

**Daily:**

1. Check price and volume changes on charts (MSN Money)
2. Pay particular attention to big moves up/down on large trading volume.
3. Note any big divergences from trends (especially drops below 50- and 200-day moving averages). (MSN Money)
4. Check news (MSN Money)

**Monthly:**

1. Check quarterly and annual earnings estimates (MSN)
2. Pay particular attention to large up or down earnings revisions (MSN).
3. Check company web site for news/conference call announcements. (Be sure to sign up for automatic email alerts from your company.)

**Quarterly:**

1. Note the date of next earnings report (Company)
2. Before quarterly conference call read Morningstar, S&P or Value Line reports (if available) for perspective/key issues.
3. Read quarterly press release(s). (Company web site)
4. Listen to conference call. Pay attention to issues raised in Q&A.
5. After earnings announcement, read news coverage, any comments from Value Line, Morningstar.
6. Note how the market reacts to report. (MSN charts)
7. To build your ongoing understanding of the company, plan to research in-depth one product or product area (Google, Company site).

**Annual/Semiannual:**

1. Many companies host regular analyst meetings giving broader overviews than quarterly calls. These are great! (Company web site)
2. Many companies also highlight key product areas with regular presentations that are great for in-depth study and especially important with very complex companies like GE. (Company web site)
3. Back off and look at the long-term ten-year charts (Value Line, MSN). Has your stock had a huge recent move up or down? It might be time to reassess your point of view.
4. Review profitability, debt-equity ratio, long-term earnings growth assumptions, annual cash flow statements looking for any major change (MSN, Value Line reports). Also review outlook for industry and competitors.