Whether you trade stocks every day or are just looking for a higher-paying Certificate of Deposit, the right information can help steer you through market noise and hype as you search for the best possible investments — while helping you guard against expensive mistakes. Experienced investors know the value of reviewing reliable information at their disposal before pushing the button to buy or sell. “You need to understand the full context of what’s going on,” says Gregory Gocek, an independent Chicago-area consultant and chartered financial analyst who chairs the CFA Society of Chicago’s Communications Advisory Group. “The only way to really know is to be looking at things on a consistent basis.”

TD AMERITRADE provides self-directed investors plenty of vital third-party research, and investors can explore...
“If the opinions are all over the map, maybe you need to do more digging to make sure this is the stock for you.”

— Megan Haran
Director of Research Services
TD AMERITRADE

INVESTMENT RESEARCH

Familiarity Breeds Confidence

Naturally some analysts are more reliable than others, and some viewpoints will fit your investment style while some will not. “With the field of covered-call possibilities, please note that the conventional wisdom holds that if you don’t believe in a stock, you probably shouldn’t hold it long enough to execute a covered-call trade anyway. Just click any ticker symbol on the options screen, and the associated report will come up with a plain-English summary of what’s being recommended and the risks versus the rewards of the strategy.”

Investors who do their homework often find that the markets become more exciting, and you could potentially guard against making mistakes. If you are comfortable with far-ranging, independent research, you may also stand a good chance of doing much better than that. Carefully consider the investment objectives, risks, charges and expenses of any investment company before investing. To obtain a prospectus containing this and other important information, please visit www.tdameritrade.com or call a TD AMERITRADE representative at 800-669-3900. Please read the prospectus carefully before investing.

Options trading involves risks and is not suitable for all investors. Options trading strategies can be highly volatile and have the potential to result in substantial losses. Options trading involves commission fees for trades and per contract fees apply on each leg. Options carry the risk of loss and are not suitable for all investors. Investors should consider contacting a tax advisor regarding the tax treatment applicable to options transactions and/or strategies.

Beyond Stock Research

Doing your homework is critical; it’s only about choosing stocks. TD AMERITRADE’s online tools can help you evaluate mutual funds, Exchange Traded Funds (ETFs) and many other kinds of investment possibilities. Free reports from experts at fund analysis firm Morningstar can guide your search for funds or ETFs that they feel stand out from the pack, while an exclusive new feature provides valuable third-party insights about potential fixed-income investments. You can use Bond Wizard (log on to your account and click “Bonds & CDs” under RESEARCH & IDEAS) to find potential investments, then click the “Moody’s Report” link from any bond search page to check the numbers.

Many investors also trade options to help protect individual stock positions or to potentially generate income in a world in which blue-chip companies are slashing dividends. A covered-call strategy, for example, involves selling an option on a stock you already own seeking to generate income. On the main “Options” page (under RESEARCH & IDEAS), TD AMERITRADE clients can find Standard & Poor’s screens — “Best 10,” “Power-Picks” and three-, four- and five-star ratings — to narrow the field of covered-call possibilities. Please note that while a covered-call strategy can provide some potential income, investors could miss out on potential gains if the stock price rises past the call’s strike price and the stock gets called away. It also provides little protection (limited to the premium received) if the stock price falls.

A calendar spread is the purchase of one option and writing of another with a different expiration date, rather than with a different strike price. It limits the potential profit and loss of the strategy. Spreads, straddles and other two-legged option transactions are subject to a single commission; however, per contract fees apply on each leg.

Narrowing Your Options

Analysis, recommended options screens and plain-English stock reports from Standard & Poor’s can guide you to options and underlying stocks to implement a covered-call strategy.

S&P Options Information

S&P Options Report

What’s This?

Symbol

XYZ

Get Report

S&P Options Screener

What’s This?

Covered Calls

Calendar Spreads

My Custom Screens

Create a Custom Screen

Carefully consider the investment objectives, risks, charges and expenses of any investment company before investing. To obtain a prospectus containing this and other important information, please visit www.tdameritrade.com or call a TD AMERITRADE representative at 800-669-3900. Please read the prospectus carefully before investing.

Options trading involves risks and is not suitable for all investors. Options trading strategies can be highly volatile and have the potential to result in substantial losses. Please note that TD AMERITRADE does not guarantee its accuracy, completeness or suitability for any purpose and makes no warranties with respect to the results to be obtained from its use. Please consult other sources of information and consider your individual financial position and goals before making an independent investment decision. Past performance does not guarantee future results. Supporting documentation for any claims, comparisons, statistics or other technical data will be made available upon request. Investors should consider contacting a tax advisor regarding the tax treatment applicable to options transactions and/or strategies.