

Eads & Heald Investment Counsel

Established 1987

Atlanta, Georgia

Professional Portfolio Management With Experience And Integrity
Registered with the U.S. Securities & Exchange Commission

Equity Investing

By: R. Stewart Eads, CFA

President

Eads & Heald Investment Counsel

www.EadsHeald.com

Watch Our Web Site

Stewart Eads, President of Eads & Heald, is going to begin writing a collection of articles on various topics pertaining to equity investing. This will distill over 40 years of hands-on investment experience (The Hartford Insurance Group, Wellington Management Company and Eads & Heald) combined with a blue-chip education base in technology and business (Georgia Tech, Wharton, University of Chicago and Stanford). Further, this is combined with serious prior analytical experience with NASA and the U.S. Central Intelligence Agency. The series of articles may later be combined and published.

The articles will be written so that they can be understood by almost everyone. The goal is to impart the best understanding the average person has ever had about how stocks are valued and how to go about successfully investing for the long-term. Investing is fraught with rumors, misinformation, self-serving information from vendors of financial services, general potholes and myriad other ways for the investor to be led astray. Having said this, these things are still not categorized as criminal dishonesty. However, it is truly a "jungle out there". This is especially true now after the meltdown of some of the large financial institutions. Mergers have taken place to save the weaker ones and bolster the stronger ones. Firms' revenues need to be increased and there are countless products and services that must be sold.....so beware! Arm yourself with education that will be available at this site for free.

While the aim will be simplicity the reader should be familiar with some basic terminology. Some of these are: price to earnings ratio, consumer price inflation, Standard & Poor's 500 stock index, discounting of a future value back to a present value, compound average annual rate of return, etc. Some items will be explained as we go along but a certain understanding of investment terms will be needed and assumed.

Why are we placing these articles on our web site? Simply, quite often, an educated investor still does not want to manage his/her own investments. Reasons vary from being too busy earning money, a dislike for things quantitative/financial and the realization that it may actually be better having the funds managed by someone with a more objective/professional viewpoint. One's emotions of fear and greed can often wreck an investment program. This is a common occurrence. So, once you see how we think, you might consider Eads & Heald to assist you in managing your investment assets toward a successful retirement.

www.EadsHeald.com

Copyright 2009