

# Stock Screener

Historical Revenue, Cash Flow, Net Margin, ROE, ROA, P/E

Stock Name:

Ticker:

Prepared by:

Industry:

Date:

Purchased on:

Purchase Price:

1. **Revenue** for the last 5 years (\$ multiplier: \_\_\_\_\_)

Year	20____	20____	20____	20____	Current Year
Revenue					

What do you see from these numbers? Consistent? Increasing? Decreasing? Challenges?  
Comments:

2. **Cash Flow** (*Cash from operations - capital expenditures*) / Revenue. For every \$1 of revenue, how much cash is generated? Cash Flow  $\geq$  5% excellent (get this from marketwatch.com)

Year	20____	20____	20____	20____	Current Year
Free Cash Flow \$					
Cash %					

What do you see from these numbers? Can they support growth with their revenue?  
Comments:

3. **Net Profit Margin** (*Income - Expense*) / Revenue. For every \$1 of income, how much profit is generated? Net Margin  $\geq$  15% excellent

Year	20____	20____	20____	20____	Current Year
Net Profit Margin %					

What do you see from these numbers? Do they bring enough money down to their bottom line?  
Comments:

4. **Return on Equity** (*Income - Expense*) / *Shareholder equity*. For every \$1 of shareholder equity, how much profit is generated? ROE >= 15% excellent

Year	20____	20____	20____	20____	Current Year
Return on Equity %					

What do you see from these numbers? Is this company highly leveraged compared to competitors? (Debt will reduce shareholder equity and thus inflate ROE.)

Comments:

5. **Return on Assets** (*Income - Expense*) / *Assets*. For every \$1 of assets, how much profit is generated. ROA >= 6-7% excellent, but different business require different capital investments (Think Software vs. Manufacturing.)

Year	20____	20____	20____	20____	Current Year
Return on Assets %					

What do you see from these numbers? Is this company stable?

Comments:

6. **P/E ratio & competition** Who are the main competitors? What is their Price / Earnings ratio? What is the industry Ratio? (P/E whole market +-20. Historic average +-15, w/ wide swings last decade)

	1st Competitor	2nd Competitor	3rd Competitor	Industry
Name				
Ticker				XXXXXXXXXX

P/E stock market	P/E this industry	P/E this company	P/E 1st Competitor	P/E 2nd Competitor	P/E 3rd Competitor

How does this industry compare to the market?

What makes this company different from its competition? Does it have an “economic moat”? How deep & wide? A few years? Several years? Many years?

Is there a “margin of safety” for this stock? Or is it trading near the top of what you think it’s worth?