



Your Money

Where To Look Before Leaping Into A Stock KNOW WHAT YOU'RE BUYING INTO—Online stock-picking tools help investors learn about stocks before they buy.

(NAPSA)—Whether the market is running *with* the bears or *from* the bulls, analysts say one key to successful investing never changes: research. They advise investors to avoid taking stock tips as “gospel” and always do their homework before risking any money.

“When someone tells you he has a hot investment tip, be skeptical. Check it out before you even consider buying,” says MSN Money expert Mary Rowland. The following free online stock-picking tools offer objective information to help consumers determine where, and if, to invest:

- **StockScouter**—The tool lets users quickly assess a stock’s potential for outperforming the broader market within a specific timeframe. Using a quantitative methodology, the StockScouter has been very successful in evaluating and ranking return expectations for thousands of North American stocks daily. It also integrates with tools such as Portfolio Manager, Research Wizard and Stock Screener. That lets consumers review a wide range of information as they explore investment opportunities.

- **CNBC Stock Pick Analysis**—Users can monitor and analyze stock picks made by financial experts appearing on CNBC-TV. That can help consumers determine which experts make the most profitable picks and also feel



KNOW WHAT YOU'RE BUYING INTO—Online stock-picking tools can help investors learn about stocks before they buy.

more confident in holding the experts accountable for their stock recommendations. Investors can also use the tool to search for recent articles that mention designated stock pickers.

- **CNBC TV Guest Alerts**—Investors can receive a notification via MSN Messenger and/or e-mail when company executives relevant to their investments are scheduled to appear on CNBC-TV.

For more information on investing in today’s market, visit CNBC on MSN Money (<http://money.msn.com>), or check out Microsoft Money software, which offers tools and features designed to help research stocks, optimize investments and plan for retirement.