANCE COMPANY NAME   | STATE  | (\$)  | (\$)   | (\$)   |
|   | GOLDEN GATE CAPTIVE INS CO   | SC L  | Rating: A+   |  |   |  |  |
|   | GOLDEN GATE II CAPTIVE INS CO  | SC U  | DAIRYLAND INS CO   | WI   | 168,077,867   | 168,077,867  | 5,000,000  |
|   |  |   |  |  |   |  |  |
| OPTIMUM CHOICE INC  | GOLDEN RULE INS CO   |   | INTERINS EXCH OF THE AUTOMOBILE CLUB   | CA   | 2,184,799,021   | 1,757,963,627  | 50,000,000   |
| OPTIMUM CHOICE INC  | GOLDEN STATE MUTUAL LIFE INS CO  | CA F  | INTERINS EXCH OF THE AUTOMOBILE CLUB<br>UNITED SERVICES AUTOMOBILE ASN   | CA<br>TX   | 6,371,408,439   | 1,757,963,627<br>3,732,116,246   |  |
| Major Rating Factors: Good liquidity (6.9 on  | GOLDEN STATE MUTUAL LIFE INS CO<br>GOVERNMENT PERSONNEL MUTUAL LI C  | CA F  |  |  |   |  | 200,000,000  |
| Major Rating Factors: Good liquidity (6.9 on<br>resources (cash flows and marketable investm<br>Weak overall results on stability tests (2.2) be  | GOLDEN STATE MUTUAL LIFE INS CO  | CA F  | UNITED SERVICES AUTOMOBILE ASN   | тх   | 6,371,408,439   | 3,732,116,246  | 200,000,000  |
| Major Rating Factors: Good liquidity (6.9 on<br>esources (cash flows and marketable investm<br>Weak overall results on stability tests (2.2) ba<br>during 2012. Rating is significantly influenced<br>UnitedHealth Group Inc. Excellent profitability (   | GOLDEN STATE MUTUAL LIFE INS CO<br>GOVERNMENT PERSONNEL MUTUAL LI C<br>GRANGE LIFE INS CO  | CA F<br>TX B<br>OH B  | UNITED SERVICES AUTOMOBILE ASN<br>USAA CASUALTY INS CO   | тх   | 6,371,408,439   | 3,732,116,246  | 200,000,000<br>40,000,000  |
| Major Rating Factors: Good liquidity (6.9 on<br>esources (cash flows and marketable investm<br>Weak overall results on stability tests (2.2) bä<br>juring 2012. Rating is significantly influenced<br>United/Health Group Inc. Excellent profitability<br>Other Rating Factors: Strong capitalization   | GOLDEN STATE MUTUAL LIFE INS CO<br>GOVERNMENT PRESONNEL MUTUAL LI C<br>GRANGE LIFE INS CO<br>GREAT AMERICAN LIFE INS CO<br>GREAT CENTRAL LIFE INS CO   | CA F<br>TX E<br>OH B<br>OH B<br>LA C                          | UNITED SERVICES AUTOMOBILE ASN<br>USAA CASUALTY INS CO<br>Rating: A  | TX<br>TX   | 6,371,408,439<br>4,290,784,180  | 3,732,116,246<br>2,910,384,780   | 200,000,000<br>40,000,000<br>60,000,000  |
| Major Rating Factors: Good liquidity (6.9 on<br>resources (cash flows and marketable investm<br>Weak overall results on stability tests (2.2) bä<br>during 2012. Rating is significantly influenced<br>UnitedHealth Group Inc. Excellent profitability (<br>Other Rating Factors: Strong capitalization<br>current risk-adjused capital (servere loss so  | GOLDEN STATE MUTUAL LIFE INS CO<br>GOVERNMENT PERSONNEL MUTUAL LI C<br>GRANGE LIFE INS CO<br>GREAT AMERICAN LIFE INS CO  | CA F<br>TX E<br>OH E<br>OH E                                  | UNITED SERVICES AUTOMOBILE ASN<br>USAA CASUALTY INS CO<br>Rating: A<br>AUTO-OWNERS INS CO  | TX<br>TX<br>MI   | 6,371,408,439<br>4,290,784,180<br>2,089,636,893   | 3,732,116,246<br>2,910,384,780<br>717,610,150  | 200,000,000<br>40,000,000<br>60,000,000<br>4,000,000                             |
| Major Rating Factors: Good liquidity (6.9 on<br>resources (cash flows and marketable investm<br>Weak overall results on stability tests (2.2) bit<br>during 2012. Rating is significantly influenced<br>UnitedNeath Group Inc. Excellent profitability (<br>Other Rating Factors: Strong capitalization<br>current risk-adjusted capital (severe loss sc<br>portfolio (9.9).<br>Principal Businese: Comp med (10%).   | GOLDEN STATE MUTUAL LIFE INS CO<br>GOVERNMENT PERSONNEL MUTUAL LI C<br>GRAVAGE LIFE INS CO<br>GREAT AMERICAN LIFE INS CO<br>GREAT CHARTAL LIFE INS CO<br>GREAT FILANS LIFE ASR CO<br>GREAT PILANS LIFE ASR CO  | CA F<br>TX B<br>OH B<br>LA C<br>IN C<br>SD D<br>WA F          | UNITED SERVICES AUTOMOBILE ASN<br>USAA CASUALTY INS CO<br>Rating: A<br>AUTO-OWNERS INS CO<br>CHURCH MUTUAL INS CO  | TX<br>TX<br>MI<br>WI   | 6,371,408,439<br>4,290,784,180<br>2,089,636,893<br>591,923,578  | 3,732,116,246<br>2,910,384,780<br>717,610,150<br>40,340,163  | 200,000,000<br>40,000,000<br>60,000,000<br>4,000,000<br>40,000,000               |
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| Najor Rating Factors: Good liquidity (6.5 or<br>resources (cath lows and marketable investm<br>Weak overall results on stability tests (2.2) bit<br>during 2012. Rating is significantly influenced<br>United Health Group Inc. Excellent profitability (<br>Other Rating Factors: Strong capitalization<br>content, 163) used capital (severe loss so<br>Principal Buildines: Comp med (100%).<br>Mem Phys: 12: 33,400 11: 34.698 12 MLR<br>Enroll(000): Ca 13: 47 12: 53 11: 53. Med<br>(8000) 5622-21339 | COLDEN STATE MUTUAL LIFE INS CO<br>GOVERNMENT PERSONNEL MUTUAL LI C<br>GRAVAGE LIFE INS CO<br>GREAT CHEE INS CO<br>GREAT CHERTAL LIFE INS CO<br>GREAT FIDELITY LIFE INS CO<br>GREAT FIDELITY LIFE INS CO<br>GREAT FIDELITY LIFE INS CO<br>GREAT FIDELICITIE INS CO<br>GREAT SOUTHEASTERN LIFE INS CO       | CA F<br>TX B<br>OH B<br>OH C<br>SD C<br>WA F<br>AZ U<br>C.COM | UNITED SERVICES AUTOMOBILE ASN<br>USAA CASUALTY INS CO<br>Rating: A<br>AUTO-OWNERS INS CO<br>CHURCH MUTUAL INS CO<br>CINCINNAT INS CO<br>OWNERS INS CO<br>PIONEER STATE MUTUAL INS CO                      | TX<br>TX<br>MI<br>WI<br>OH<br>OH<br>MI   | 6,371,408,439<br>4,290,784,180<br>2,089,636,893<br>591,923,578<br>2,993,431,243<br>1,677,917,275<br>187,785,716 | 3,732,116,246<br>2,910,384,780<br>717,610,150<br>40,340,163<br>797,801,596<br>723,347,330<br>115,379,575 | 200,000,000<br>40,000,000<br>60,000,000<br>4,000,000<br>40,000,000<br>10,000,000 |
| Major Rating Factors: Good liquidity (6.9 on<br>resources (cash flows and marketable investm<br>Weak overall results on stability sets (2.2) bed<br>weak overall results on stability sets (2.2) bed<br>untertheath Group Inc. Excellent profitability (<br>Other Rating Factors: Strong capitalization<br>ourrent risk-adjusted capital (severe loss se<br>portolio (9.9).<br>Principal Business: Comp med (100%)<br>Mem Phys: 12: 35,000 11:34,6498 t 2M LR<br>Enroll(000): C3 13:47 12: 53 11: 53 Med    | COLDEN STATE MUTUAL LIFE INS CO<br>GOVERNMENT PERSONNEL MUTUAL LI C<br>GRANGE LIFE INS CO<br>GREAT CANERICAN LIFE INS CO<br>GREAT CANERAL LIFE INS CO<br>GREAT FIDELITY LIFE INS CO<br>GREAT FIDELITY LIFE INS CO<br>GREAT FIDELITY LIFE INS CO<br>GREAT AND LIFE ASS CO<br>GREAT ASUTHEASTERN LIFE INS CO | CA F<br>TX E<br>OH E<br>LA C<br>SD D<br>WA F<br>AZ U          | UNITED SERVICES AUTOMOBILE ASN<br>USAA CASUALTY INS CO<br>Rating: A<br>AUTO-OWNERS INS CO<br>CHURCH MUTUAL INS CO<br>CHURCH MUTUAL INS CO<br>PIONEER STATE MUTUAL INS CO<br>http://financialratingsseries. | TX<br>TX<br>MI<br>WI<br>OH<br>OH<br>MI   | 6,371,408,439<br>4,290,784,180<br>2,089,636,893<br>591,923,578<br>2,993,431,243<br>1,677,917,275<br>187,785,716 | 3,732,116,246<br>2,910,384,780<br>717,610,150<br>40,340,163<br>797,801,596<br>723,347,330<br>115,379,575 | 200,000,000<br>40,000,000<br>60,000,000<br>4,000,000<br>40,000,000<br>10,000,000 |



**AVAILABLE ONLINE** 

### WEISS RATINGS GUIDE TO LIFE AND ANNUITY INSURERS

300 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-592-0 | Spring 2015: 978-1-61925-593-7 Summer 2015: 978-1-61925-594-4 | Fall 2015: 978-1-61925-595-1

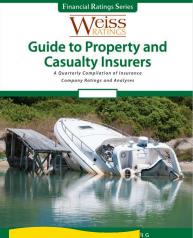
"The value in this guide is that it interprets the data and develops ratios and indexes that the reader must compare to norms. This resource is highly recommended for insurance collections in special libraries, medium and large public libraries, and medium and large academic libraries." -ARBA

*Weiss Ratings Guide to Life & Annuity Insurers* provides independent, unbiased ratings on the financial strength of 1,000 life and annuity insurers, including companies providing life insurance, annuities, guaranteed investment contracts (GICs) and other pension products.

• Updated quarterly in print and monthly online to provide the latest data

- Index of Companies provides the letter-grade rating of each insurer, total assets, capital & surplus, risk-adjusted capital ratios, 5-year profitability index, stability index and factors, net premiums, mortgage information, and more
- Analysis of Largest Companies provides added detail, graphs and charts, with letter-grade ratings, major rating factors, contact information, historical data and more
- Recommended Companies organized alphabetically and by state, to make it easy to pick the best companies to work with
- Index of Companies by Rating & Rating Upgrades & Downgrades
- Four Appendices: State Guaranty Associations, Risk-Adjusted Capital, Recent Industry Failures and Glossary
- Available in print and online database formats

A life insurance policy or annuity is only as secure as the insurance company issuing it. This guide is perfect for those who are considering the purchase of a life insurance policy, placing money in an annuity, or advising clients about insurance and annuities, and will be a valued resource for public libraries of all sizes.



AVAILABLE ONLINE

### WEISS RATINGS GUIDE TO PROPERTY AND CASUALTY INSURERS

450 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-600-2 | Spring 2015: 978-1-61925-601-9 Summer 2015: 978-1-61925-602-6 | Fall 2015: 978-1-61925-603-3

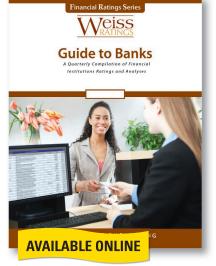
"Weiss Ratings has an excellent reputation and this title is held by hundreds of libraries. This guide is recommended for public and academic libraries." *–ARBA* 

Weiss Ratings Guide to Property and Casualty Insurers is the only resource that provides independent, unbiased ratings and analyses on the 2,400 insurers offering auto & homeowners, business, worker's compensation, product liability, medical malpractice and other professional liability insurance in the United States.

- Updated quarterly in print and monthly online to offer the most current information
- Helpful Introduction, with data on how to use the guide and what the ratings mean
- Index of Companies covers all insurers and provides their letter-grade rating, total assets, profitability & liquidity indexes, risk
  adjusted capital ratios for moderate and severe recessions, and much more
- Analysis of Largest Companies with their letter-grade rating and expanded graphs, charts and analysis, including data on major rating factors, principal business, contact information, historical data, income trends and more
- Recommended Companies with a rating of B+ or higher, arranged alphabetically, by type of business and by state
- Index of Companies by Rating & Rating Upgrades & Downgrades
- Available in print and online database formats

Consumers have a lot of options when selecting a property and casualty insurer, by utilizing the financial strength ratings in *Weiss Ratings Guide to Property & Casualty Insurers*, users can make sure that they are choosing a company who will be there when they need them. This important resource will prove useful to insurance brokers along with the reference collections of all public libraries.

# **BANKING REFERENCE**



### **WEISS RATINGS GUIDE TO BANKS**

400 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-576-0 | Spring 2015: 978-1-61925-577-7 Summer 2015: 978-1-61925-578-4 | Fall 2015: 978-1-61925-579-1

"...this reference analyzes institutions based on their financial viability, presenting more than 9,000 U.S. banks and thrifts alphabetically. VERDICT: A truly relevant guide to the post-bailout era." *–Library Journal* 

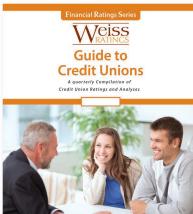
Over 500 banks have failed from January 1, 2008 through March 2015. As the banking industry continues to pull out of these shaky times, it is more important than ever for consumers to make sure that their money is safe. *Weiss Ratings Guide to Banks* provides accurate, unbiased ratings of the financial strength of over 8,500 US commercial banks and savings banks.

- Updated quarterly in print and monthly online to provide the most current information • Index of Banks – with user-friendly letter-grade ratings, city & state, letter-grade ratings from
- the previous three years to identify trends and recent changes, along with data that show's the

institution's strong and weak points

- Weiss Recommended Companies arranged by state for easy location of the best bank in your area
- Rating Upgrades & Downgrades lists banks that have been upgraded or downgraded in the last quarter.
- Recent Bank Failures
- Glossary of Terms
- Available in print and online database formats

Weiss Ratings Guide to Banks will be a must for individuals who are concerned about the safety of their CD or savings account, need to be sure that an existing line of credit will be there when they need it, or simply want to avoid the hassles of dealing with a failing or troubled institution. More than ever, consumers need this important information. This guide is a must for all reference collections.



**AVAILABLE ONLINE** 

### **WEISS RATINGS GUIDE TO CREDIT UNIONS**

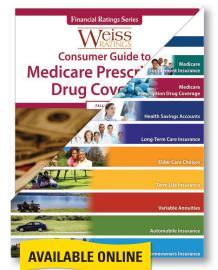
500 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-614-9 | Spring 2015: 978-1-61925-615-6 Summer 2015: 978-1-61925-616-3 | Fall 2015: 978-1-61925-617-0

"Large public and academic libraries most definitely need to acquire the work. Likewise, special libraries in large corporations will find this title indispensable." –*ARBA* 

With lower loan rates, higher savings rates, more personal service and fewer service fees, credit unions are a viable, and growing alternative to commercial banks. Rather than make a profit, credit unions give their profits back to their members. Given these features, credit union lending and participation is on the rise. This new reference tool provides accurate financial strength ratings of the 7,800 credit unions in the U.S.

- Updated quarterly in print and monthly online to provide the most up-to-date information
   Index of Credit Unions with easy-to-use letter-grade ratings, city & state, membership requirements, along with expanded data to highlight the institutions strong & weak points
- Weiss Recommended Companies arranged by state, makes finding the best credit union in your area quick and easy
- Rating Upgrades & Downgrades
- Glossary of Terms
- Available in print and online database formats

As the banking industry continues to struggle, more and more Americans are searching for a different option to traditional banking. *Weiss Ratings Guide to Credit Unions* answers this need. With this new reference tool at the ready, users will be able to find the credit unions in their area, determine which are the most financially stable and rest assured that their money is safe. This informative guide will be an important acquisition in any public library reference collection.



### WEISS RATINGS CONSUMER GUIDES

### Nine How-To Guides that Help Patrons Plan For & Select the Right Insurance and Financial Products

9 Guides | 500 pages | Softcover | \$359 single | \$499 biannual Spring 2015: 978-1-61925-612-5 | Fall 2015: 978-1-61925-613-2

"The guides are written in a straightforward manner that will be easily understood by an educated public. Step-by-step worksheets and planners are provided in each guide that will provide users with further assistance. As healthcare, Medicare, insurance, and long term life decisions become more confusing and intricate in today's society, this set will be valuable to those needing guidance. This set is recommended for large public libraries." -ARBA

Weiss Ratings Consumer Guides offers easy-to-use tools to help patrons navigate through nine important areas. Each easy-to-read, step-by-step guide is packed with accurate, unbiased

information and recommendations you've come to expect from Weiss Ratings. Each 50-70 page guide offers a narrative about the subject, what consumers should look for when choosing a plan or policy, recommended companies to work with and so much more. Plus, each guide includes several helpful Worksheets & Planners to further aid the user. We explain things so your patrons can easily understand them, removing the guesswork and confusion with straight talk and sound guidance.

- Consumer Guide to Health Savings Accounts
- Consumer Guide to Variable Annuities
- Consumer Guide to Elder Care Choices
- Consumer Guide to Medicare Supplement Insurance
- Consumer Guide to Medicare Prescription Drug Coverage
- Consumer Guide to Homeowners Insurance
- Consumer Guide to Automobile Insurance
- Consumer Guide to Long-Term Care Insurance
- Consumer Guide to Term Life Insurance

The guides in *Weiss Ratings Consumer Guides* focus on patron education, with easy-to-navigate planners and worksheets to use to understand and evaluate investment, health and insurance needs. Weiss Ratings Consumer Guides present helpful, step-bystep information in an easily accessible format, so your patrons can navigate these difficult choices with ease.



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10

If you are looking for more detailed, comprehensive coverage with all-important ratings for insurers, banks, credit unions, stocks and mutual funds, we recommend Weiss Ratings' and TheStreet Ratings' industry-specific Ratings Guides found on pages 7-9 and 11-12.



# **INVESTMENT REFERENCE**



Guide to Common Stocks A Quarterly Compilation of Ratings and Analyses Covering Common Stocks Traded on the NYSE, NYSE MKT, and NASDAQ



### THESTREET RATINGS GUIDE TO COMMON STOCKS

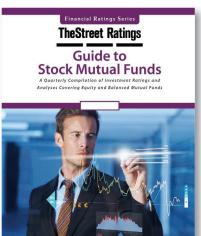
500 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-580-7 | Spring 2015: 978-1-61925-581-4 Summer 2015: 978-1-61925-582-1 | Fall 2015: 978-1-61925-583-8

"Users... will find the information succinct and the explanations readable, easy to understand, and helpful to a novice." *—Library Journal* 

TheStreet Ratings Guide to Common Stocks provides reliable insight into the risk-adjusted performance of over 7,500 common stocks listed on the NYSE, NYSE MKT, and NASDAQ, more than any other publication. This user-friendly guide offers step-by-step guidance for users to find out which type of stocks are best for them, and quickly and easily points the user to the best performing stocks in that category.

- Updated quarterly in print and daily online to offer the most current information
- Handy **Investor Profile Quiz** to determine the user's level of risk tolerance, with referrals to the stocks that best match their investment style
- Index of Common Stocks with easy to use Buy-Hold-Sell ratings, along with supporting analysis
- Top 200 & Bottom 200 Common Stocks for easy location of the best and worst performing stocks
- 100 Best & Worst Stocks based on Performance and Risk
- Top-Rated Common Stocks by Risk Category & Industry
- Top 200 Highest Dividend-Yielding Common Stocks
- Available in print and online database formats expanded coverage online, with daily updates

As more and more people take the driver seat when selecting investments, *TheStreet Ratings Guide to Common Stocks* makes it easy to see exactly which stocks are on the rise and which ones should be avoided. Extraordinarily useful for both the beginner investor, as well as the seasoned professional, this guide is recommended for all investment collections and public libraries.



**AVAILABLE ONLINE** 

### THESTREET RATINGS GUIDE TO STOCK MUTUAL FUNDS

700 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-604-0 | Spring 2015: 978-1-61925-605-7 Summer 2015: 978-1-61925-606-4 | Fall 2015: 978-1-61925-607-1

With the growing popularity of mutual fund investing, consumers need a reliable source to help them track and evaluate their performance. To fill this need, *TheStreet Ratings Guide to Stock Mutual Funds* offers ratings and analyses on more than 8,000 equity mutual funds, more than any other publication.

- Updated quarterly in print and monthly online to provide the most accurate information
- Handy **Investor Profile Quiz** to identify the user's level of risk tolerance, with easy-to-use direction to the funds that match their risk level
- Three **easy-to-use letter grade ratings** for each fund overall investment rating, performance rating and risk rating
- Index of Stock Mutual Funds with their letter-grade ratings, fund type, ticker symbol, phone dividend vield, expense ratio, net assets, bull and bear market returns, initial purchase minimums

number, returns over time, dividend yield, expense ratio, net assets, bull and bear market returns, initial purchase minimums and more

- Analysis of the Largest Stock Mutual Funds
- Top 200 Mutual Funds & Bottom 200 Mutual Funds
- 100 Best & Worst Stock Mutual Funds based on performance, risk, category and fund type
- Available in print and online database formats

TheStreet Ratings Guide to Stock Mutual Funds makes it easy to see exactly which stocks are on the rise and which ones should be avoided. For those investors looking to tailor their mutual fund selections based on age, income, and tolerance for risk, this easy-to-use guide will help them identify those funds that are best suited to their individual needs and goals.



### THESTREET RATINGS GUIDE TO BOND AND MONEY MARKET MUTUAL FUNDS

500 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-596-8 | Spring 2015: 978-1-61925-597-5 Summer 2015: 978-1-61925-598-2 | Fall 2015: 978-1-61925-599-9

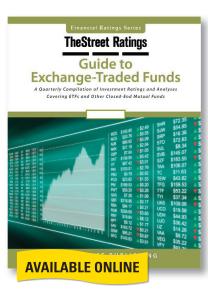
"There is a plethora of mutual fund information for the investor and for the business researcher. The evaluation of the funds is thorough and current, therefore, this title is recommended as an essential acquisition." -ARBA

*TheStreet Ratings Guide to Bond and Money Market Mutual Funds* provides ratings and analyses of over 4,200 fixed income funds, more than any other publication, including corporate bond funds, high-yield bond funds, municipal bond funds, mortgage security funds, money market funds, global bond funds and government bond funds.

• Updated quarterly in print and monthly online to offer the latest industry information

- Important Investor Profile Quiz quickly directs the user to the funds that match their level of risk tolerance
- Three letter-grade ratings for each fund illustrate the fund's overall rating, performance rating and risk rating to provide an overall picture of the fund's risk-adjusted performance
- Index of Bond & Money Market Mutual Funds charts the fund's letter-grade ratings, fund type, ticker symbol, return totals and percentages, dividend yields, expense ratios, net assets, portfolio turnover rates, average coupon rates, initial purchase minimums and more
- Analysis of the Largest Bond & Money Market Mutual Funds & Top & Bottom 200 Bond Mutual Funds
- 100 Best & Worst Funds based on Performance and Risk
- Available in print and online database formats

*TheStreet Ratings Guide to Bond and Money Market Mutual Funds* gives user-friendly, objective evaluations that make it easy to compare one fund to another and direct users to the right fund based on their level of risk tolerance. This important resource will be useful to both the investing novice or professional, and will be a must for public libraries of all sizes.



### THESTREET RATINGS GUIDE TO EXCHANGE-TRADED FUNDS

500 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-584-5 | Spring 2015: 978-1-61925-585-2 Summer 2015: 978-1-61925-586-9 | Fall 2015: 978-1-61925-587-6

"Very easy to understand... Recommended for public and academic libraries."-ARBA

Since the first exchange-traded fund launched in 1993, their popularity has continued to grow and they have gathered assets rapidly. In fact, we have added coverage of over 250 new exchange-traded funds to our guide in the past year alone. *TheStreet Ratings Guide to Exchange-Traded Funds* provides independent, unbiased ratings and analyses of over 800 exchange-traded and closed-end funds, more than any other resource.

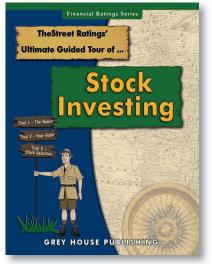
- Updated quarterly in print and monthly online to provide the most current information
- Useful overview on how open-end, exchange-traded and closed-end funds differ
- Index of Exchange-Traded and Other Closed-End Funds with user-friendly letter-grade ratings, fund type, ticker symbol, price, 52-week highs and lows, returns over time, expense ratio, net asset value, premiums and discounts, average price to earnings, portfolio turnover ratio and more

• Detailed Analysis of Exchange-Traded & Closed-End Funds – with expanded data, charts and graphs including fund family, inception date, major rating factors, annualized total return, historical data and more

• Top & Bottom Exchange-Traded and Closed-End Funds & Best & Worst Funds based on Performance and Fund Type

• Available in print and online database formats

Designed to meet the needs of aggressive as well as conservative investors, *TheStreet Ratings Guide to Exchange-Traded Funds* gives the user a better handle on an exchange-traded fund's risk-adjusted performance, with balanced ratings based on both performance and risk factors. This important resource will be useful for investors researching this fast-growing market sector, it is a must for all investment collections and public libraries.



### JLTIMATE GUIDED TOUR OF STOCK INVESTING

350 pages | Softcover | \$249 single | \$499 quarterly Winter 2014/15: 978-1-61925-608-8 | Spring 2015: 978-1-61925-609-5 Summer 2015: 978-1-61925-610-1 | Fall 2015: 978-1-61925-611-8

"Provides investors with an alternative to stock broker recommendations, which recently have been tarnished by conflicts of interest. In summary, the guide serves as a welcome addition for all public library collections." -ARBA

*TheStreet Ratings Ultimate Guided Tour of Stock Investing* is a user-friendly, step-by-step introduction to stock investing designed for the beginning to intermediate investor. This easy-to-navigate guide pulls together all of the information necessary to educate the consumer on how to get the best start in investing.

- Updated quarterly with the latest industry information and rating information
- Provides real-world investing information that can be put to use immediately
- Filled with helpful charts, graphs and easy-to-use worksheets
- Explores how to make money in the stock market, how to establish financial goals, what is your risk zone, how to save to invest
- Step-by-step information on identifying quality stocks, what to look for when selecting a broker, how to monitor your investments
- What to know before you start investing and how to reduce investor risk
- Helpful Glossary of Terms
- Index of Stock Ratings provides an easy-to-use letter-grade rating, with Buy-Hold-Sell indicators, takes the guesswork and anxiety out of choosing stocks

No other resource on the marketplace today combines a step-by-step introduction to stock investing with easy-to-use ratings on thousands of different stocks. Libraries of all sizes will want to make sure that their patrons have access to this user-friendly, helpful information.

|   | 11.            | Analysis of Largest B                 | ond an          | d Money              | Market N   | Iutual Funds   |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
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| Fund Type: G G Grade<br>Major Rating profile coupled y  | with stable or | Date Rating                           |                 |                      |            | Y-T-D Rating/Pts   |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| characterizes Commerce word wind receives a TheSt   | with stable ea | arnings 2013 A                        | 77              | 9 20.01              | C+/ 6.0    | -0.56% B / 8.1   |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| Rating of A (Excellent). Volatility, as measured by stand   |                |                                       |                 |                      | -          |  |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| considered low for fixed income funds at 2.35. Another  |                |                                       | We              | eiss Rati            | ngs Gu     | ide to Life & Annuity In:  | surers           |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| below average duration of 4.8 years (i.e. lower interest  |                |                                       |                 |                      | -          |  |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| rating is currently B (Good).<br>The fund's performance rating is currently C+ (Fair                                  | II. Top        | 200 Common Stocks                     |                 |                      |            |  |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| average return of 4.44% over the last three years but is  |                |                                       |                 |                      |            |  |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| last twelve months. Factored into the performance eval  | -              |                                       |                 |                      | P          | ERFORMANCE   | ARNINGS          | RISK                 | VAL            | UATION RAT           | 105                      |                                |                          |                     |                    |                |           |
| of 0.72% (low).   |                |                                       |                 | Overall              |            | erform- Annualized Total   | EPS              |                      |                | 12/31/13 Price to    |                          |                                |                          |                     |                    |                |           |
| Scott M. Colbert has been running the fund for 20 ;   | Industry       |                                       | Stock<br>Ticker | Investment           | As of a    | nce Retn % through 12/31/13** Div                                      | vidend %         | Risk                 |                | Earnings Proj        | ected                    |                                |                          |                     |                    |                |           |
| receives a manager quality ranking of 80 (0=worst, 99=<br>stability with a moderate level of risk then this fund is a | Sector         | Company Name                          | Symbol          | Rating               | 12/31/13 R | ating/Pts 1Yr/Pct 3Yr/Pct 1  | rield Chan       | ge Rating/P          | (P/S)          | (P/E) Ear            | nings                    |                                |                          |                     |                    |                |           |
| Services Offered: Automated phone transactions, pay   | FS             | DIAMOND HILL INVESTMEN                | DHIL            | A+ / Buy             |            |  |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| capabilities, an IRA investment plan, a 401K investmen  | CG             | LAS VEGAS SANDS CORP                  | LVS             | A+ / Buy             |            | 14/-:  | D-+              |                      |                | Durant               |                          |                                |                          |                     |                    |                |           |
| investment plan, wire transfers and a systematic withdr   | ID             | AAON INC                              | AAON            | A+ / Buy             |            | vvei   | ss Rati          | ngs Gui              | ae to          | Propert              | yallas                   | suality II                     | nsurers                  | <b>;</b>            |                    |                |           |
|   | ID             | STANTEC INC                           | STN             | A+ / Buy             |            |  |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
|   | CG             | POLARIS INDUSTRIES INC                | PII             | A+ / Buy             | v.         | Performance: Best ETFs   |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| Credit Suisse Cmdty Rtn Strat A   | ID             | US ECOLOGY INC                        | ECOL            | A+ / Buy             |            |  |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| Fund Family: Credit Suisse Funds  | ID             | BARRETT BUSINESS SVCS                 | BBSI            | A+ / Buy             |            | 99 Pct = Best<br>0 Pct = Worst   |                  |                      |                | PERFORM              |                          |                                |                          |                     |                    | VALUAT         |           |
| Address: 466 Lexington Avenue, New York, NY 10017   | FS             | TEXAS PACIFIC LAND TRU                | TPL             | A+ / Buy             |            |  |                  | Overall              | Price          | Perform-             |                          | alized Total F<br>hrough 12/31 |                          |                     |                    | Premium/D      |           |
| und Type: GEI - General - Investment Grade  | MT             | ECOLAB INC                            | ECL             | A+ / Buy             | Fun<br>Typ |  | Ticker<br>Symbol | Investment<br>Rating | As of 12/31/13 | ance<br>Rating/Pts   | 1Yr/Pct                  | 3Yr/Pct                        | 5Yr/Pct                  | Dividend<br>Yield % | Rating/<br>Pts     | As of 12/31/13 |           |
| Najor Rating Factors: Credit Suisse Cmdty Rtn Strat   | MT             | PACKAGING CORP OF AMER                | PKG             | A+ / Buy             |            |  |                  |                      | 0404.01.04     |                      |                          | 511/-01                        | Jun of                   |                     | 1                  |                |           |
| isky asset allocation strategy and currently receives ar  | CG             | LA-Z-BOY INC                          | LZB             | A+ / Buy             | IN         | SPDR S&P Aerospace & Defense ETF                                       | XAR              | A+                   | 99.02          | A+ / 9.9             | 51.49 / 96               |                                |                          |                     | B+/ 9.3            |                | -0.0      |
| nvestment Rating of E- (Very Weak). Volatility, as mea<br>leviation, is considered high for fixed income funds at     | TC             | MASTERCARD INC                        | MA              | A+ / Buy             | IN         | *PowerShares KBW Capital Markets                                       | KBWC             | A+                   | 50.06          | A+ / 9.9             | 54.81 / 97               |                                |                          |                     | B / 8.0            | 0.06           | -0.0      |
| ligh level of risk (E-, Very Weak) failed to pay off as im  | FS             | INVESTORS TITLE CO                    | ITIC            | A+ / Buy             | GI         | *ProShares UltraPro Financials   | FINU             | A+                   | 124.12         | A+ / 9.9             | 100.64 / 99              |                                |                          | 0.11                | B- / 7.9           | -0.59          | -0.2      |
| erformance.   | FS             | CBOE HOLDINGS INC                     | CBOE            | A+ / Buy             | GL         | *Global X Social Media Index ETF                                       | SOCL             | A                    | 21.22          | A+ / 9.9             | 57.77 / 97               | -                              | -                        | 0.00                | B- / 7.4           | 0.00           | -0.1      |
| The fund's performance rating is currently E- (Very   | CN             | HERSHEY CO                            | HSY             | A+ / Buy             | IN         | *UBS AG FI Enhanced BC Growth ETN                                      | FBG              | в                    | 45.73          | A+ / 9.9             | 52.79 / 96               |                                |                          |                     | C+/ 5.7            | 1.49           | 0.1       |
| an average return of -8.35% over the last three years a   | FS             | AMERISAFE INC                         | AMSF            | A+ / Buy             | IN<br>HL   | *ProShares Ultra Consumer Service<br>*ProShares Ultra Health Care      | UCC              | C+                   | 77.34          | A+ / 9.9             | 84.97 / 99               |                                | 50.06 / 99<br>36.59 / 99 |                     | C / 4.6            | 1.43           | -0.0      |
| the last twelve months. Factored into the performance<br>ratio of 1.06% (average), a 4.8% front-end load that is      | CG             | WINMARK CORP                          | WINA            | A+ / Buy             | GR         | *ProShares UltraPro Dow30  | UDOW             | C+                   | 112.86         | A+ / 9.9             | 88.78 / 99               | 45.12/99                       | 30.59799                 |                     | C- / 4.1           | 0.38           | -0.0      |
| burchase and a 2.0% back-end load levied at the time  | CG             | VF CORP                               | VFC             | A+ / Buy             |            |  | BIB              | c                    |                | A+ / 9.9             | 138.48 / 99              | 69.27 / 99                     |                          |                     | C- / 3.1           | 1.95           |           |
| Christopher Burton has been running the fund for 8  | TC             | QUALCOMM INC                          | QCOM            | A+ / Buy             | HL         | *ProShares Ultra Nasdaq Biotech<br>*Direxion Daily Healthcare Bull 3   | CURE             | С                    | 150.49         | A+ / 9.9             | 138.48 / 99              | 69.277.99                      | -                        | 0.00                | D+/ 2.7            | 0.63           | 0.0<br>N/ |
| receives a manager quality ranking of 0 (0=worst, 99=t  | TC             | HEARTLAND PAYMENT SYST                | HPY             | A+ / Buy             | IN         | *Direxion Daily Healthcare Bull 3<br>*Direxion Daily Basic Mat Bull 3x | MATL             | С                    | 54.28          | A+ / 9.9             | 142.04 / 99              |                                | -                        | 0.000               | D+/ 2.7            | 1.20           | -0.1      |
| very high levels of risk in the hope of improved future re  | CN             | HORMEL FOODS CORP                     | HRL             | A+ / Buy             | GI         | *ProShares Short VIX Sh-Tm Fut ET                                      | SVXY             | c                    | 134.94         | A+/ 9.9              | 78.97 / 99               |                                | -                        |                     | D+/ 2.4            | 0.86           | -0.1      |
| may be an option.<br>Services Offered: Automated phone transactions, pay  | ID             | KANSAS CITY SOUTHERN                  | KSU             | A+ / Buy             | GR         | *Direxion S&P 500 Bull 3X Shares                                       | SPXL             |                      | 63.80          | A+ / 9.9             | 95.24 / 99               | 36.14 / 99                     | 43.88 / 99               |                     | D. 110             |                | -0.0      |
| capabilities, an IRA investment plan, a 401K investmen  | мт             | FULLER (H. B.) CO                     | FUL             | A+ / Buy             | IN         | *ProShares UltraPro S&P500   | UPRO             | C-                   | 96.33          | A+ / 9.9             | 95.24 / 99               | 38.51 / 99                     | 43.00 / 99               |                     | D / 1.9            | 2.99           | -0.0      |
| nvestment plan, wire transfers and a systematic withdr  | CN             | CVS CAREMARK CORP                     | CVS             | A+ / Buy             | GR         | *ProShares UltraPro S&Pouu<br>*ProShares UltraPro DOQ                  | TQQQ             | C-                   |                | A+ / 9.9             | 95.91/99                 | 43.87 / 99                     | -                        |                     | D / 1.9            |                | -0.0      |
|   | FS             | SELECTIVE INS GROUP IN                | SIGI            | A+ / Buy             | GR         | *Direxion Daily Retail Bull 3X   | RETI             | C-                   | 124.10         | A+ / 9.9             | 114.72799                | 43.87 / 99                     | -                        |                     | D / 1.9            | 4.64           | -0.0      |
| Delaware Diversified Income A (I  | UN             | IDACORP INC                           | IDA             | A+ / Buy             | PM         | *Direction Daily Retail Bull 3X<br>*Direction Daily Gold Miners Bear   | DUST             | C-                   | 44.05          | A+ / 9.9<br>A+ / 9.9 | 123.94 / 99              | 68.25 / 99<br>33.87 / 99       | -                        |                     | D / 1.9            | -0.44          | -0.1      |
| und Family: Delaware Investments  | UN<br>MT       | NORTHEAST UTILITIES                   | NU              | A+ / Buy             | GI         | "VelocityShares Dly Invs VIX ST E                                      | XIV              | C-                   | 34.42          | A+ / 9.9             | 80.19 / 99               | 39.47 / 99                     | _                        |                     | D / 1.9<br>D / 1.9 | 0.94           | -0.2      |
| Address: P.O. Box 219656, Kansas City, MO 64121   | 1010           | OLIN CORP<br>ATRION CORP              | OLN             | A+ / Buy             | GL         | *VelocityShares 3x Inverse Silver                                      | DSLV             | C-                   | 52.58          | A+ / 9.9<br>A+ / 9.9 | 93.95 / 99               | -0.477.00                      |                          |                     | D / 1.9            | -3.31          | -0.3      |
| und Type: GES - General - Short & Inter. Term<br>Major Rating Factors: Delaware Diversified Income A                  | HC<br>ID       | ATRION CORP<br>CANADIAN PACIFIC RAILW | ATRI<br>CP      | A+ / Buy             | IN         | *PowerShares KBW Insurance   | KBWI             | G-                   | 66.18          | A+ / 9.9<br>A+ / 9.8 | 49.57 / 96               |                                |                          |                     | B / 8.7            | 1.63           | 0.0       |
| heStreet.com Investment Rating of D+ (Weak). The ft   | CN             | CHURCH & DWIGHT INC                   | CHD             | A+ / Buy<br>A+ / Buy | FO         | *iShares MSCI UK Small-Cap ETF   | EWUS             | A+<br>A+             | 42.15          | A+ / 9.8             | 37.69 / 92               |                                |                          |                     | B / 8.5            | 0.81           | 0.7       |
| ating of C- (Fair) based on an average return of 3.89%  | FS             | FIRST FINL BANKSHARES                 | FFIN            |                      | FO         | *iShares MSCI Denmark Capped ETF                                       | EDEN             | A+<br>A+             | 45.00          | A+ / 9.8             | 41.09 / 94               | -                              | -                        |                     | B / 8.6            | 0.18           | 0.3       |
| nd -1.37% over the last twelve months. Factored into  | EY             | MAGELLAN MIDSTREAM PRT                | MMP             | A+ / Buy             | UT         | *SPDR S&P Transportation ETF   | XTN              | A                    | 81.37          | A+ / 9.8             | 45.49 / 95               | -                              | -                        |                     | B- / 7.2           | -0.38          | 0.0       |
| valuation is an expense ratio of 0.90% (average) and  | CG             | COMCAST CORP                          |                 | A+ / Buy<br>A+ / Buy | GR         | *ProShares Ultra SmallCap 600  | SAA              | R                    | 105.96         | A+ / 9.8             | 77.93 / 99               | 31.11 / 98                     | 38.43 / 99               |                     | C+/ 5.7            | 1.61           | -0.1      |
| s levied at the time of purchase.<br>The fund's risk rating is currently C+ (Fair). Volatilit                         | CG             | COMCAST CORP                          | CMCSK           |                      | IN         | *ProShares Ultra Industrials   | UXI              | B                    | 104.50         | A+ / 9.8             | 76.68 / 99               | 29.87 / 98                     | 35.98 / 99               | 0.00                | C+/ 5.9            | 2.30           | -0.1      |
| tandard deviation, is considered average for fixed inco   | UN             | AMERICAN STATES WATER                 | AWR             | A+ / Buy<br>A+ / Buy | GL         | *RBS Global Big Pharma ETN   | DRGS             | R                    | 42.65          | A+ / 9.8             | 42.68 / 94               |                                | -                        | 0.00                | C+/ 5.7            | 3.75           | 0.0       |
| Another risk factor is the fund's fairly average duration   | ID             | HUBBELL INC                           | 1.000.000.00    |                      | IN         | *Market Vectors Biotech ETF  | BBH              | B                    | 88.52          | A+ / 9.8             | 58.79 / 98               | -                              |                          |                     | C+/ 5.8            | 0.63           | 0.0       |
| nterest rate risk).   | UN             | DUKE ENERGY CORP                      | DUK             | A+ / Buy<br>A+ / Buy | IN         | *UBS E-TRACS Mnth Pay 2xL DJ SDI                                       | DVYL             | B                    | 41.72          | A+ / 9.8             | 51.31 / 96               |                                |                          |                     | C / 5.4            |                | -0.1      |
| Paul C. Grillo, Jr. has been running the fund for 13  | 10             |                                       | LUDE            | ar rouy              | IM         | TURS E-TRACS MethPay 2vt S&P Div                                       | SDVI             |                      | 45.70          |                      | 53.85 / 96               |                                |                          | 6.60                | 0/04               | 1.90           | .0.1      |
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|   |                |                                       |                 |                      |            |  |                  |                      |                |                      |                          |                                |                          |                     |                    |                |           |
| nvestment plan, wire transfers and a systematic withdr  | ID<br>TC       | GRACO INC<br>HENRY (JACK) & ASSOCIA   | GGG<br>JKHY     | A+ / Buy             | GR         | *ProShares Ultra QQQ<br>*Direxion Daily Mid Cap Bull 3X                | QLD<br>MIDU      | c<br>c               | 99.60<br>79.93 | A+ / 9.8             | 68.82 / 98<br>94.05 / 99 | 31.34 / 99                     | 47.79 / 99               |                     | D+/ 2.8<br>C-/ 3.4 | 3.03<br>2.15   | -0.0      |



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