

**Rationale for Purchase of \_\_\_\_\_ (company)**  
**Date of Purchase \_\_\_\_\_ Price \_\_\_\_\_ Number of Shares \_\_\_\_\_**

Most of the information requested below is available in the SSG. This format will assist in providing a simple record for historical reference. Remember: If you know why you purchased stock in this company, this information will help you to know when to sell the stock.

**Section 1– Visual Section**

Sales have been growing at a \_\_\_\_\_% rate for the past 10 years, \_\_\_\_\_% for the last 5 years.

EPS have been growing at \_\_\_\_\_% for the past 10 years, \_\_\_\_\_% for the last 5 years.

**Section 2-Evaluating Management**

% Pre-Tax Profit on Sales has been \_\_\_\_\_% for the past 5 years.

% Earned on Equity (E/S divided by Book Value) has been \_\_\_\_\_% for the past 5 years and \_\_\_\_\_% for the past 10 years.

**Section 3 – Price-Earnings History**

Average High PE (last 5 years)=

Average Low PE (last 5 years)=

Current PE=

Projected PE=

**Section 4 – Risk-Reward**

A short narrative would be appropriate here and might include:

- Projected 5 year high price.
- Relative value which is indicated by comparing the Average P/E with the Current P/E.
  
- Upside/Downside ratio is \_\_\_\_\_

If the stock is undervalued, why? e.g. interest rates, economy, news etc.

**Section 5 – 5 Year Potential**

The Total Return is \_\_\_\_\_%.

**Other Information**

% of Total Debt to Total Capitalization (found in the Capitalization Section of the SSG) is \_\_\_\_\_%