

EQUITY SEARCH - QSRC GO

How do you find great companies? The QSRC function allows you to screen a pool of more than 300,000 equities from our global database and identify those securities that fit your proprietary criteria. Determine a company's ability to perform in different market environments and quantify historical growth by applying your own formulas.

At the top of the screen, where the blue cursor is flashing:

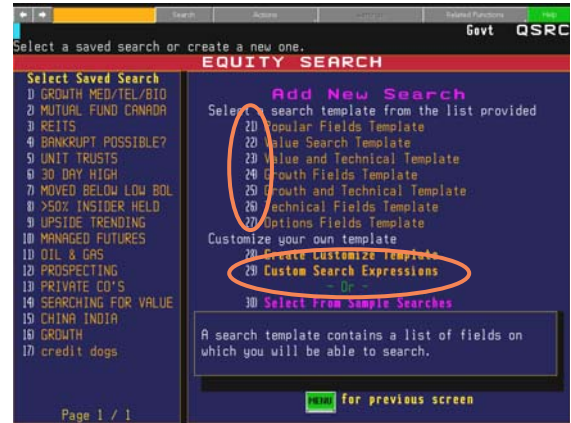
- Type **QSRC** and press <Enter>

Create and store up to 20 search templates per user login.

Options include:

Save Time – Select from pre-canned templates with popular search fields already loaded (no's 21-27)

Start with a blank canvas and nominate your own criteria by selecting no.28



Creating a search from scratch

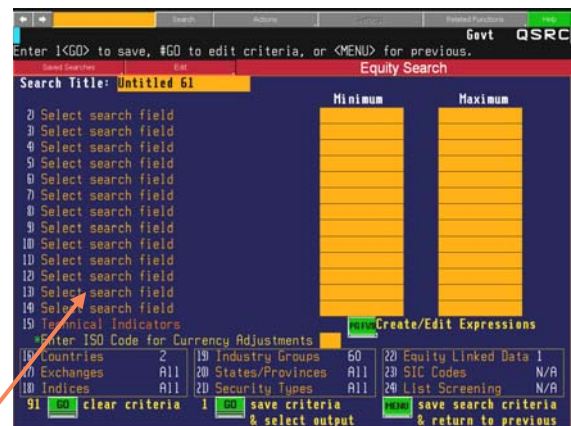
- Select no.28 'Create Customized Template' and press <Enter>.

Work your way through categories no. 16 to 24 on this screen to make your initial selections on countries, industry groups etc. Use the <Menu> key once you have completed your choices from each category so that you can move to the next category

TIP: No.22 'Equity Linked Data' has a 'Trading Status' section where you may search for companies which are actively traded, suspended, private etc.

Now search on more specific criteria such as fundamental, technical and price data using the empty search fields.

- Choose any numbers between 2 and 14 for 'Select search field'.



ADDITIONAL SEARCH CRITERIA

You can either choose from one of the sub-categories the left hand side to reveal specific searchable items. on

- E.g. no.13 <GO> -Financial Ratios. OR you may use the yellow box in the top left corner to search on a specific item, such as Profit Margin.



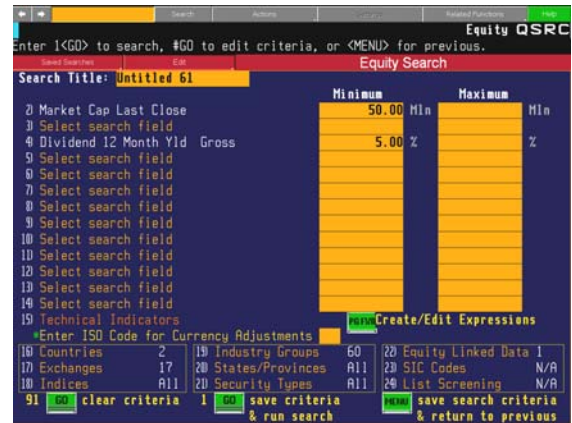
Bloomberg

You can see from the example shown that 2 additional fields were added for specific search criteria - Market Cap and 12mth Dividend.

Note: Should you ever wish to search on criteria which involves a combination of 2 pieces of data, e.g. involving a mathematical formula:

- <Page Fwd> and click on 'Create custom search expression'

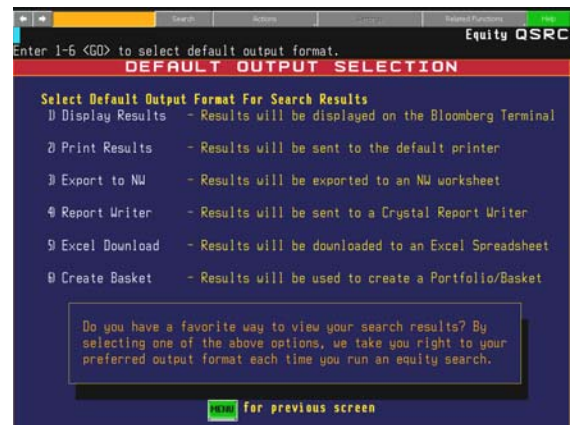
When all choices have been made, following the prompt at the top of the screen, enter 1 <GO> to search.



Now select how and where you would like the results to be displayed. The most logical choice initially, so that you can then perform further on-line analysis of the companies is:

- 1 <GO> Display results on Bloomberg Terminal

*Note** Crystal Reports, Excel Spreadsheet, and Portfolio/Basket all have a display limit of 1000 securities.



DISPLAY CRITERIA

The final selections relate to the information that will be **displayed** about the companies from your earlier search criteria.

Choose to display up to 21 columns of information.

Note: Ticker, Exchange Code and Short Name are the default display criteria automatically loaded for you. The yellow box beside the data relates to which of the 21 columns it will appear in. E.g. Ticker will show in column no.1, Short Name will appear in the 3rd column etc. Use this feature to prioritize which data is most important to you when the results are displayed.

Note: Sometimes the **display** criteria will match the **search** criteria. E.g. in both instances I asked for 'Market Cap'. However sometimes display criteria would not be searchable, such as Company Telephone Number

- Select 1 <GO> to output the results.



THE RESULTS

From the results page various sort filters are available.

- Left mouse click on the column headers to choose ascending, descending and column definitions.
- Left mouse click anywhere on any company displayed to reveal a drop-down box of useful analytics that you may instantly launch.
DES = Description page
ANR = Analyst recommendations

At any point you may make changes to both the search and display criteria:

- Click on the red EDIT button and select accordingly.

Column Options	Ascending Sort	Descending Sort	Column Definition
1) ARBOR REALTY TRU	452.59	11.06	1-516-832-8002 Uniondale
2) AMER CAP STRATEG	3,859.41	8.75	1-301-951-6122 Bethesda
3) ACC	424.94	5.46	1-512-732-1000 Austin
4) ACM INCOME FUND	1,911.55	8.08	1-800-221-5572
5) ADC	231.23	6.50	1-248-737-4190 Farmington Hills
6) ADF	161.79	8.71	1-800-221-5672
7) AEC	189.61	6.67	1-216-261-5000 Richmond Heights
8) AFB	325.50	6.26	1-800-221-5672
9) AFR	1,625.68	8.55	1-215-887-2280 Jenkintown
10) AHH	1,475.82	10.89	1-516-949-3900 Melville
11) AHR	617.14	10.13	1-212-409-3333 New York
12) AHT	660.80	5.85	1-972-490-9600 Dallas
13) AIC	398.57	20.16	1-323-210-5000 Los Angeles
14) AINV	1,142.44	7.95	1-212-515-3200 New York
15) AIV	4,001.38	7.18	1-303-757-8101 Denver

ADDITIONAL FEATURES

Use the red 'Options' button to:

- View a summary of News, News with Charts and Descriptions on the securities identified by QSRC.
- SEND the search via the Bloomberg message system to your colleagues & clients.
- Generate a 1 page re-cap of ALL search criteria used to generate your results.
- Generate a 'summary page' of averages for the securities.

View News	View News with Charts	View Descriptions	
1) BWN	67.33	6.22	1-800-...
2) BAF	119.48	6.07	1-212-...
3) BBF	104.02	5.78	1-212-...
4) BBK	170.57	6.15	1-212-...
5) BCK	73.94	5.93	1-212-754-5300
6) BCL	113.78	6.07	1-212-754-5300
7) BDF	87.95	6.42	1-484-322-4355
8) BON	2,811.99	5.58	1-610-325-5600 Plymouth Meeting
9) BOT	372.41	6.50	1-212-754-5300 N.A.
10) BOV	725.09	6.77	1-212-754-5300
11) BED	373.13	8.75	1-925-283-8910 Lafayette
12) BEP	270.35	11.54	1-877-449-101A
13) BFK	729.23	5.88	1-212-754-5300
14) BFO	77.26	5.29	1-212-754-5300
15) BFY	67.84	5.78	1-212-754-5300

Security News with Intraday Graph	Last	Change	%Chng
1) ABR US Equity ARBOR REALTY TRU	26.27	Change	0.15%
12) ACAS US Equity AMER CAP STRATEG	35.33	Change	1.80%
23) ACC US Equity AMERICAN CAMPUS	24.78	Change	-0.48%
34) ACM US Equity ACM INCOME FUND	9.38	Change	-0.12%