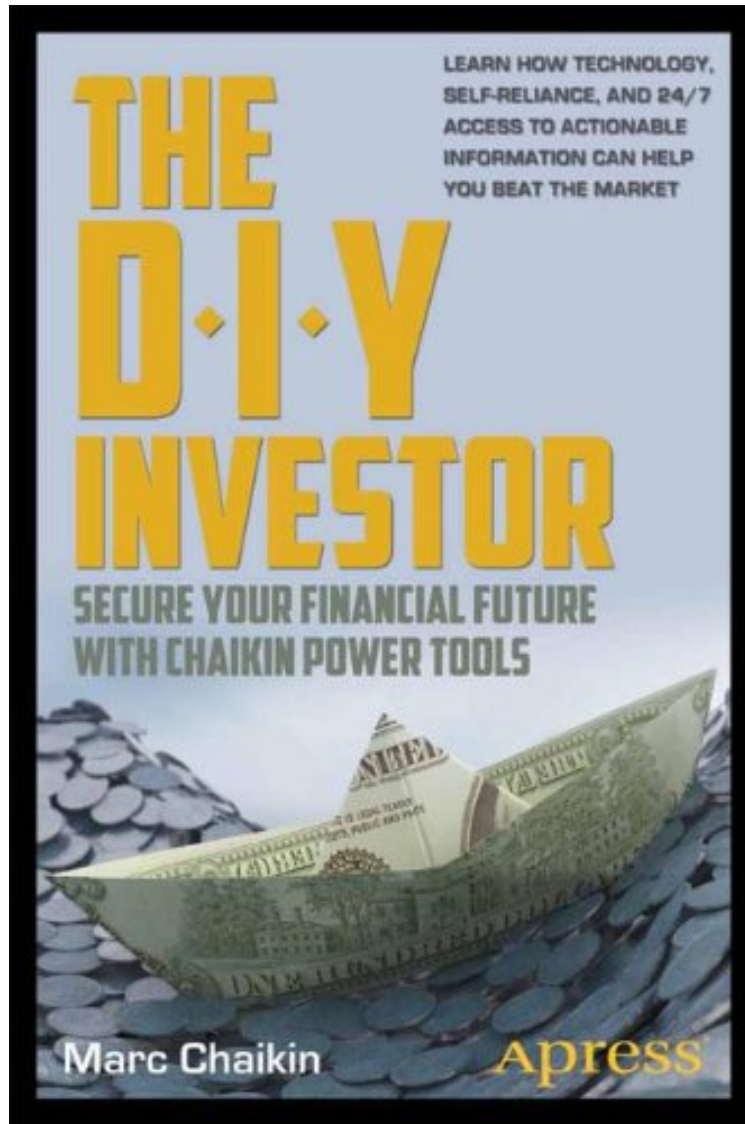


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In the years following the financial crisis, individual investors, angry with Wall Street and disappointed by the performance of their so-called "expert" brokers, transferred a total of \$400 billion out of full-service investment management firms and deposited it into self-directed accounts at online brokers. But once they made sure that their money was out of the hands of the "professionals" and the obligation to direct their investments was squarely on their shoulders, many individual investors especially the novices realized that they weren't quite sure where to begin. Fueled by anxiety about where to put their money, they found themselves asking, "What do I do now? When do I buy? When do I sell?"

About the Author After more than forty years on Wall Street, Marc Chaikin founded Chaikin Stock Research to level the playing field by delivering professional-quality stock tools to self-directed investors so they, too, can invest with the same edge as the pros. A recognized expert in stock market analysis, Mr. Chaikin developed computerized stock selection models for professional money managers as well as for individual investors. In addition, he pioneered and created the first real-time analytics workstation for portfolio managers and stock traders; his proprietary analytics are now part of Thomson Reuters' institutional workstation. Mr. Chaikin also created the widely-used Chaikin Oscillator and Chaikin Persistence of Money Flow, the latter of which is the basis of Investor's Business Daily's Accumulation/Distribution Rating. His indicators' predictive value has made them de facto standards in most technical analysis software packages. Mr. Chaikin appears as a regular guest on CNBC's "Closing Bell" with Maria Bartiromo and Bill Griffeth and has appeared on the Stuart Varney Show on Fox Business. Mr. Chaikin was recently named one of the "Top Wall Street Experts and Opinion Leaders" by WallStreetEconomist.org.