

The background is a dark blue gradient with a subtle pattern of small white dots. On the left side, there are several concentric circles and a large arc with a scale. The scale has numbers ranging from 160 to 260 in increments of 10. There are also some dashed lines and arrows pointing in different directions, creating a technical or scientific feel.

# F202 TECH TOOLS FOR INVESTORS

MORNINGSTAR PORTFOLIO TOOLS

LOU COGLIANESE

JUNE, 2021

# PURPOSE OF THE CLASS

- The goal of this class is to help OLLI members understand the use of online tools to help them make better investment decisions
- Morningstar has some free tools and data that make it easier for investors to compare investments

# SPECIFIC FOCUS – THE PORTFOLIO TOOL

- We will focus on it because:
  - It helps you review your existing portfolio
  - It helps you assess the value of new positions
- Also, because
  - Morningstar is a familiar platform for many of us
  - It's free

Henceforth, Morningstar may be written as M\*

# WHAT YOU CAN DO WITH THIS TOOL

## FLEXIBILITY

- Each portfolio can hold up to 100 ticker symbols\* of Stocks, ETFs, Mutual Funds
- You can bring many data fields together for each ticker on one “view”
- You can customize the data you see on the page from over 120 pieces of information (although some require a paid subscription)
- They have standard views (not customizable)
- They have 4 views that you can customize with respect to
  - Data selected (up to 35 fields), column order, name of view
- You can sort by any column (that’s a data field like *YTD Total Return*)

\* I may in the course of this presentation, refer to the contents of the portfolios as tickers, ticker symbols, equities, or positions. It’s all the same.

# WHAT YOU CAN DO WITH THIS TOOL

## BREADTH OF COVERAGE

- You can have many portfolios
  - I have 48
  - I really need to delete ones I am not using
- Portfolios can represent:
  - Current Holdings
  - What-if scenarios
  - Evaluation of an idea (sector, industry, factor)
  - Benchmark/reference portfolios
  - Comparison of current holdings to “benchmarks”

# WHAT YOU CAN DO WITH THIS TOOL

## WORK WITH OTHER TOOLS

- Look at it online
- Export the data to excel
  - I do this all the time
  - For better filtering and comparisons
  - Merging with data from other sources
  - Narrowing focus for thinking and printing
- Import a portfolio from Excel (actual from a .csv file)
- Get news (i.e., emails) about the tickers in the portfolio
- Save it, so you have it whenever you log in

Neat Huh?

# WHAT YOU CAN DO WITH THIS TOOL

## FLEXIBILITY OF OUTPUTS

- There are two flavors\*, with different goals:
  - Portfolios
    - Positions you have with buys, sells, prices, quantities
    - Let's you report on your personal returns in addition to the general metrics
  - Watchlists
    - Equities you are thinking about
    - You can only get the general metrics
    - This, however, is usually good enough

\*Even though there are two flavors we will call the tool the *Portfolio Tool*.  
When I use the term *portfolio* it will be the umbrella covering both flavors

# WHAT YOU CAN'T DO WITH THIS TOOL

MOST OF THESE THINGS YOU CAN GET FROM YOUR BROKER

- It's not a *screener*
  - You have to find the investments and populate the portfolios
- It can hold Bond Funds but not individual bonds
- The views don't change if you are looking at stocks rather than funds
- It's not an *X-Ray* tool. It doesn't give you insights to the inside of funds
  - e.g., % Mid-cap, %Tech or overlaps between funds
- It does not integrate with your brokerage account
  - If you want to keep your portfolio up to date, you have to do it manually
  - That could mean adding all your buys and sells and re-investments if you want to see your personal performance
  - I don't use this feature. I use my brokerage account for status and performance

Not so neat, hmm?

## EXAMPLE: MY “SECTOR” PORTFOLIO, STANDARD SNAPSHOT

Edit

Nasdaq  
14069.42 49.09(0.35%)  

S&P 500  
4247.44 8.26(0.19%)  

DJIA  
34479.60 13.36(0.04%)

Sectors

CreateModifyViewsToolsHelp

TrackingMy ViewMy PerformanceX-RayPortfolio MonitorExportPrint

SnapshotNews & OpinionsIntradayGain/LossFundamentalInsights

Name	\$ Current Price	\$ Change	% Change	Shares Held	\$ Market Value	% Weight	Analysis Report
SPDR® S&P 500 ETF Trust	424.31	0.70	0.17	100.00	42,431.00	13.85	Premium
Vanguard Communication Services ETF	140.87	0.47	0.33	100.00	14,087.00	4.60	
Vanguard Consumer Discretionary ETF	306.77	2.51	0.83	100.00	30,677.00	10.01	
Vanguard Consumer Staples ETF	185.27	0.05	0.03	100.00	18,527.00	6.05	
Vanguard Energy ETF	77.76	-0.18	-0.23	100.00	7,776.00	2.54	
Vanguard Financials ETF	92.59	0.56	0.61	100.00	9,259.00	3.02	
Vanguard FTSE Emerging Markets ETF	54.66	-0.24	-0.44	100.00	5,466.00	1.78	Premium
Vanguard Health Care ETF	244.04	-1.22	-0.50	100.00	24,404.00	7.97	
Vanguard Industrials ETF	198.53	0.67	0.34	100.00	19,853.00	6.48	
Vanguard Information Technology ETF	382.40	2.33	0.61	100.00	38,240.00	12.48	
Vanguard Materials ETF	189.59	0.84	0.45	100.00	18,959.00	6.19	
Vanguard Real Estate ETF	105.08	-0.42	-0.40	100.00	10,508.00	3.43	Premium
Vanguard Small-Cap ETF	227.78	1.90	0.84	100.00	22,778.00	7.44	Premium
Vanguard Total International Stock ETF	67.42	0.08	0.12	100.00	6,742.00	2.20	Premium
Vanguard Total Stock Market ETF	221.02	0.65	0.30	100.00	22,102.00	7.22	Premium
Vanguard Utilities ETF	145.08	0.39	0.27	100.00	14,508.00	4.74	
Sectors		909.00	0.30		306,317.00	100.00	

Add New HoldingLatest NewsBy Name | By DateData as of 06-13-21 09:03 AM CST | USD

# HOW DO YOU GET TO IT?

## RIGHT ON TOP OF THE SCREEN AFTER YOU SIGN IN

The screenshot shows the Morningstar website interface. At the top, there is a navigation bar with a search bar, the Morningstar logo, and links for 'Get 14 Days Free' and 'My Account'. Below this is a secondary navigation bar with links for 'Learn', 'Plan', 'Research', 'Portfolio', and 'Markets'. The 'Portfolio' link is highlighted with a purple circle and two purple arrows pointing towards it from the 'Research' and 'Markets' links. Below the navigation bar is a large blue banner with the text 'Morningstar Premium' and a 'Start Free Trial' button. The main content area is divided into several sections: 'U.S. Market' with a table of market indices, 'U.S. Barometer Closed' with a table of market segments, 'Actives' with a table of active stocks, and 'News' with a list of news items. Below these sections is a 'Recommended' section with links to various articles. The bottom of the page features a 'WEEKEND UPDATE' section with links to 'How to Keep', 'Popular This Week', 'Weekly Wrap: The Bioqen Boost and Our Ultimate', 'Videos', and 'More >'. A large blue rectangle is present on the right side of the page, partially obscuring the 'Recommended' section.

Search Quotes and Site

Learn Plan Research Portfolio Markets

Morningstar Premium  
Start Free Trial

U.S. Global Commodities

Index	Status	Value	Change	% Change
U.S. Market	Closed	10,784.61	↑ 32.27	0.30%
U.S. Small Cap	Closed	14,110.74	↑ 126.69	0.91%
U.S. Mid Cap	Closed	14,595.51	↑ 66.27	0.46%
DJIA	Closed	34,479.60	↑ 13.36	0.04%
S&P 500	Closed	4,247.44	↑ 8.26	0.19%
NASDAQ	Closed	14,069.42	↑ 49.09	0.35%

Jun 11 8:18 PM EDT

U.S. Barometer Closed

	Val	Core	Gwth
Lg	-0.03	0.35	0.33
Mid	0.33	0.60	0.45
Sm	1.00	0.76	0.95

Jun 11 6:13 PM EDT

Actives Gainers Losers

Stock	Change	% Change
AMC Entertainment Ho...	↑ 6.59	15.39%
Senseonics Holdings	↑ 0.39	10.77%
Clover Health Investme...	↑ 0.69	4.81%
Vaxart	↑ 1.57	21.90%
ContextLogic	↓ 0.69	6.45%

News

- Amazon Got Us Hooked on One-Day Delivery — Now -2 | Dow Jones
- Amazon Got Us Hooked on One-Day Delivery — Now Small Businesses Are Paying for It | Dow Jones
- S&P 500 Sets New High, Rises for Third Straight Week | Dow Jones
- Snowflake Shares Down 3.7% After Investor-Day

Recommended

- Coronavirus and the Markets
- What's Unique to Black Investors?
- 5 Sustainable Dividend Stocks
- Investing Books for Beginners
- 4 Funds Investors Are Dumping
- Your Guide to Market

15 More Undervalued Stocks with Momentum

These narrow-moat names are all up twice as much as the market this year, yet remain undervalued by our metrics.

Susan Dziubinski

- 4 Undervalued Stocks With Momentum

Reasons Not to Invest in Boutique Funds

Small isn't always beautiful.

John Rekenenthaler

What's Unique to Black Investors? A YouTube Roundtable

On June 17, Morningstar will host the discussion 'Closing the Gap: Building Black Dollars' on YouTube.

Keith Reid-Cleveland

Closing the Gap: Building Black Dollars

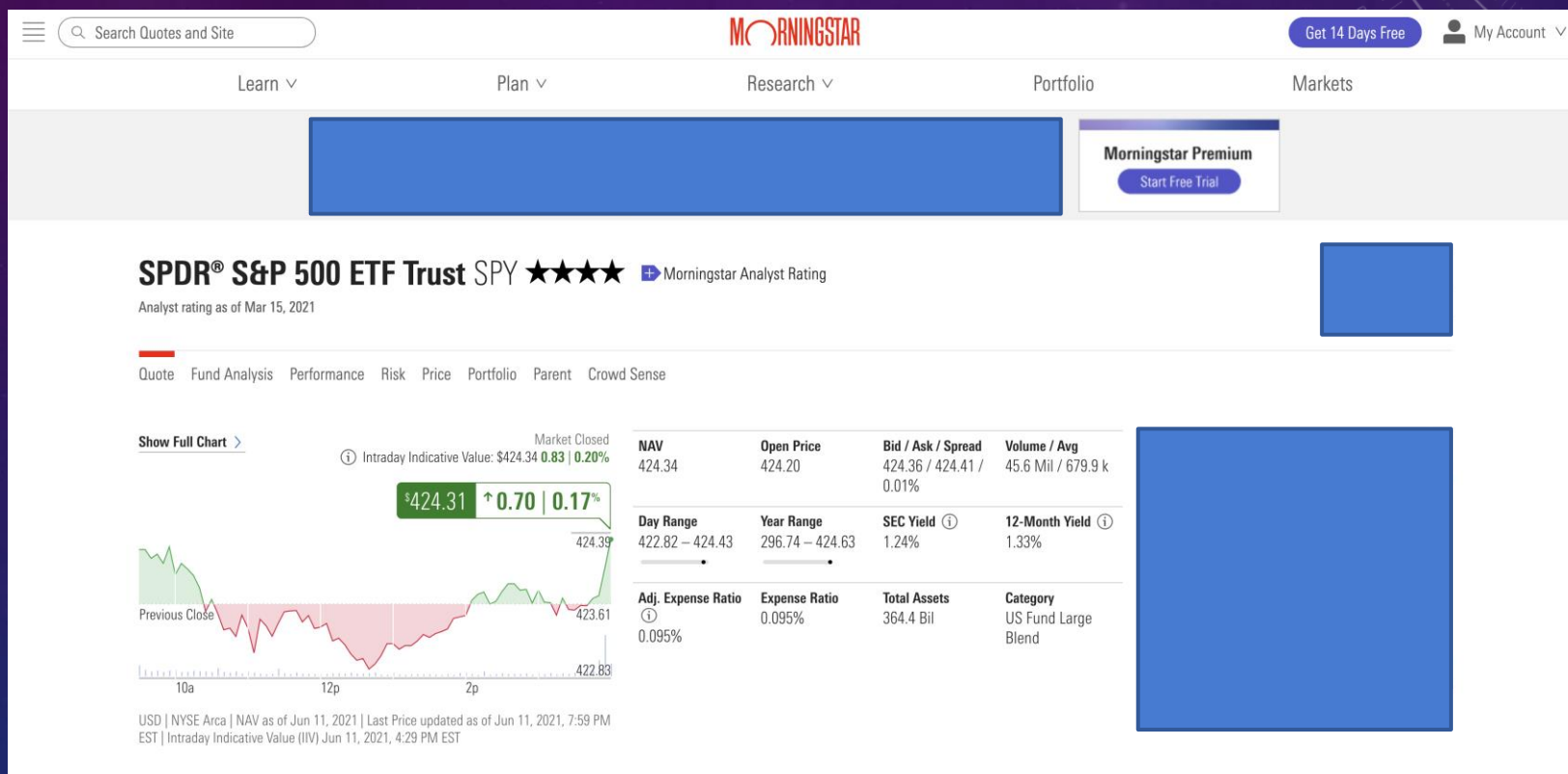
WEEKEND UPDATE

How to Keep Popular This Week Weekly Wrap: The Bioqen Boost and Our Ultimate Videos More >

Sign in?

# HOW DO YOU GET TO IT?

## DON'T BE CONFUSED BY THE WORD PORTFOLIO



# HOW DO YOU GET TO IT?

## DON'T BE CONFUSED BY THE WORD PORTFOLIO

Search Quotes and Site

MORNINGSTAR

Get 14 Days Free My Account

Learn Plan Research **Yes!** Portfolio **No!** Markets

Morningstar Premium  
Start Free Trial

### SPDR® S&P 500 ETF Trust SPY ★★★★★ Morningstar Analyst Rating

Analyst rating as of Mar 15, 2021

Quote Fund Analysis Performance Risk Price **Portfolio** Parent Crowd Sense

Show Full Chart

Market Closed  
Intraday Indicative Value: \$424.34 **0.83** | **0.20%**

**\$424.31** **↑ 0.70** | **0.17%**

424.39  
423.61  
422.83



10a 12p 2p


USD | NYSE Arca | NAV as of Jun 11, 2021 | Last Price updated as of Jun 11, 2021, 7:59 PM EST | Intraday Indicative Value (IIV) Jun 11, 2021, 4:29 PM EST


<b>NAV</b> 424.34	<b>Open Price</b> 424.20	<b>Bid / Ask / Spread</b> 424.36 / 424.41 / 0.01%	<b>Volume / Avg</b> 45.6 Mil / 679.9 k
<b>Day Range</b> 422.82 – 424.43	<b>Year Range</b> 296.74 – 424.63	<b>SEC Yield</b> ⓘ 1.24%	<b>12-Month Yield</b> ⓘ 1.33%
<b>Adj. Expense Ratio</b> ⓘ 0.095%	<b>Expense Ratio</b> 0.095%	<b>Total Assets</b> 364.4 Bil	<b>Category</b> US Fund Large Blend


# EXCEPT SOMETIMES THEY MOVE THINGS

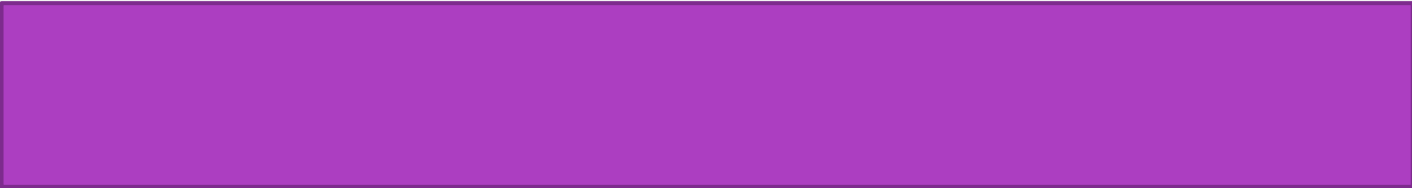
## THIS MORNING THEY GOT RID OF THE TOP MENU




 We've updated our sign in process. Please re-enter your user name and password to access your Morningstar.com account.







U.S. Global Commodities



U.S. Market	Closed	10,777.92	↓ 3.94	-0.04%
U.S. Small Cap	Closed	13,763.90	↑ 29.30	0.21%
U.S. Sustainability	Closed	2,863.72	↓ 5.27	-0.18%
DJIA	Closed	33,874.24	↓ 71.34	-0.21%
S&P 500	Closed	4,241.84	↓ 4.60	-0.11%
NASDAQ	Closed	14,271.73	↑ 18.46	0.13%

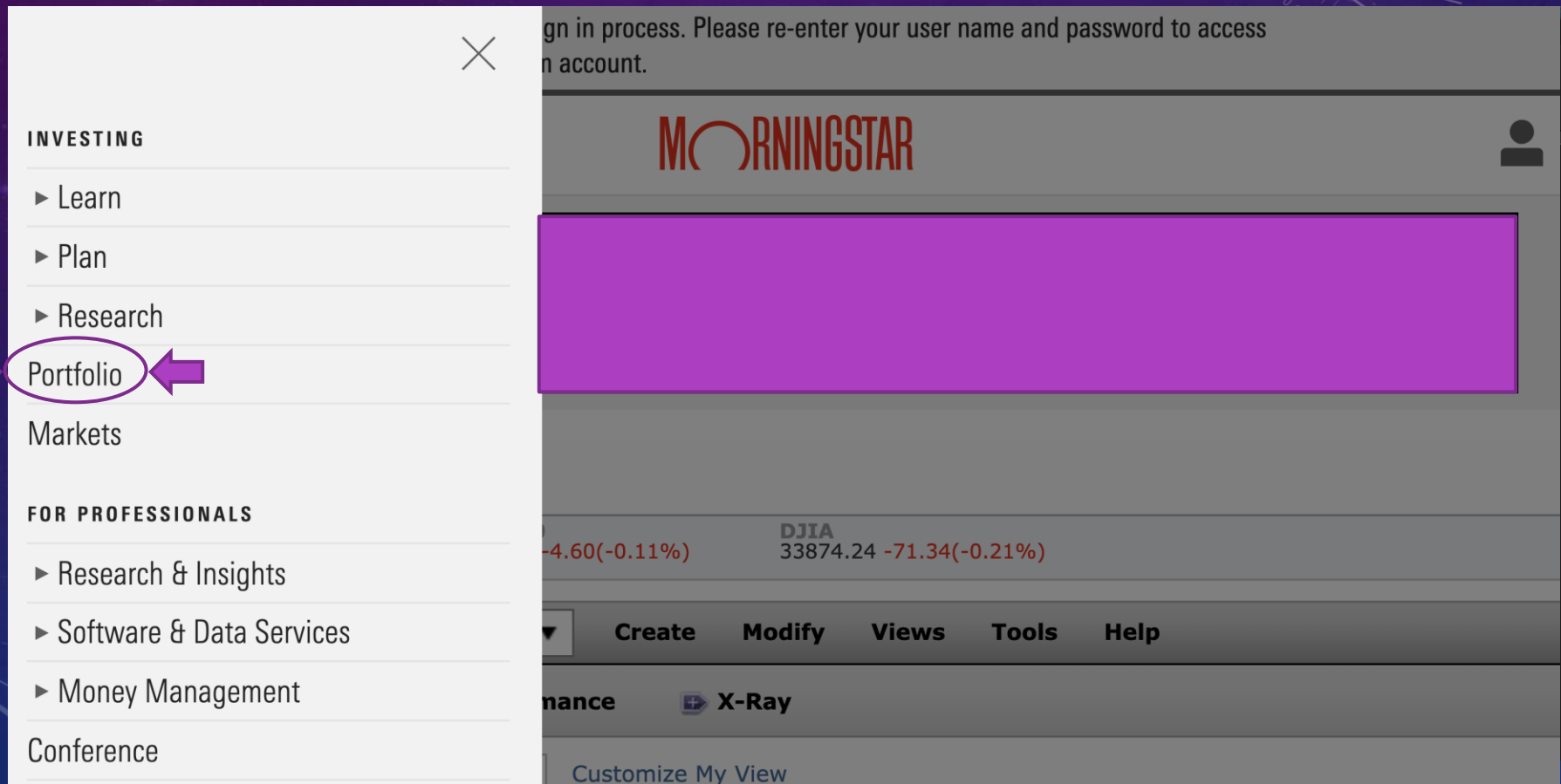
Jun 23 6:08 PM EDT

### News

- Accenture Earnings, Revenue Climb in 3Q | Dow Jones
- Bank of England Leaves Bank Rate Unchanged at 0.1% | Dow Jones
- Volkswagen Confirms It Is Considering Acquisition of Majority Stake in Europcar | Dow Jones
- FTSE Gains, Pound Expected to Rise Vs Euro on BOE Tapering | Dow Jones
- EUROPEAN MIDDAY BRIEFING: Banks Lead Stocks Higher -2- | Dow Jones

# EXCEPT SOMETIMES THEY MOVE THINGS

## NOW IT'S IN THE PULL-DOWN MENU



The image shows a screenshot of the Morningstar website interface. A pull-down menu is open on the left side, displaying various navigation options. The 'Portfolio' option is highlighted with a purple oval and two purple arrows pointing towards it. The background shows the Morningstar logo and a large purple rectangular area, likely a placeholder for a user profile or a sign-in prompt. Below the logo, there is a section for market performance, including the DJIA index value and a table of market data. At the bottom, there are links for 'Create', 'Modify', 'Views', 'Tools', and 'Help', along with a 'Customize My View' button.

INVESTING

- ▶ Learn
- ▶ Plan
- ▶ Research
- ▶ **Portfolio**
- Markets

FOR PROFESSIONALS

- ▶ Research & Insights
- ▶ Software & Data Services
- ▶ Money Management

Conference

Sign in process. Please re-enter your user name and password to access your account.

MORNINGSTAR

DJIA 33874.24 -71.34(-0.21%)

Create Modify Views Tools Help

Finance X-Ray

Customize My View

# WHICH MORNINGSTAR HAS IT?

THERE ARE SEVERAL MORNINGSTAR SITES AND FLAVORS

Tool	Morningstar free, no sign-in	Morningstar free Basic Membership	Morningstar paid Premium Membership	Morningstar free via Fairfax library account
Portfolio tool	No	Yes But, Premium data is not accessible	Yes Premium data included	Very limited portfolio tool e.g., Cannot save between sessions
X-ray tool	No	No	Yes	Yes (on the limited portfolio) Also, multipage Analysis reports
Screener	No	Basic Screener - really poor	Premium Screener (Unknown)	Slightly Better than Basic Screener

# IT'S NICE TO HAVE A FREE VERSION AT THE LIBRARY – OOPS!



Investment Research Center<sup>SM</sup>

Provided by

## Access Denied

Access Denied. There are not enough licenses available for the number of users trying to access Morningstar Investment Research Center from your library at this time.

**Please try again later.**

**Contact us.** [libraryservices@morningstar.com](mailto:libraryservices@morningstar.com) 866-215-2509. Please read our User Agreement and Troubleshooting documents.

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

©2021 Morningstar, Inc. All rights reserved.

Error message from Sunday, June 13 at 11:45

# WHAT TOOLS DO I USE?

I AM MOSTLY A FUND INVESTOR WITH ONLY A FEW INDIVIDUAL STOCKS

- Morningstar
  - *Portfolio tool with free basic account* for data consolidation, comparisons and What-if/Thinking-about scenarios
  - Library version for detailed fund write-ups
- My brokerage account tools (Fidelity)
  - Screeners (better quality screener and why get funds from M\* that I can't invest in at my broker)
  - Portfolio Analysis (X-Ray equivalent)
  - Personal Portfolio Performance
  - Analysis reports from various services (Zachs, CFRA, etc.)

# WHAT OTHER TOOLS DO I USE?

I AM MOSTLY A FUND INVESTOR WITH ONLY A FEW INDIVIDUAL STOCKS

- ETFDB.COM, ETF.COM
  - get lists of ETFs
- FinViz (<https://finviz.com/>) - Just starting, thanks to Bob Baker's recommendation
  - Screener
- Portfolio Visualizer (<https://www.portfoliovisualizer.com/>)
  - Back-testing ideas
- Other geekier stuff
  - Excel, Google Sheets, my own custom software programs, etc.

# WHERE DO WE GO FROM HERE?

## DEMO THE TOOL AND IDEAS

- Getting a Basic Account (real quick)
- Sign in and go to a portfolio (or a few of them)
- Navigating around a simple portfolio
- Views
- Different kinds of portfolios
- Customizing the views
- Getting data in (manual add, delete, import)
- Getting data out (export to excel, and an excel trick or two)
- Quick side trip to the library version

# SINCE THEY ARE CHANGING THINGS THIS MORNING....

8:15 AM Thu Jun 24 morningstar.com

Search Quotes and Site

Get 14 Days Free Sign Up Sign In

Topics Funds ETFs Stocks Bonds Best Investments Markets Portfolio

U.S. Global Commodities

U.S. Market	Closed	10,777.92	↓ 3.94	-0.04%
U.S. Mid Cap	Closed	14,434.91	↑ 1.14	0.01%
U.S. Small Cap	Closed	13,763.90	↑ 29.30	0.21%
DJIA	Closed	33,874.24	↓ 71.34	-0.21%
S&P 500	Closed	4,241.84	↓ 4.60	-0.11%
NASDAQ	Closed	14,271.73	↑ 18.46	0.13%

Jun 23 6:00 PM EDT

U.S. Barometer Closed

	Val	Core	Gwth
Lg	-0.38	-0.14	0.30
Mid	-0.16	-0.02	0.19
Sm	0.06	-0.09	0.70

Jun 23 6:00 PM EDT

Actives Gainers Losers

Clover Health Invest...	↑ 1.24	9.82%
ContextLogic Inc	↑ 0.02	0.15%
AMC Entertainment ...	↑ 0.22	0.38%
Ford Motor Co	↑ 0.48	3.25%
Apple Inc	↓ 0.40	-0.30%
Palantir Technologies...	↑ 0.87	3.43%

News

- Accenture Earnings, Revenue Climb in 3Q | Dow Jones
- Bank of England Leaves Bank Rate Unchanged at 0.1% | Dow Jones
- Volkswagen Confirms It Is Considering Acquisition of Majority Stake in Europcar | Dow Jones

Recommended

- Coronavirus and the Markets
- Your Inflation Tool Kit
- Investing Books for Beginners
- Retirement Income
- Your Guide to Market Uncertainty

INCOME INVESTING

Low Interest Rates, Uncharted Bond Markets, and the Income Conundrum

Extraordinary times may require adjusting expectations.

John Rekenenthaler

What Retirees Get Right About Their Retirement Income

Instinctively, they understand how to stretch their portfolios.

John Rekenenthaler

Read More

- 3 Income Alternatives to Consider
- Why Preferred Stocks Don't Make Good Bond Substitutes
- Top Dividend-Stock Funds
- Morningstar's Guide to Income Investing

Morningstar's Guide to Income Investing is sponsored by iShares by BlackRock