



WallStreetCourier.com – Starter Kit & Guidelines

How to maximize your results with WallStreetCourier.com

Philosophy & Services of WallStreetCourier.com

Diversified Market Timing & Investment Advisory!

- WallStreetCourier.com has become one of the most trusted sources for investment advisory for both individual and institutional investors.
- No strategy can be completely effective under all economic conditions, so we deploy multiple strategies to help achieve your objectives and mitigate risk. This leads to our focus on implementing complimentary, low-correlated investment strategies and market timing tools.
- **WallStreetCourier.com believes that it is essential to diversify risk amongst a variety of low-correlated investment strategies based on systematic market timing and highly advanced portfolio construction methods.**
- We are devoted to preserve and grow your assets by providing dozens of different uncorrelated performance (alpha) sources that are acting as perfect diversifier within your portfolio.
- Applying a highly transparent investment approach is where our investment philosophy begins.

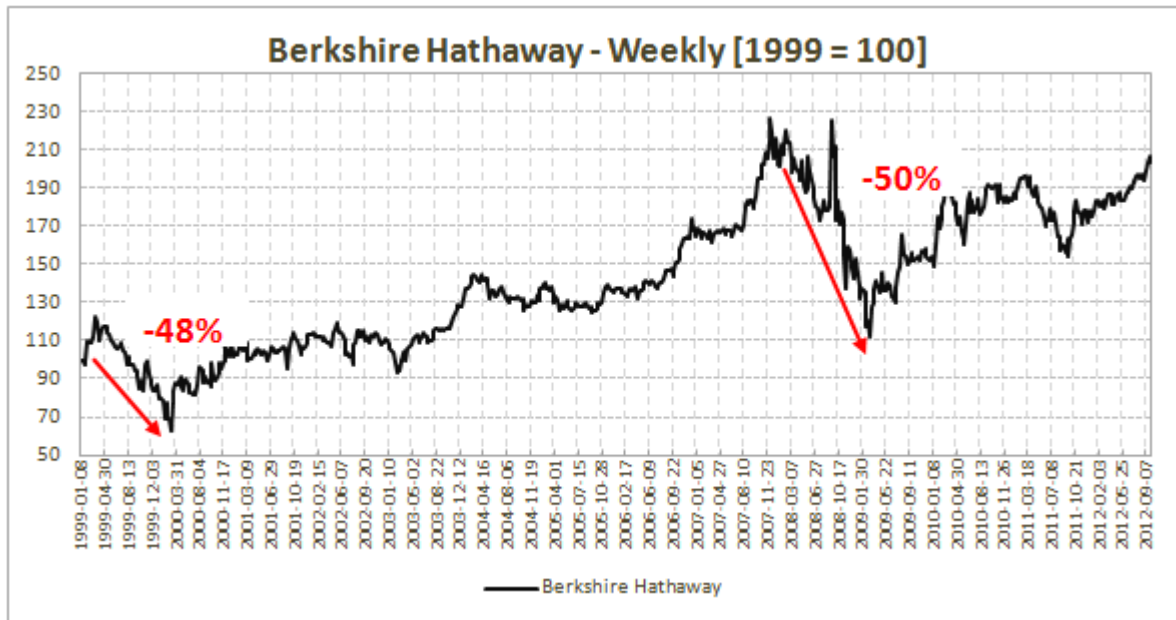
We believe success over the long run requires mitigating your risk and maximizing the returns of your portfolio. We support you in this endeavor by providing a variety of non-correlated investment strategies and market timing tools that can be combined to a highly diversified and strong performing portfolio!

The Real Truth About Investing

The Real Truth About Investing: No financial expert or any investment strategy can be right all the time! (1/4)

Example: Imagine you would follow Warren Buffets investment strategy

- Warren Buffet, chairman and CEO of Berkshire Hathaway, is widely considered to be one of the most successful investor of the 20th century.

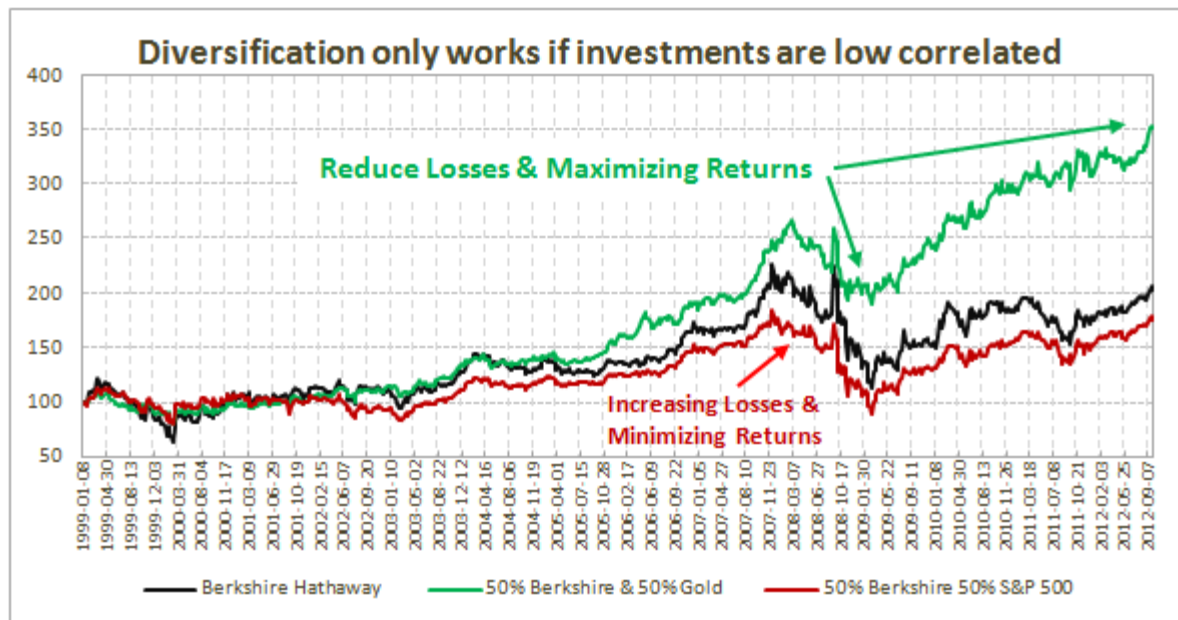


Nevertheless Berkshire Hathaway's stock price faced substantially losses in the past!

The Real Truth About Investing: No financial expert or any investment strategy can be right all the time! (2/4)

Spreading your investments would have reduced your draw-downs significantly!

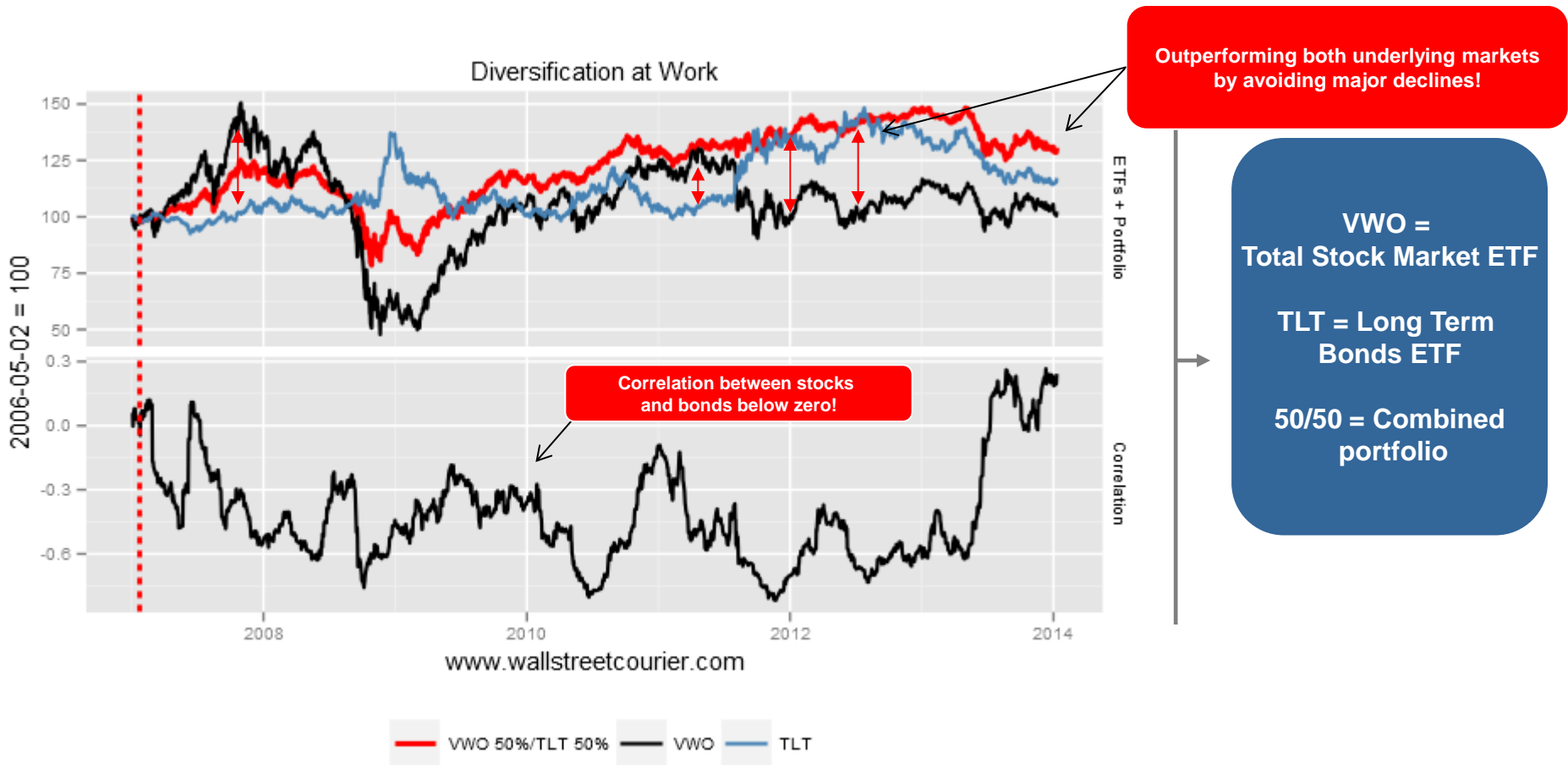
- **Green Line:** Berkshire Hathaway and Gold are absolutely low correlated (correlation of 4%) to each other, therefore investing 50 percent in each asset class would have increase your risk/reward ratio significantly
- **Red Line:** Berkshire Hathaway and the S&P 500 (correlation of 50%) are highly correlated to each other, therefore investing in both, does not make any sense at all!



The lower the correlation between investment strategies/ asset classes the more you increase your risk/reward ratio!

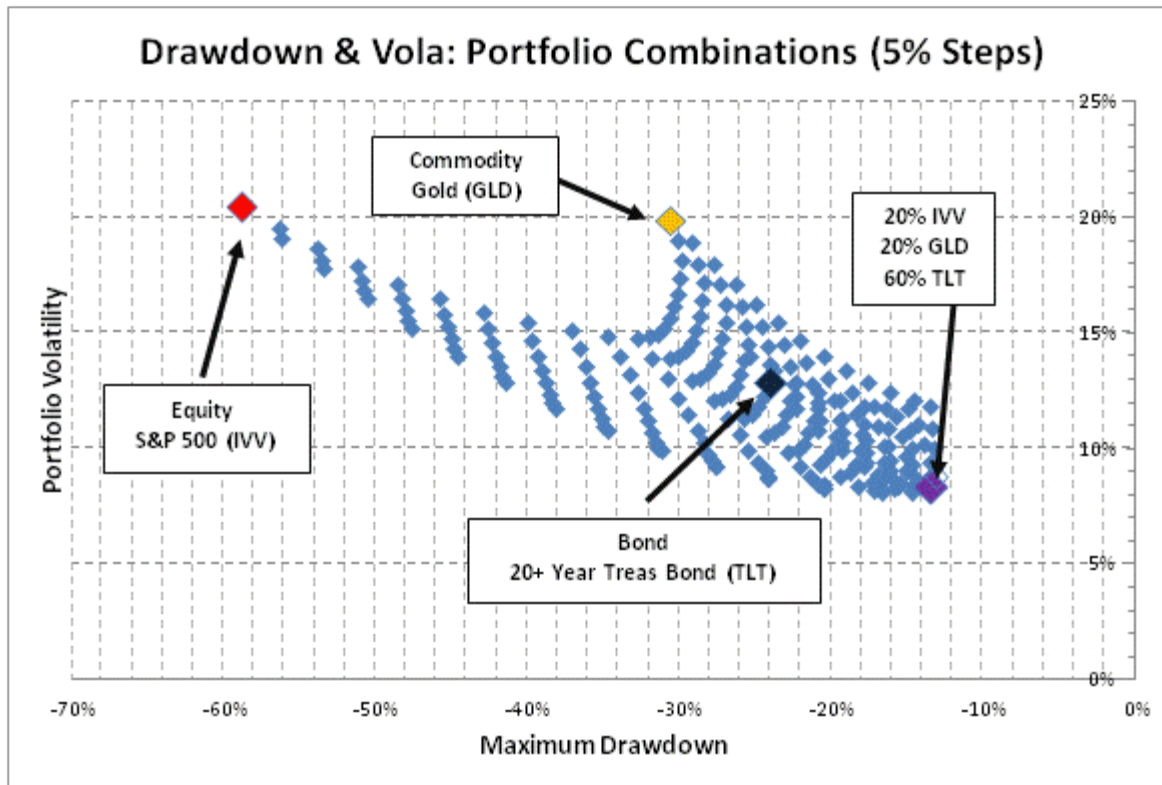
The Real Truth About Investing: No financial expert or any investment strategy can be right all the time! (3/4)

A simple example how to avoid stock market corrections: Spread your investments



The Real Truth About Investing: No financial expert or any investment strategy can be right all the time! (4/4)

Simple Example: Spreading your investments to uncorrelated asset classes reduces your draw-downs significantly!



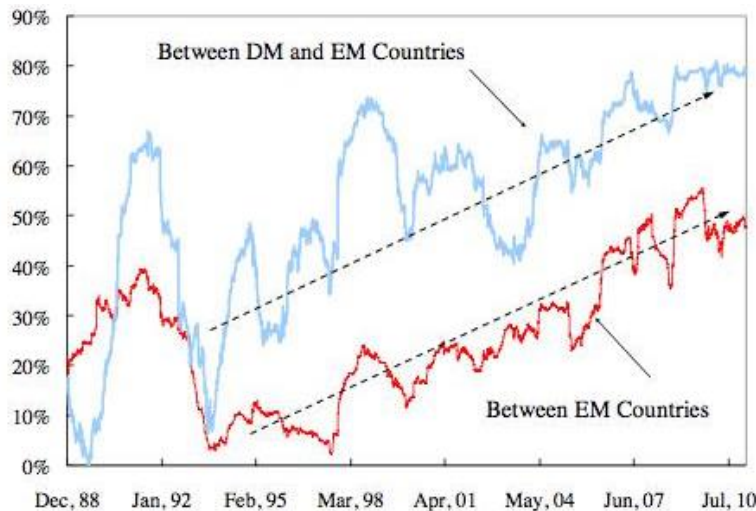
Any given mixtures of asset classes are more efficient in terms of portfolio volatility and drawdown reduction than an investment in a single asset class.

Moreover, it is possible to reduce the risk/volatility and the maximum drawdown of bonds significantly, by adding riskier uncorrelated asset classes

Nowhere To Invest? Diversification among common asset classes have increased significantly (100% means totally correlated) !

Just spreading your investments among common asset classes does not work anymore!

Increase of Cross-Regional Equity Correlation
[Between Developed & Emerging Markets Equities]



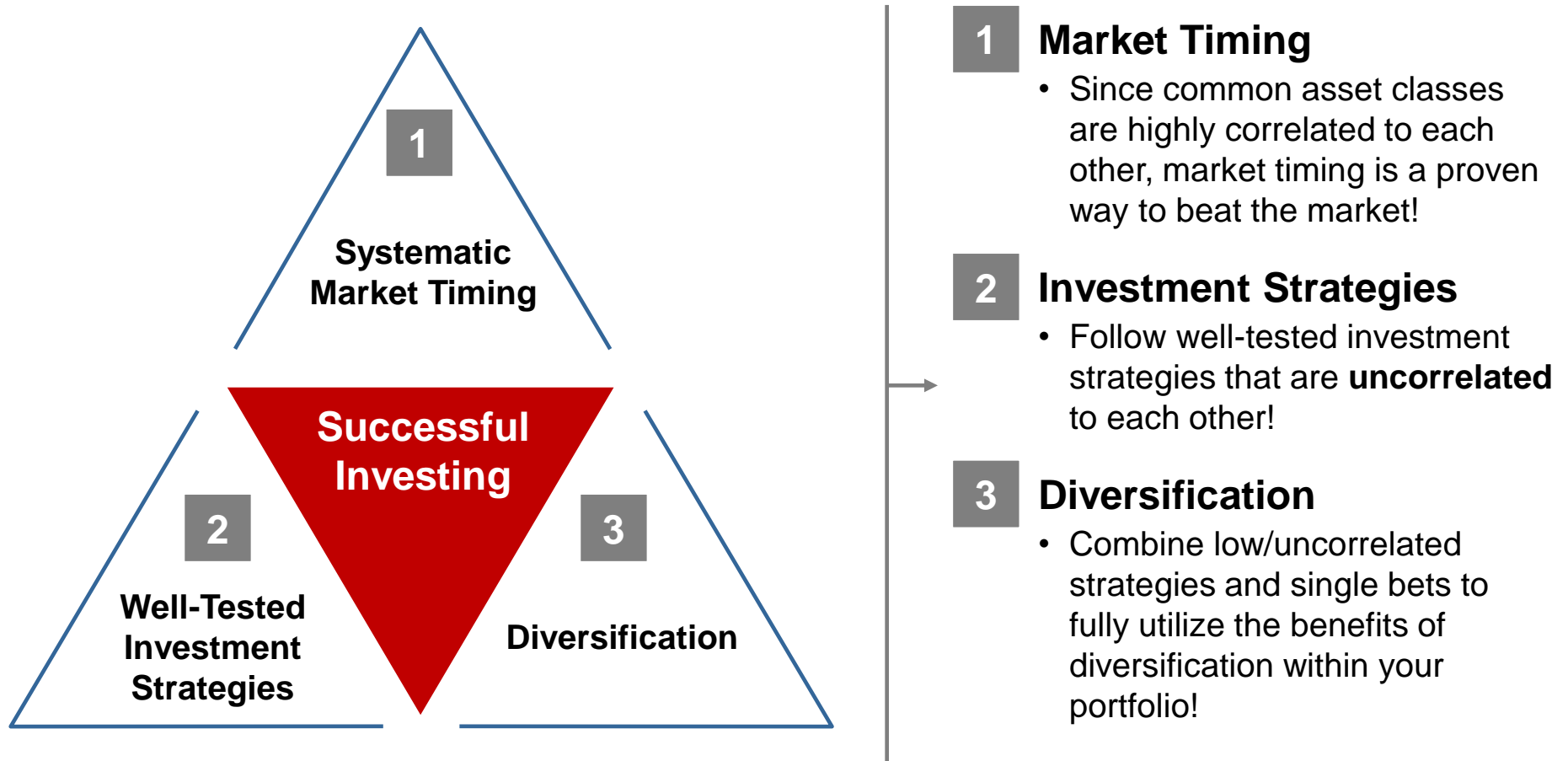
Source: J.P. Morgan Equity Derivatives Strategy.

Correlation Matrix [2006 – 2013]

	S&P 500	Dow Jones	Nasdaq 100	Russell 2000	REITS	MSCI Emerging M.	Commodities	Crude Oil
S&P 500	100%							
Dow Jones	96%	100%						
Nasdaq 100	83%	74%	100%					
Russell 2000	91%	85%	79%	100%				
REITS	72%	68%	57%	75%	100%			
MSCI Emerging M.	87%	86%	81%	82%	68%	100%		
Commodities	45%	42%	40%	42%	30%	51%	100%	
Crude Oil	46%	43%	40%	43%	32%	50%	80%	100%

Most common asset classes are highly correlated to each other!

Three Logical Steps To Tackle The Increasing Correlation Problem!



1. Systematic Market Timing

4 Different Groups Of Technical Market Indicators Are Necessary For Successful Market Timing!

Quality before quantity: We only publish indicators that have proven over time!

Trend Indicators

- To measure the main direction of the underlying security/market

Market Breadth Indicators

- To determine the strengths of a trend or of the market condition

Technical Market Indicators

Contrarian Indicators

- To track the investing behavior of different kinds of investment groups
 - Options Market Indicators
 - Smart Money vs. Dumb Money
 - Market Sentiment
 - Stock Market Cycles

Oscillators

- **Are a mixture of Trend-/Breadth and Contrarian Indicators**
- Are designed to lead price movements and are oscillating around a certain value

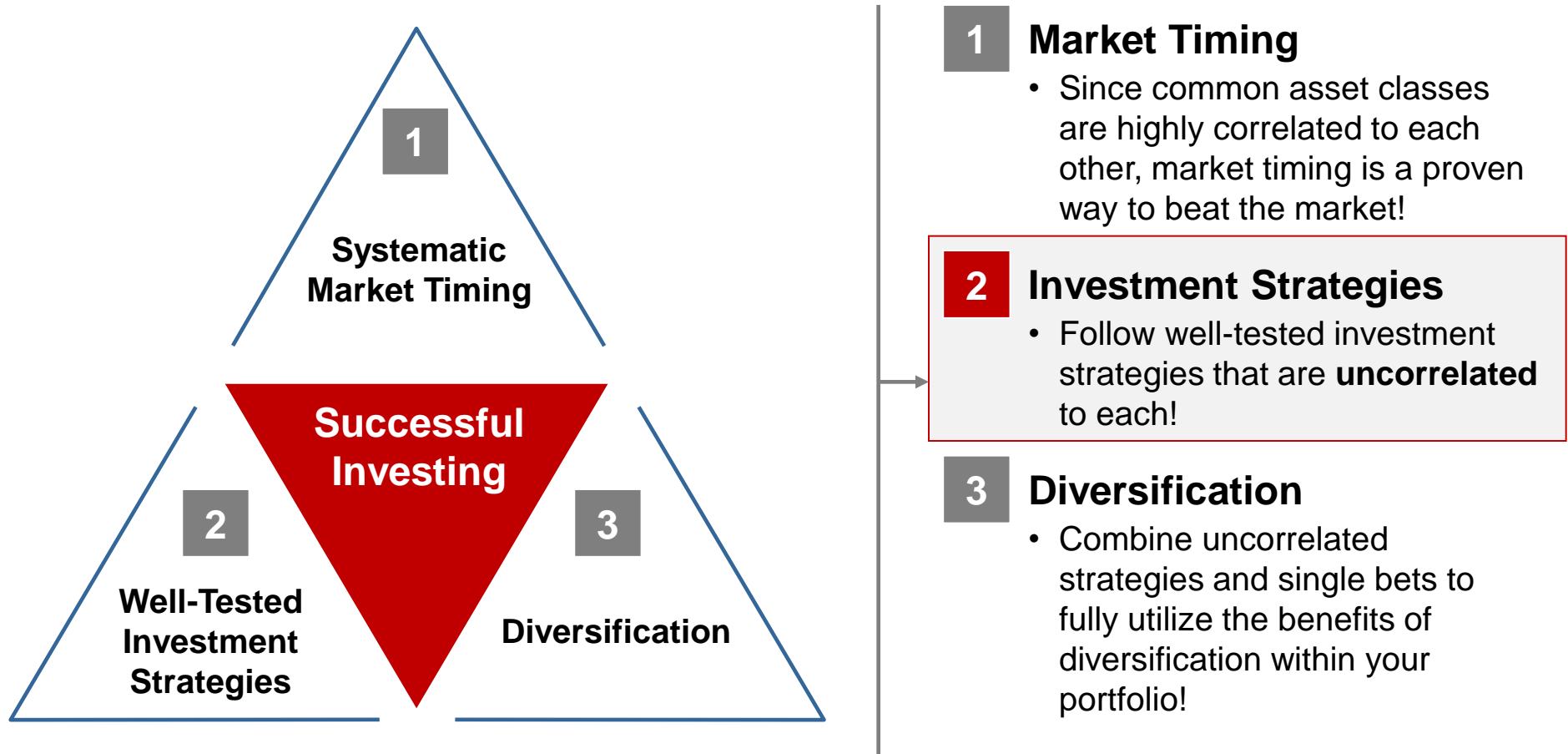
Classification Of Technical Market Indicators According To Time Horizon And Trading Experience

Indicator type	Traders Time Scope		Trading Experience	
	Short-term trader	Mid- to long-term investor	Low trading experience	High trading experience
Trend Indicators	short term			
	long term			
Breadth Indicators	short term			
	long term			
Contrarian Indicators	confirming			
	contrarian			
Oscillators	short term			
	long term			

○ low ● high

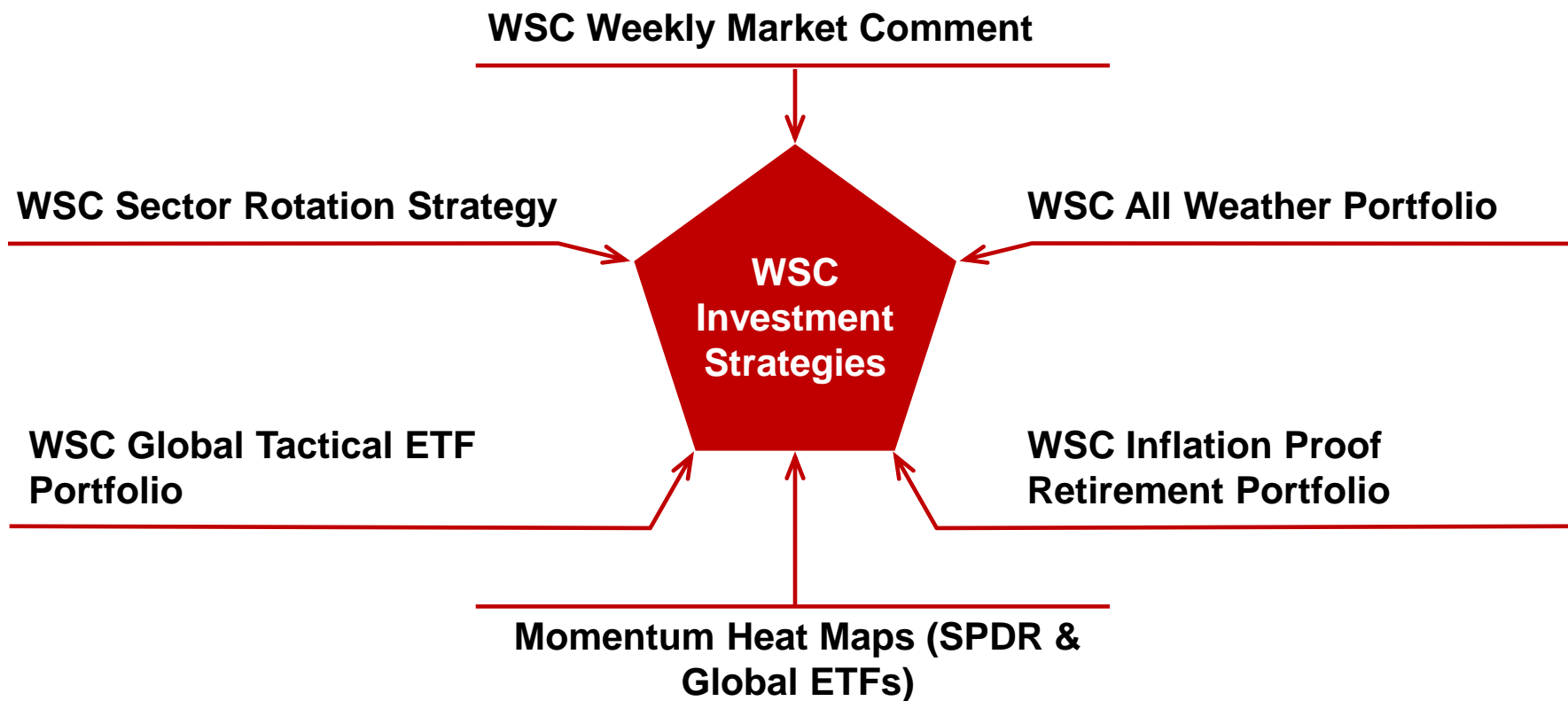
2. Low Correlated Investment Strategies

Three Logical Steps To Tackle The Increasing Correlation Problem!



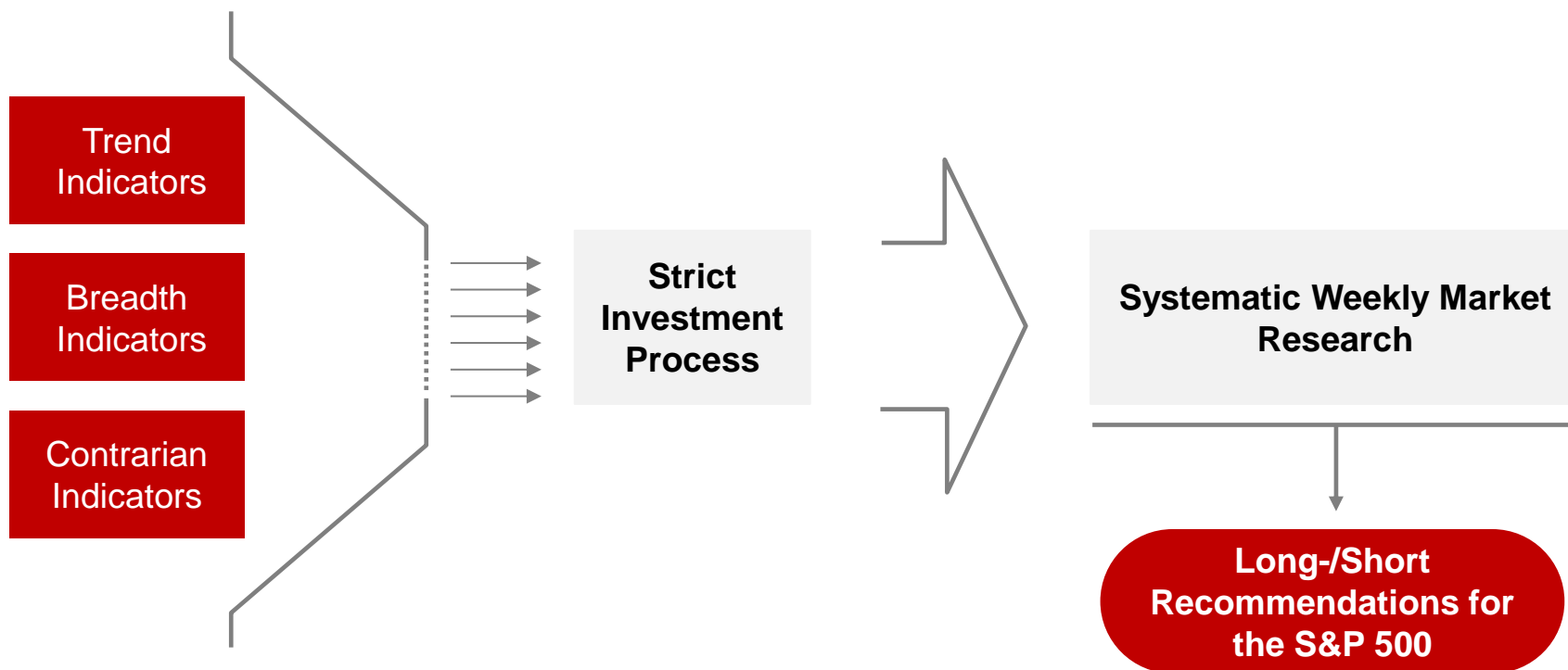
WallStreetCourier.com Offers 6 Different Kinds Of Low Correlated Investment Advisory Services

Each of these services has a different investment target and risk profile

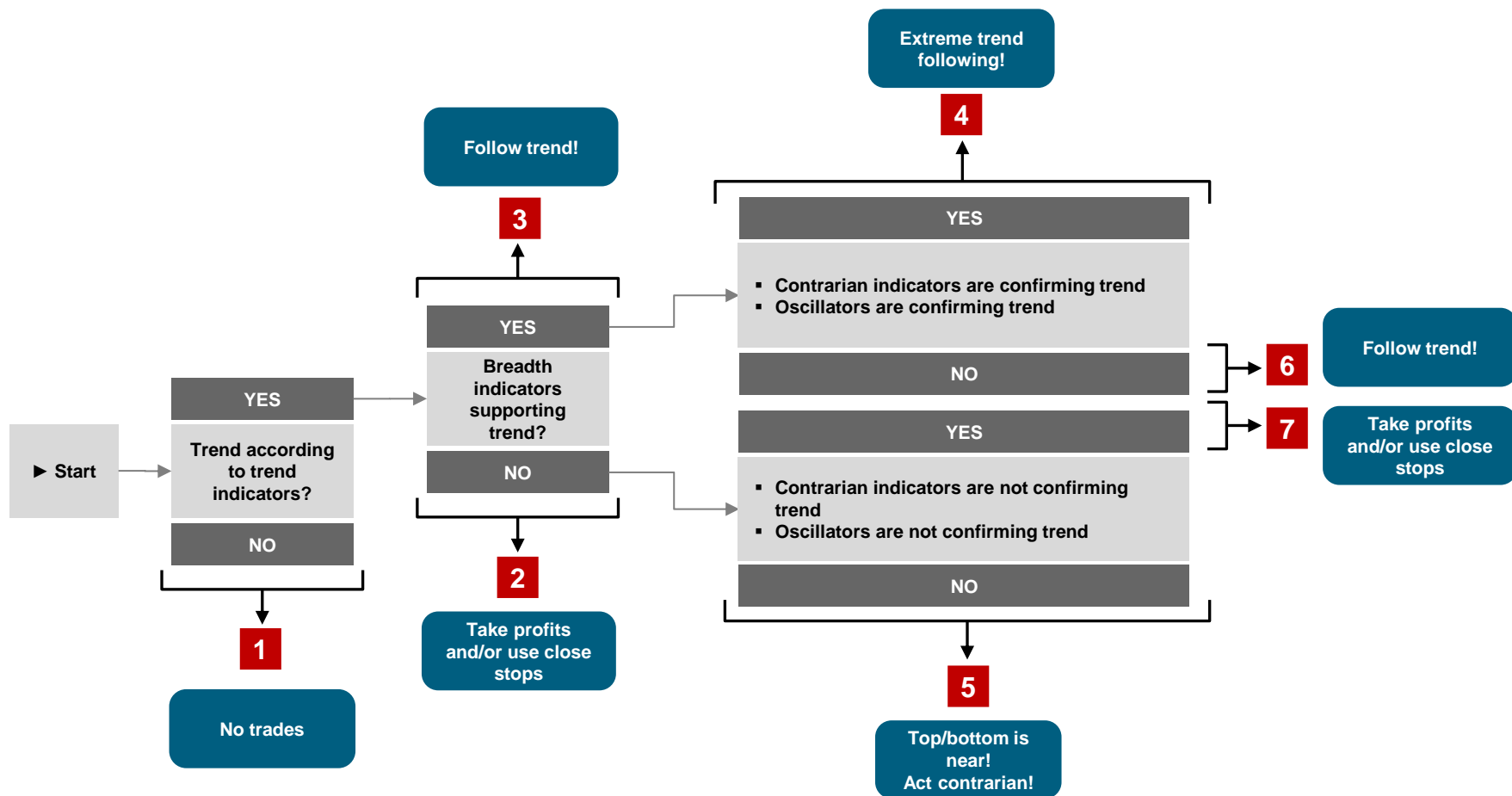


The WSC Weekly Market Comment is based on our published technical market indicators

Overview



Investment Process of our WSC Weekly Market Comment (1/2)



1 Detailed description please see next slide

Investment Process of our WSC Weekly Market Comment (2/2)

Description decision tree

- 1** **Market has no clear bullish or bearish trend**
 - Do not trade a trendless market!
- 2** **Market is in a trend but the trend is not confirmed by market breadth**
 - Market is extremely vulnerable to macro economical news flows and cycles
 - Take profits and/or use close stops for you portfolio
- 3** **Market trend is confirmed by market breadth**
 - This is a scenario for a healthy trend
 - Buy into any upcoming weaknesses in a bullish trend
 - Sell into any upcoming strengths in a bearish trend
- 4** **Market trend is confirmed by market breadth and by contrarian indicators**
 - Extremely strong trend
 - Use leverage to boost your profits (**only for high experienced traders/investors**)
- 5** **Market trend is not confirmed by breadth and not confirmed by contrarian indicators**
 - Trend is mostly driven by heavy weighted stocks in the index while the broad market is already lagging behind
 - Market top or market bottom is at hand
 - **Act contrarian (only for high experienced traders/investors)**
- 6** **Market trend is confirmed by market breadth but not by contrarian indicators**
 - Ignore contrarian indicators
 - As long as the trend is confirmed by breadth do not trade against the trend
 - Buy into any upcoming weaknesses in a bullish trend
 - Sell into any upcoming strengths in a bearish trend
- 7** **Market trend is confirmed by contrarian indicators but not by market breadth**
 - Follow the trend but use close stops and do not average down your portfolio

Momentum Heat Maps – Proprietary Momentum Rankings for ETFs

Example of the SPDR Heat Map

Dashboard	Ticker	2013-06-14	2013-06-21	2013-06-28	2013-07-05	2013-07-12	2013-07-19
Cash	Cash	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
S&P 500	IVV	54.1%	54.1%	51.1%	59.1%	61.5%	61.2%
Cons. Disc	XLY	81.6%	81.6%	83.7%	93.5%	96.7%	93.9%
Technology	XLK	22.4%	22.4%	15.2%	25.8%	25.3%	25.5%
Industrial	XLI	64.3%	69.4%	67.4%	69.9%	72.5%	71.4%
Materials	XLB	23.5%	21.4%	16.3%	14.0%	15.4%	20.4%
Energy	XLE	38.8%	38.8%	32.6%	37.6%	39.6%	42.9%
Cons. Stap	XLP	42.9%	40.8%	39.1%	41.9%	46.2%	45.9%
Health Car	XLV	79.6%	79.6%	78.3%	78.5%	83.5%	79.6%
Utilities	XLU	6.1%	6.1%	0.0%	0.0%	1.1%	10.2%
Financials	XLF	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

100% = Highest Momentum
0% = Lowest Momentum

Relative-Trading:
Buy SDRs that have a higher ranking than the S&P 500 and Cash

Pair-Trading:
Go long the strongest & short the weakest ETFs

Momentum Heat Maps – Select Winners By Investing In The Strongest ETFs

Example of the SPDR Heat Map

Cumulative Return	Ticker	Rang ETF > Cash	Rang ETF < Cash	% of Time > Cash	ETF Start
Energy	XLE	51.5%	3.5%	71.0%	1999-01-15
Cons. Disc.	XLY	11.0%	-21.4%	64.8%	1999-01-15
Materials	XLB	2.0%	3.2%	66.4%	1999-01-15
S&P 500	IVV	-5.2%	-7.6%	64.4%	2000-05-26
Financials	XLF	-7.0%	-8.3%	63.0%	1999-01-15
Health Care	XLV	-8.4%	-29.4%	60.3%	1999-01-15
Utilities	XLU	-9.3%	-27.6%	62.5%	1999-01-15
Industrial	XLI	-12.0%	-22.2%	67.2%	1999-01-15
Cons. Staples	XLP	-14.8%	-35.4%	63.7%	1999-01-15
Technology	XLK	-18.9%	-52.2%	64.4%	1999-01-15

Performance of SDPRs when its momentum rank was bigger than cash

Performance of SDPRs when its momentum rank was smaller than cash

Main distinguishing features of our proprietary ETF Model Portfolios (1/2)

Criteria	WSC All Weather Portfolio	WSC Inflation Proof Retirement Portfolio	WSC Sector Rotation Strategy	WSC Global Tactical ETF Portfolio
Currency	US Dollar	US Dollar	US Dollar	US Dollar
Asset Classes	Equity/REITS/Gold/Commodity/Bond ETFs	Equity/REITS/Gold/Commodity/TIP Bond ETFs	SPDR Sector ETFs	Equity/Gold/Commodity/Bond ETFs
Investment Universe	North America/Europe/Global Emerging Markets	North America	S&P North American Sector Indices	North America/Europe/EMEA/Asia Pacific/Latin America/Global Emerging Markets
# Underlying	10	7	11	41
ETF Available	US/Canada	US/Canada	US/Canada	US/Canada
Leveraged Underlying	No	No	No	No
Updated	Weekly	Weekly	Weekly	Weekly
Holds ETF Until	Diversification benefit of the underlying ETF within portfolio remains positive	Diversification benefit of the underlying ETF within portfolio remains positive	Holds all ETFs which are relatively stronger (SPDR Heatmap) than S&P500 and its peers	Holds top 5 ranked ETF in Global ETF Heatmap & Exit the Trade if it drops to Nr. 10
	Maximum Diversification	Maximum Diversification	Timing/Momentum	Timing/Momentum

Main distinguishing features of our proprietary ETF Model Portfolios (2/2)

Criteria	WSC All Weather Portfolio	WSC Inflation Proof Retirement Portfolio	WSC Sector Rotation Strategy	WSC Global Tactical ETF Portfolio
Investment Target	Positive performance in all market environments	Positive performance above the inflation rate	Limit the downside during a bear market & profit at least as much as the market does during a bull market	High performance
Risk Management Indicator	Diversification	Diversification	WSC Sector Momentum Indicator	WSC Global Momentum Indicator
Underlying Heat Map	No Heat-Map (Diversification only)	No Heat-Map (Diversification only)	SPDR Sector Momentum Heat Map	Global ETF Momentum Heat Map Weekly
Risk Mgmt. Indicator	No risk management indicator	No risk management indicator	WSC Sector Momentum Indicator	WSC Global Momentum Indicator
Bear Market Portfolio	Maximum Diversification Portfolio	Maximum Diversification Portfolio	1 Money Market, 1 Health Care - & 1 Consumer Staples ETF	1 Money Market or Bond ETF
Weighting of Portfolio Holdings	According to weekly investment advice	According to weekly investment advice	All ETFs are equally weighted	All ETFs are equally weighted
Risk	Low	Low to Moderate	Moderate to High	High

Our Entire Investment Advisory Services Are Low Correlated To Traditional Asset Classes!

Correlation Matrix [2006 – 2013]

	S&P 500	Dow Jones	Nasdaq 100	Russell 2000	REITS	MSCI Emerging M.	Commodities	Crude Oil	SERO	IPRP	AWP	GTEP	Market Comment
S&P 500	100%												
Dow Jones	96%	100%											
Nasdaq 100	83%	74%	100%										
Russell 2000	91%	85%	79%	100%									
REITS	72%	68%	57%	75%	100%								
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Commodities	45%	42%	40%	42%	30%	51%	100%						
Crude Oil	46%	43%	40%	43%	32%	50%	80%	100%					
SERO	78%	76%	58%	74%	56%	72%	42%	40%	100%				
IPRP	55%	53%	48%	54%	51%	54%	54%	41%	51%	100%			
AWP	41%	39%	37%	39%	37%	41%	36%	25%	38%	72%	100%		
GTEP	30%	27%	26%	33%	20%	43%	25%	17%	50%	33%	37%	100%	
Market Comment	55%	53%	35%	48%	33%	49%	19%	17%	0.35	39%	34%	22%	100%

SERO:

- WSC Sector Rotation Strategy

IPRP:

- WSC Inflation Proof Retirement Portfolio

AWP:

- WSC All Weather Portfolio

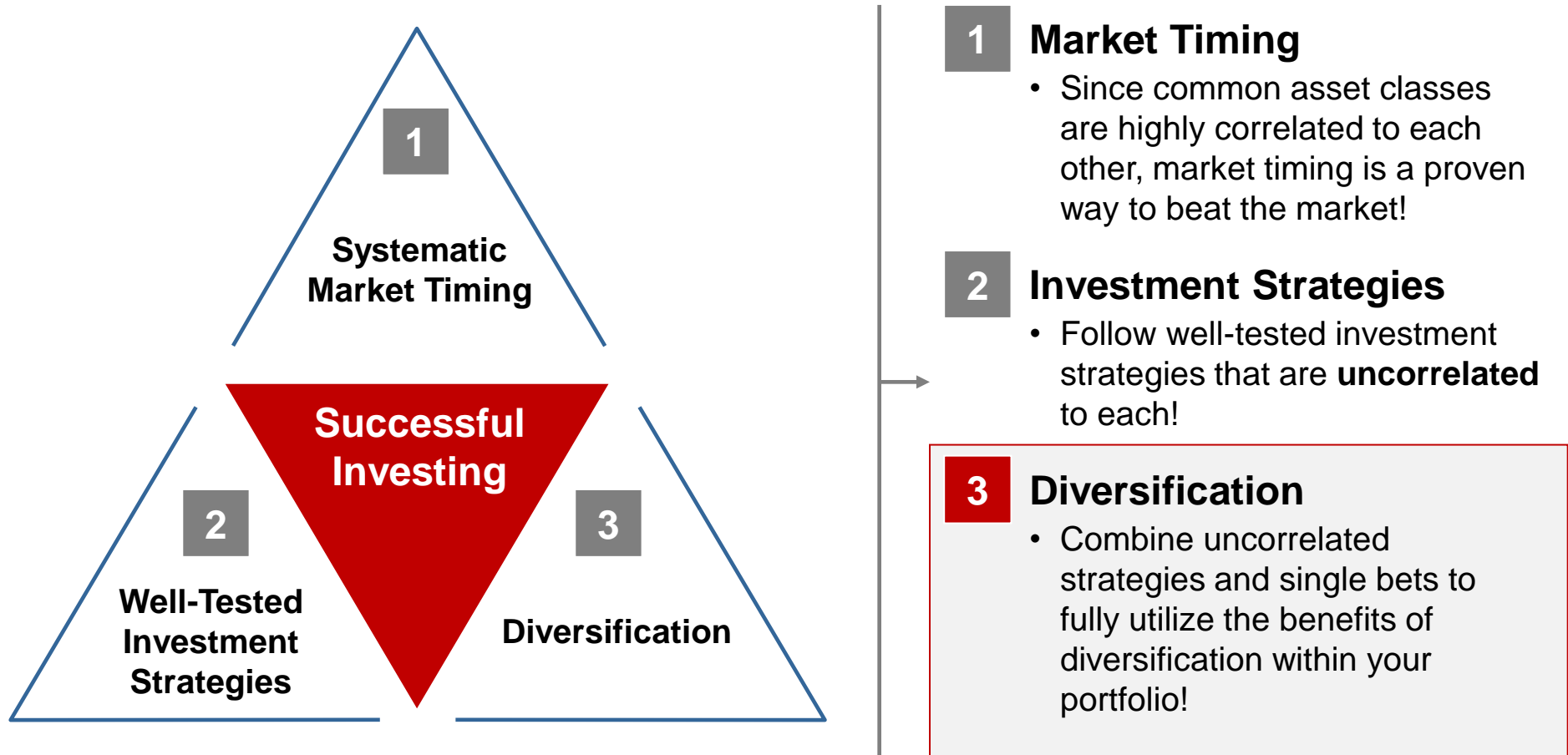
GTEP:

- WSC Global Tactical ETF Portfolio

Low Correlated Investment Strategies

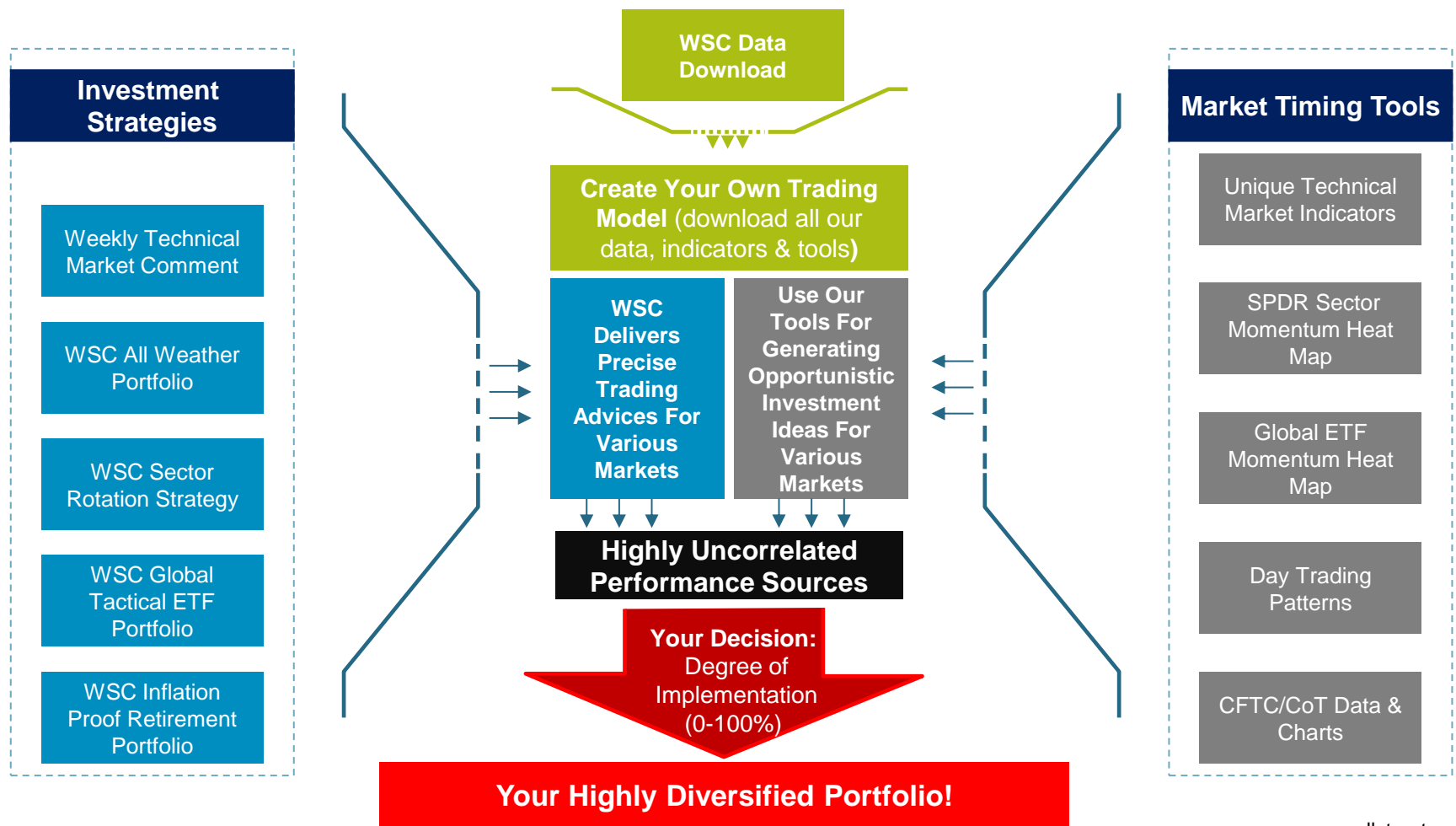
3. Diversification

Three Logical Steps To Tackle The Increasing Correlation Problem!



WSC offers a dozens of uncorrelated & highly profitable services to maximize the diversification benefits of your portfolio!

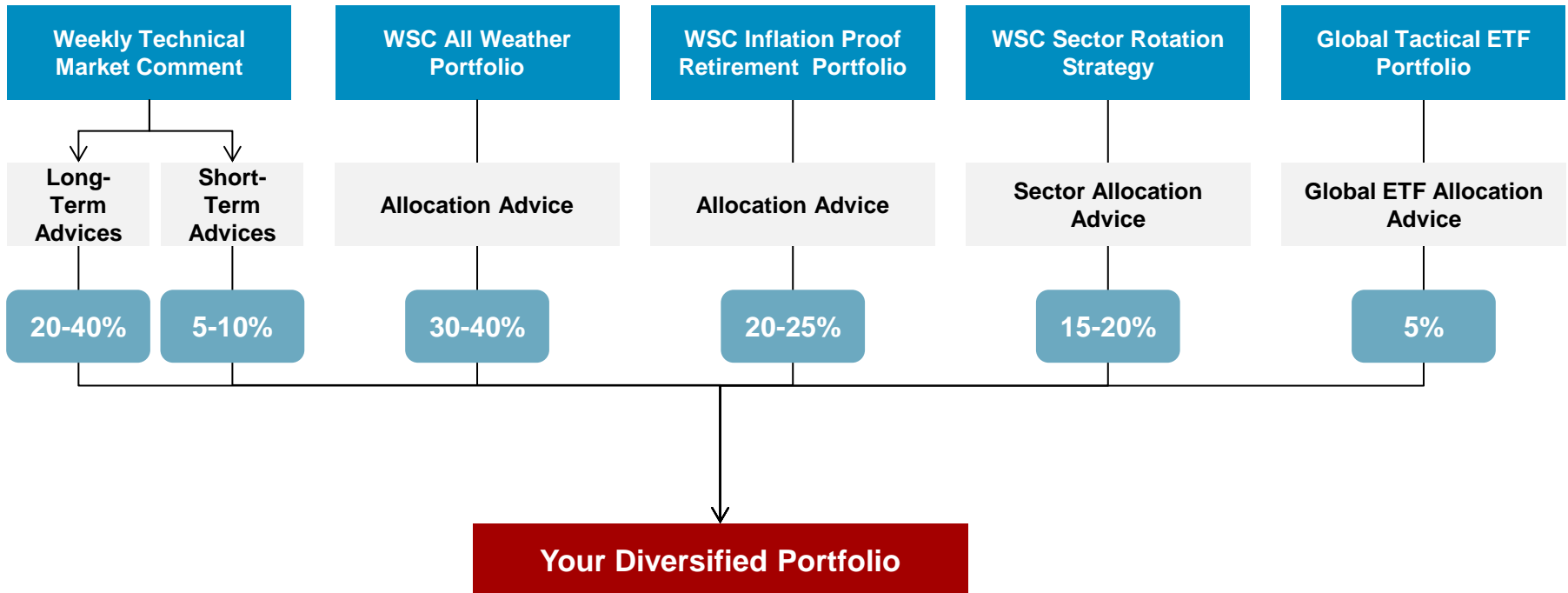
All our services should be seen as the perfect source for diversifying your portfolio!



Examples How To Use Our Service To Maximize The Risk/Reward Ratio

Example Portfolio Of A Typical WallStreetCourier Member:

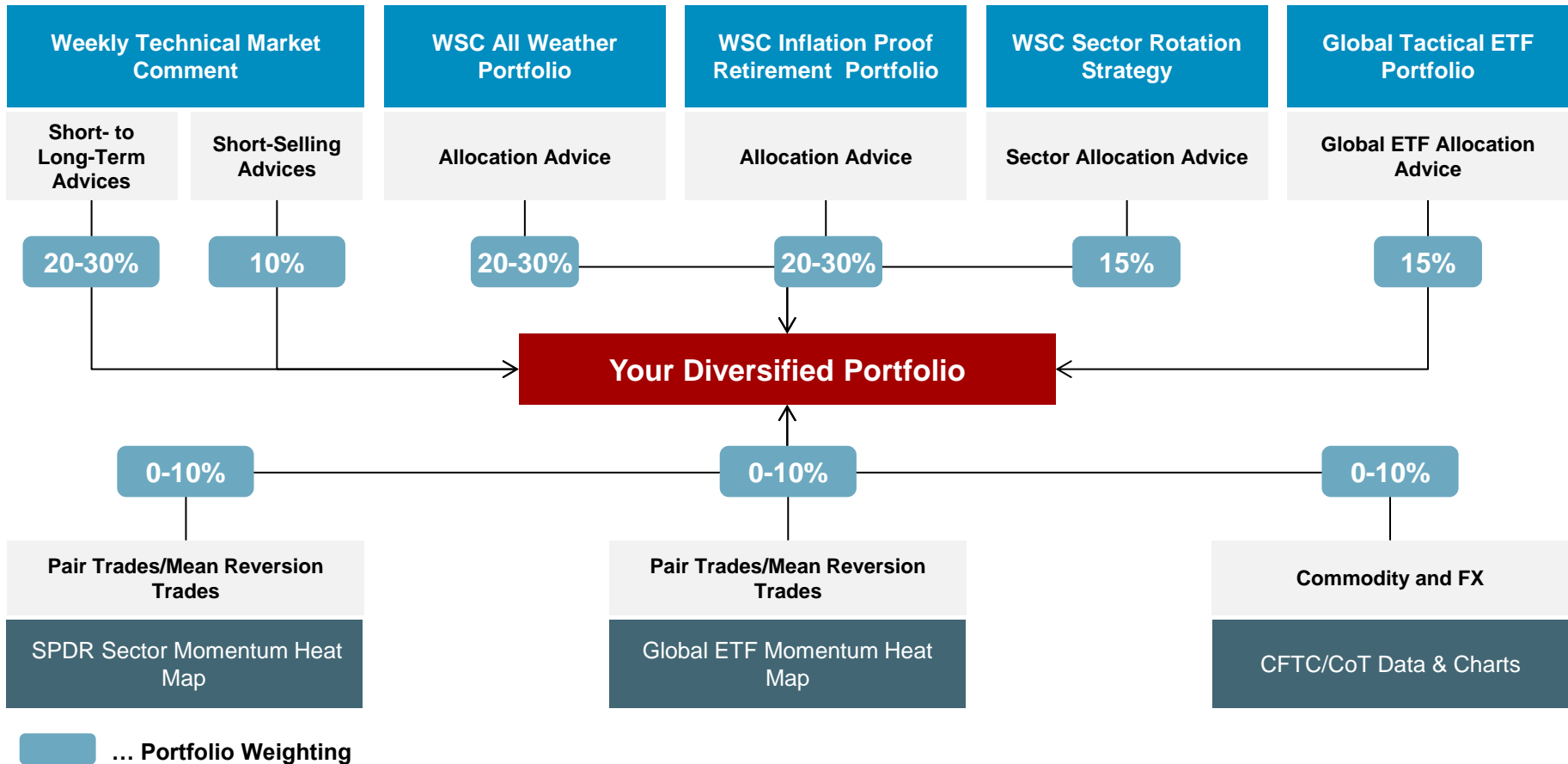
Level of experience: Beginner



... Portfolio Weighting

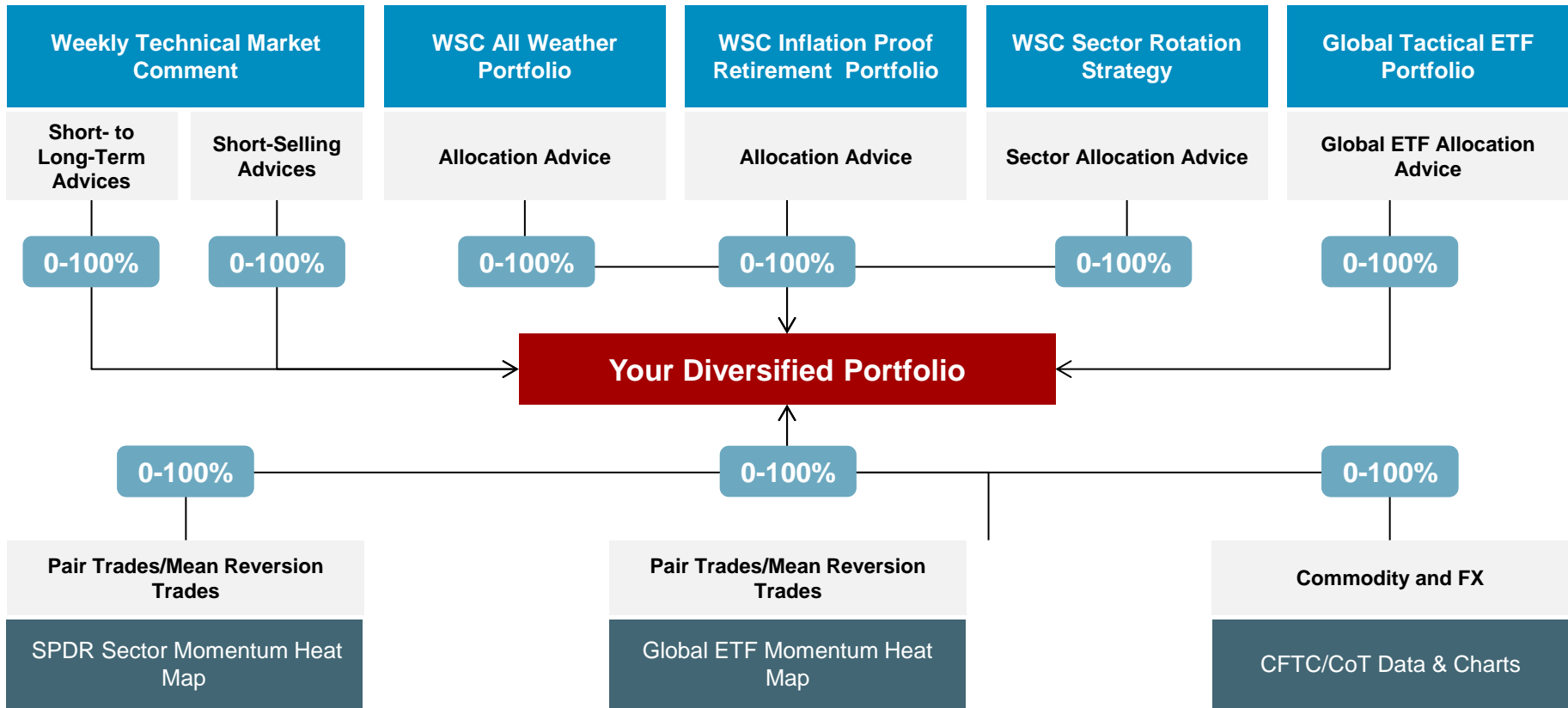
Example Portfolio Of A Typical WallStreetCourier Member:

Level of experience: Intermediate



Example Portfolio Of A Typical WallStreetCourier Member:

Level of experience: Expert



... Portfolio Weighting

Historical Key Statistics of Different ETF Model Portfolio Combinations [2003-2013]:




Portfolio Weightings:

- AWP (All Weather Portfolio)
- GTEP (Global Tactical ETF Portfolio)
- IPRP (Inflation Proof Retirement Portfolio)
- SERO (Sector Rotation Strategy)


	AWP	GTEP	IPRP	SERO	Total Return	CAGR	Volatility	Sharpe Ratio (Rf=1%)	Maximum Loss	Avg. Loss
1	0.4	0.2	0.4	0	1.812	0.105	0.087	1.082	-0.18	-0.023
2	0.2	0.4	0.4	0	2.508	0.128	0.115	1.033	-0.171	-0.032
3	0.4	0.4	0.2	0	2.503	0.128	0.115	1.032	-0.142	-0.032
4	0.4	0.2	0.2	0.2	1.92	0.109	0.096	1.024	-0.157	-0.025
5	0.2	0.2	0.4	0.2	1.921	0.109	0.097	1.013	-0.186	-0.027
6	0.2	0.4	0.2	0.2	2.624	0.132	0.126	0.971	-0.166	-0.037
7	0.4	0.4	0	0.2	2.619	0.132	0.126	0.968	-0.15	-0.036
8	0	0.4	0.4	0.2	2.624	0.132	0.127	0.961	-0.194	-0.04
9	0.4	0	0.4	0.2	1.313	0.084	0.08	0.929	-0.206	-0.023
10	0.4	0.2	0	0.4	2.011	0.112	0.111	0.92	-0.154	-0.032
11	0.2	0.2	0.2	0.4	2.013	0.112	0.112	0.915	-0.182	-0.035
12	0	0.2	0.4	0.4	2.01	0.112	0.114	0.896	-0.211	-0.039
13	0.2	0.4	0	0.4	2.718	0.135	0.141	0.887	-0.166	-0.044
14	0	0.4	0.2	0.4	2.719	0.135	0.142	0.881	-0.191	-0.048
15	0.4	0	0.2	0.4	1.398	0.088	0.091	0.855	-0.179	-0.025
16	0.2	0	0.4	0.4	1.397	0.088	0.093	0.835	-0.207	-0.029

How To Get Familiar With The Principles Of WallStreetCourier.com

We would recommend you to consider the following steps:

- ✓ **Have a deeper look** at the description of each of our specific services on our website
- ✓ **Download and read our "E-Book of Technical Market Indicators"**. This is the best way to get familiar with our investment philosophy and our technical market indicators!
- ✓ **Get familiar with our investment process for our Weekly Technical Market Comment.**
A good way is to read through all of our former Technical Market Comments in our Market Comment Archive Section
- ✓ **Screen all historical results** of our quantitative driven model portfolios to find out if their risk profile and their portfolio turnover matches your investment style
- ✓ **Before you start investing** immediately, take your time to follow your chosen strategies for a while
- ✓ **Choose** your favorite investment services and stick to it
- ✓ Follow us on:
 -  Facebook <http://www.facebook.com/WallStreetCourier>
 -  Twitter <http://www.twitter.com/WallStCourier>
 -  Seeking Alpha <http://seekingalpha.com/author/paul-allen>

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-  Seeking Alpha <http://seekingalpha.com/author/paul-allen>

Get a tweet or post when our services are being updated, read some interesting research papers on Seeking Alpha or just add us as friend on Facebook!

General Issues

Update-Cycle*: Please consider the following update cycles of our services

Frequency	Time	Service
Daily	around 8 to 9 hours after the closing of the US stock exchanges	<ul style="list-style-type: none"> • Daily Charts • Daily Numericals • Daily Data Download (Indicators and Daily Numericals) • Indicator Dashboard (Daily Indicators)
Weekly	Saturday late afternoon	<ul style="list-style-type: none"> • Model Portfolios <ul style="list-style-type: none"> – WSC Sector Rotation Strategy – WSC All Weather Portfolio – Global Tactical ETF Portfolio – WSC Inflation Proof Retirement Portfolio – Reporting for all WSC Quant Strategies (Fact-Sheets) • Heat Maps <ul style="list-style-type: none"> – WSC SPDR Sector Momentum Heat Map – WSC Global ETF Momentum Heat Map • Weekly Charts <ul style="list-style-type: none"> – Cot/CFTC-Charts – Cot/CFTC Dashboard – Indicator Dashboard (Weekly Indicators) – Weekly Charts • Data Download <ul style="list-style-type: none"> – Cot/CFTC Data – Weekly Indicators – Weekly Numericals – WSC SPDR Sector Momentum Heat Map – WSC Global ETF Momentum Heat Map • PDF Files <ul style="list-style-type: none"> – The WSC Technical Market Indicators Paperback – WSC Compendium For The COT Report
Weekly	Sunday late afternoon	<ul style="list-style-type: none"> • Weekly Technical Market Comment
Bi-Weekly	Saturday	<ul style="list-style-type: none"> • Short-Interest Data from previous month

*) Please note that all our charts are up to date despite the fact that they might not always show the right date. This concerns all historical charts and charts with a time span of several years like the Precious Metals- and Commitment of Traders charts.

Get in touch with us:

Any feedback from you is of high value for us!

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Our FAQs answer 95% of our customer questions – take a look at them

Still some questions? Please do not hesitate to contact us if you have any questions. We are glad to have you as a customer and to serve you accordingly!

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For this and for many other reasons, the performance of WallStreetCourier.com past recommendations and model results are not a guarantee of future results. All of the views expressed in WallStreetCourier.com research reports accurately reflect the research analyst's personal views regarding any and all of the subject securities or issuers.

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Your Performance Is Our Success!
Looking forward for a long-lasting and rewarding partnership