

DIVIDEND POWER

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Reviews

A Review of The Simply Investing Report

January 14, 2022 Dividend Power

But before I proceed further with the Simply Investing Report and Course review, I want to disclose that since I liked what I heard after talking to Kanwal Sarai, I am now an Affiliate of Simply Investing. I provide links to the [Simply Investing Course](#) and [Simply Investing Report](#) and a coupon code in this article. This means that I earn a commission for any purchases you make at the Affiliates' website through these links. This will not incur additional costs for you. Please read my [disclosure](#) for more information.

Simply Investing Review – What is Simply Investing?

In this article, I provide a review of the Simply Investing Report and Course. Recently, I learned about a dividend growth stock website and service entitled Simply Investing. I was previously unaware of this service, but the owner and content creator reached out to me. I even spent some time talking to him on the phone. Simply Investing is a site and service operated by Kanwal Sarai, who is from Ottawa, Canada. He has been a dividend investor for over 20 years, having started approximately in 1999. The Simply Investing website is about nine years old. Kanwal now operates the Simply Investing service full-time after a 25-year career in information technology. Kanwal also teaches an online course, an in-person seminar and produces the monthly Simply Investing Report. His focus is creating an income stream and do-it-yourself or 'DIY' investing using dividend growth stocks, which I like since I do both myself. My readers know that [dividends matter](#) for generating a passive income stream and contributing to total returns. Now, let us review the Simply Investing Course and Report.

INVEST IN YOUR FUTURE TODAY

- Earn more
- Save your time
- Reduce your risk
- Make your money work for you, so you don't have to

INVEST NOW

Simply Investing

Review of The Simply Investing Course

The [Simply Investing Course](#) is self-paced and is about "a simply investing approach to value investing with a focus on dividends." There are ten total modules with 27 comprehensive lessons. In the table below, I have listed all ten modules. Two module titles stood out to me:

"Building and tracking your portfolio" and "Funds and managing your risk"? Of Course, we all know that most do-it-yourself or self-directed investors, like you and me, are concerned with both topics. In addition, there are a few bonus videos to watch. The comprehensive nature of the Course is why I think it is one of the best dividend investing courses for the money.

Module 1: Introduction

Module 2: What to invest in

Module 3: Selecting stocks

Module 4: Selecting stocks with help

Module 5: How to buy stocks

Module 6: Building and tracking your portfolio

Module 7: When and how to sell stocks

Module 8: Funds and managing your risk

Module 9: Next steps

Module 10: Your frequently asked questions

Review of the Simply Investing Course – What is in Each Module?

Module 1 covers what you will learn in the Course, Kanwal Saraï's story, investing myths, and the basics.

Module 2 discusses the 12 Rules of Simply Investing. These include the four qualitative rules, the seven qualitative rules, and the all-important Rule 12. I will talk more about The 12 Rules of Simply Investing below.

Module 3 focuses on being a do-it-yourself or DIY investor and a method for selecting stocks.

Module 4 covers selecting stocks with help and using the Simply Investing Report.

Module 5 talks about how you can buy stocks using a discount broker, types of trading accounts in the U.S., types of trading accounts in Canada, and placing your first stock order.

Module 6 is fundamental as it focuses on build and tracking your portfolio.

Module 7 provides some guidelines for selling your stock and when you should sell your stock.

Module 8 provides information on mutual funds and why they fail; it also covers index funds, ETFs, and managing your risk.

Module 9 revisits investing myths and how to get started.

Module 10 addresses frequently asked questions.

What Else is in the Simply Investing Course?

The [Simply Investing Course](#) comes in Basic, Value, and Premium version, which I will review below.

The Basic Course includes the ten modules and also the Simply Investing Reference Guide, the Simply Investing MS Excel spreadsheet, and the Simply Investing portfolio tracker that you can use to track your stocks and dividends. There are also several bonus lessons on using the Simply Investing spreadsheet and a few other topics. It is important to note that you get lifetime access to the Course.

Suppose you buy the Value Course everything in the Basic Course and get lifetime access to the Simply Investing Forum. The Forum is a place where subscribers can ask Kanwal or other subscribers questions. For example, one subscriber asked for further detailed information on price-to-book (P/B) ratios and how to use them for evaluating companies. Kanwal provided a knowledgeable answer to this subscriber.

If you buy the Premium Course, you get everything in the Basic and Value Courses, a 6-month subscription to the Simply Investing Report, and a 60-minute consultation with Kanwal Sarai.

The 12 Rules of Simply Investing

Before I review the Simply Investing Report, I want to talk about the 12 Rules of Simply Investing. In my opinion, the essential part of Simply Investing’s approach to dividend investing is undoubtedly “The 12 Rules of Simply Investing.” These are the rules that Kanwal has used over the past roughly 20 years to invest. Some of these rules may be good to follow for any dividend or dividend growth investor. For example, Rule No. 7 is “Does the company have a low payout ratio? Payout ratio must be 75% or less.” My readers all know that I emphasize dividend safety and use payout ratio as a criterion. A stock with too high a payout ratio may not pay the dividend during earnings volatility.

A second good rule is Rule No. 11, “Is the stock undervalued? a. The P/E Ratio must be 25 or below. b. Is the current dividend yield higher than the average dividend yield? c. The P/B Ratio should be three or less.” These are valuation metrics, which clearly should be considered before investing. You can check out Kanwal’s blog for the full post on the 12 Rules of Simply Investing. I also list the 12 Rules below.

Qualitative Investing Rules

1. Do you understand the product or service offered by the company?
2. Will people still be using this product or service in 20 years?
3. Does the company have a low-cost, durable (lasting) competitive advantage?
4. Is the company recession-proof?

Quantitative Investing Rules

5. Has the company had consistent earnings growth? Generally, the EPS growth must be at least 8%
6. Has the company had consistent dividend growth? Generally, the dividend growth must be at least 8%
7. Does the company have a low payout ratio? The payout ratio must be 75% or less.
8. Does the company have low debt? Debt must be 70% or less.
9. Does the company have a good credit rating? The company must have a minimum S&P Credit Rating of “BBB+.”
10. Does the company actively buy back its shares?
11. Is the stock undervalued? a. The P/E Ratio must be 25 or below. b. Is the current dividend yield higher than the average dividend yield? c. The P/B Ratio should be three or less.

Final Rule

12. Keep emotion out of investing—a reminder to keep emotions out of the selection process. Discipline and patience are the keys to successful investing.

Review of The Simply Investing Report

I also took the time to review the [Simply Investing Report](#). The Report comes out monthly and is about 17+ pages in length. Simply Investing tracks over 250 stocks and adds a couple of new ones to the list each month. This list includes numerous data points that you can use for your evaluation. The tables are updated monthly.

Top Ranked U.S. and Canadian Stocks

One receives lists of Simply Investing’s Top Ranked U.S. and Canadian Stocks. These stocks have met the nine quantitative rules of Simply Investing and are rank-ordered by average dividend growth rates (trailing 20-years). These stocks also have a high potential for capital appreciation and dividend growth, according to the Report. In the screenshot below, I show the top-ranked stocks from January 2020. The table includes fundamental data and essential information about each company.

TOP RANKED - US and Canadian Stocks											
Company Name	Symbol	Dividend Growth	P/E Ratio	Current Div Yield	Share Price	Annual Div	Consecutive Years of Dividend Increases	Dividend Paid Since	Industry	Market	
Aflac	AFL	14.60%	13	2.04%	\$2.86	1.08	36	1973	Insurance - Life	US	
Franklin Resources	BEN	13.70%	11	4.30%	25.11	1.08	37	1981	Asset Management	US	
Eaton Corporation	ETN	9.10%	17	3.00%	94.75	2.84	9	1923	Diversified Industrials	US	
Disney	DIS	8.60%	21	1.22%	144.72	1.76	2	1957	Media - Diversified	US	
Sinoz Energy Inc.	SU	27.40%	14	3.88%	43.32	1.68	15	1992	Oil & Gas Integrated	CAD	
Royal Bank of Canada	RY	11.30%	12	4.08%	103.03	4.2	8	1870	Banks - Global	CAD	

Kanwal says that for new subscribers and those just starting to build a portfolio, the top-ranked stocks are the place to start. However, if you already own the top-ranked stock, you should look at The Five. I like this table because it is clear and concise. I can then focus on the stocks that I am more interested in.

The Five

The Report also provides The Five stocks that met most but not all of the nine quantitative criteria. These stocks are also ranked by dividend growth rate (trailing 20-years) and are expected to have high capital appreciation dividend growth. The Five are additional options for DIY investors to consider. In the screenshot below, I show the top-ranked stocks from January 2020. The table includes fundamental data and essential information about each company.

THE FIVE - US and Canadian Stocks												
Company Name	Symbol	Dividend Growth	P/E Ratio	Current Div Yield	Share Price	Annual Div	Consecutive Years of Dividend Increases	Dividends Paid Since	Industry	Market		
Cummins Inc.	CME	14.80%	11	3.02%	173.99	5.24	13	1948	Diversified Industrials	US		
Comerica Incorporated	CMA	14.40%	9	3.80%	69.56	2.68	9	1936	Banks - Regional - US	US		
State Street Corporation	STT	13.20%	16	2.58%	80.15	2.08	8	1910	Asset Management	US		
Nucor	NUE	10.50%	9	2.96%	54.35	1.61	9	1973	Steel	US		
Snap-on Incorporated	SNA	7.10%	13	2.61%	165.7	4.32	9	1939	Tools & Accessories	US		
Sun Life Financial Inc.	SUF	24.90%	14	3.71%	59.37	2.2	4	2000	Insurance - Diversified	CAD		
Shella-Jones Incorporated	SJ	23.60%	17	1.50%	37.44	0.56	13	1995	Lumber & Wood Production	CAD		
Bank of Nova Scotia	BNS	11.60%	11	4.97%	72.4	3.6	8	1833	Banks - Global	CAD		
Great-West Life	GWO	10.50%	13	4.95%	33.35	1.65	4	2000	Insurance - Life	CAD		
Toronto-Dominion Bank	TD	10.30%	12	4.04%	73.22	2.96	8	1855	Banks - Global	CAD		

Undervalued U.S. and Canadian Stocks

Other tables in the Report include lists of undervalued U.S. Canadian stocks. The lists of undervalued stocks are ones trading at historically low prices and can be considered for purchase after you do your due diligence. The [Simply Investing Report](#) advises you to start with those that have the highest Simply Investing Criteria grade. The tables are divided into U.S. and Canadian stock for convenience.

Overvalued U.S. and Canadian Stocks

Other tables in the Report include lists of overvalued U.S. and Canadian stocks. The lists of overvalued stocks are trading at historically high prices. Therefore, they should not be considered for purchase. Instead, these stocks can be considered for sale. The [Simply Investing Report](#) recommends that you start with stocks that have the Simply Investing Criteria grade.

This Month in Perspective

There is also some commentary from Kanwal Sarai on the most recent month titled “This Month in Perspective.” This section lists the two most recent stocks added or removed from the Report, updates, and current market events. The Simply Investing Report also contains a price and dividend yield chart and other data and a descriptive write-up of a recent stock addition to the Report.

Rest of The Simply Investing Report

Next, there is a how-to section titled “Building Your Portfolio.” Building a portfolio takes time, and this section is helpful for those of you who are struggling in this area. It explains how to use the Top Ranked and The Five lists, diversification across the 11 sectors, The 12 Rules of Simply Investing, and how to use this Report. The 11 sectors are:

- Basic Materials
- Consumer Goods
- Consumer Services
- Financial
- Health Care
- Industrials
- Oil & Gas
- Technology
- Telecommunications
- Utilities
- Real Estate
- Transportation

At the very end of the Report, there are definitions for the table headings and a few pages of frequently asked questions.

What I Like About The Simply Investing Report and Course

Structured Approach Focusing on Undervalued Stocks

Overall, I found the amount of information in the [Simply Investing Report](#) enough to personally make informed decisions about which stocks to consider buying and research further for my dividend growth portfolio. It was clear that Kanwal Sarai puts a decent amount of time and effort into the Report.

I like the focus on dividend growth investing since that is my preference, and other investors have used it to build wealth and passive income streams. I also like the structured quantitative approach using the 12 Rules of Simply Investing and the nine quantitative factors. The fact that the Report highlights undervalued and overvalued stocks is a plus. One does not want to add positions in overvalued stocks, and one typically wants to consider undervalued stocks for further research for your portfolio.

Next, the Report lets you make decisions for building and managing your portfolio. The Report includes the Top Ranked and The Five stocks. Hence, you can follow the methodology outlined in the Report to build your portfolio and manage your portfolio if you own too many different stocks.

Simply Investing Course Review – Who is the Simply Investing Course for?

The [Simply Investing Course](#) is probably best suited for investors looking for more information on how to get started in dividend growth investing. Beginner to intermediate investors sometimes doesn't know where to start. They often jump right into the stock market and then get themselves in trouble leading to losses. So, right off the bat, they are not building wealth but instead just trying to recover and figure out what went wrong. In my opinion, it is better to gain some knowledge before buying your first stocks. The Course breaks it down into ten self-paced modules. The Course may also be helpful for more experienced investors looking for a refresher.

Simply Investing Report Review – Who is the Simply Investing Report for?

The [Simply Investing Report](#) is appropriate for beginner to intermediate DIY investors seeking help and focused on dividend growth stocks with a long-term perspective. It is also suited for investors seeking a newsletter service that provides watch lists and tabular information. Instead of trying to track dozens to hundreds of stocks yourself, Kanwal has done it for you. He uses a systematic method with the 12 Rules of Simply Investing to pick his Top Ranked stocks. Unfortunately, some investors do not have a structure in their investing or know where to start. As a result, they end up with a long list of stocks that are not diversified and may not be appropriate for their risk tolerance. The Simply Investing Report may help you.

What are the Prices of The Simply Investing Report and Course?

I hope that you found this review of the [Simply Investing Report](#) and the [Simply Investing Course](#) useful.

If you are interested in learning more about the [Simply Investing Report](#) or subscribing to the Simply Investing Report, [please click here](#). The Report costs \$199 per year or \$19.99 per month. In addition, you can use the [Simply Investing coupon code DIVPOWER15](#) to get 15% off the Report.

If you are interested in learning more about the [Simply Investing Course](#) or subscribing to the Simply Investing Course, [please click here](#). The Basic Course costs \$197. The Value Course costs \$297. The Premium Course costs \$597. In addition, you can use the [Simply Investing coupon code DIVPOWER15](#) to get 15% off the Course.

Review of The Simply Investing Course & Report

8.7 / 10

REVIEWER

SIMPLY INVESTING REPORT

SIMPLY INVESTING COURSE

PROS

- Easy to use
- Focus on high-quality dividend stocks and risk
- Tables updated monthly
- Lists of undervalued and overvalued stocks
- U.S. and Canadian stocks

CONS

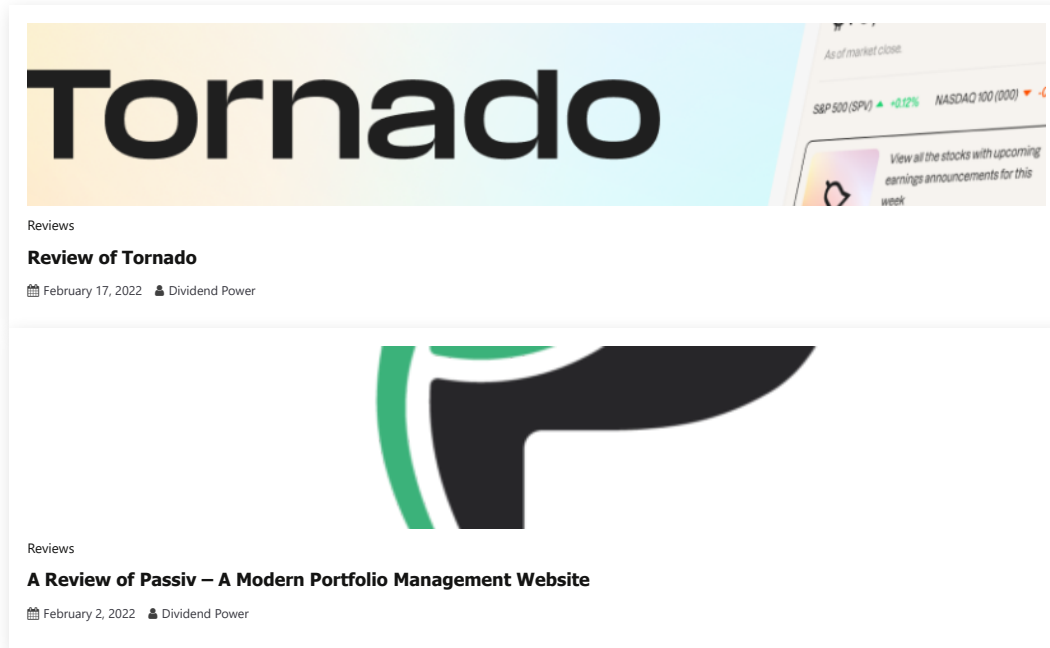
- Does not contain in-depth written discussion of stocks
- Does not cover ETFs

SUMMARY

The Simply Investing Course is probably best suited for investors looking for more information on how to get started in dividend growth investing. The Simply Investing Report is appropriate for beginner to intermediate DIY investors who are seeking help and focused on dividend growth stocks with a long-term perspective. The Basic Course costs \$197. The Value Course costs \$297. The Premium Course costs \$597. The report costs \$199 per year or \$19.99 per month. You can use the [Simply Investing coupon code DIVPOWER15](#) to get 15% off the report.

Ease of Use	10
Stock Data and Research	8
Education	10
Portfolio Construction and Management	8
Cost	8
Value	8

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Alexander Miller & Associates says:

January 13, 2022 at 11:52 am

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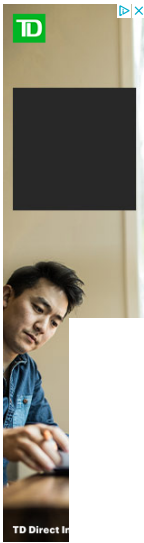
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