



# Prospecting & Peer Groups

*September 2017*



## PROSPECTING & PEER GROUPS

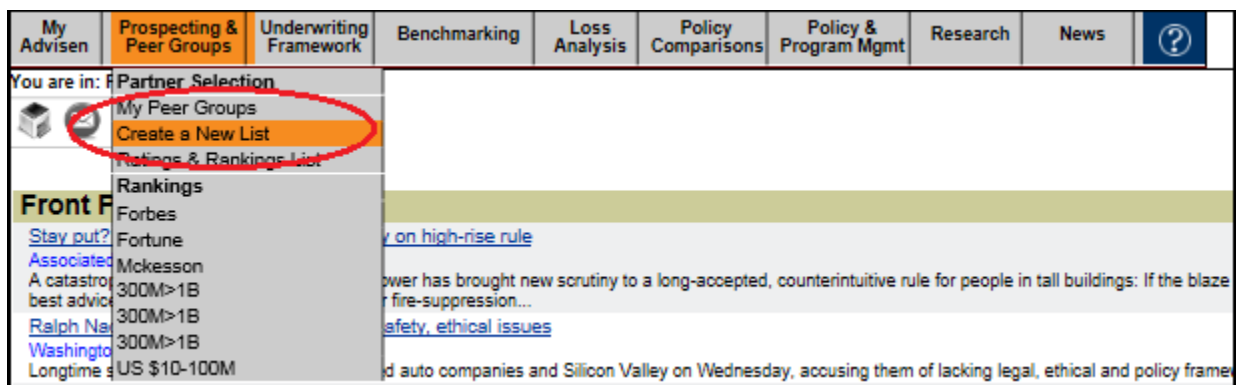
The Prospecting and Peer Groups tool assembles target company lists based on the companies you want to contact. Users can add filters like revenue, industry, geography, employee count, ratings, rankings, large loss data, company type, etc. to generate a list of relevant companies. The tool also measures current clients against peer group exposures and risks.

### Terms to know:

- SIC – Standard Industry Code
- GICS – Global industry Class Code

### How to create a list:

1. Go to "Create a New List" under the Prospecting & Peer Groups tab.



Then go from left to right in the tabs to set your filter group starting with company type.

### Tab 1: Companies

- Enter up to 20 company identifiers (Stock ticker, DUNS Number or Advisen ID), separated by commas.

Identify any companies you want added to your list. They will be added *even if they do not match your other filter settings*.

Enter up to 20 company identifiers (Stock ticker, DUNS Number or Advisen ID), separated by commas.  
If you do not know a company's identifier, click the Advanced Search Link, below, to find the company.

Tickers:

DUNS Numbers:

Advisen IDs:

☐ Search only from this section's criteria.

[Advanced Search:](#)

[Remove Checked](#)

Maximum Results Per Page:

- If you do not know a company's identifier, click the Advanced Search Link, to find the company.

**Advanced Company Search**

**Identifying Information (Either a Company Name or Ticker Symbol is required)**

Company Name:  Enter as much of the name as you know.

**Ticker:**  **Exchange:**

External Id:

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**Geography**

City:

Country:

**Location Options for Selected Country:**

☒ All Locations

☐ By State

☐ By Region (use CTRL-Click to pick more than one.)

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
District of Columbia  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois

MidAtlantic  
Midwest  
Mountain  
NewEngland  
Pacific  
South  
SouthAtlantic  
Southwest

☐ Zip Code:

☐ Area Codes:

(enter as many as area codes separated by commas ex. 212, 646, 718)

**Industry/Company Type**

**Company Type**

**Industry: (use CTRL-Click to pick more than one.)**

Accounting Services  
Aerospace & Defense  
Auto Components  
Automobiles  
Beverages  
Biotechnology  
Building Products  
Chemicals  
Commercial Services & Supplies  
Construction & Engineering  
Construction Materials  
Consumer Services  
Containers & Packaging  
Education - Elementary & Secondary  
Education - Other

**SIC Codes:**

(enter as many as SIC codes separated by commas ex. 3710, 3741, 3758)

Sort By:

**Go**

## Tab 2: Company Type

This allows you to choose from the drop-down the company information such as: company hierarchy, status, company type.

- Company Type
  - Public or private, etc.
    - You can choose more than one by clicking and holding down the mouse button while dragging down or holding down the Ctrl key on your keyboard while you click additional options with your mouse
- Company Hierarchy
  - Top Level or Subsidiaries, etc.
- Company Status
  - Active or Inactive

Company Hierarchy: Top Level - All

Company Status: Active Companies

Company Type: All Companies, Public, Public Subsidiary, Public Subsidiary (Formerly P), Private

Maximum Results Per Page: 25

Show Results

### Tab 3: Industries

The industries tab allows you to search for specific industries by GICS, SIC or a keyword.

- Choose from list of 65 pre-determined industry codes which are compilations of related SIC codes
- You can also type SIC codes or keywords into the text box and click either "SIC Codes" or "Keywords" depending on your search
- You can search two or more "SIC", "GIND" or "Keywords" separated by commas
- Click each option and make sure the code shows up in black font to the right of the white box

Keywords can be one or more words separated by a comma for OR and a space for AND.  
2. Click (Keyword, GIND Codes, or SIC Codes) that applies to what you want to find.

construction, accounting

GIND CODES KEYWORDS SIC CODES

Choices

- 201030 - Construction & Engineering
- 151020 - Construction Materials
- 5032 - Brick, Stone, And Related Construction Mat
- 1622 - Bridge, Tunnel, And Elevated Highway Con
- 1500 - Building Construction - General Contractors
- 1700 - Construction - Special Trade Contractors
- 5082 - Construction And Mining(Except Petroleum
- 3531 - Construction Machinery And Equipment
- 5039 - Construction Materials-Wholesale, Nec
- 1442 - Construction Sand And Gravel
- 3530 - Construction, Mining, & Materials Handling
- 7353 - Heavy Construction Equipment Rental And
- 1600 - Heavy Construction Other Than Building Co
- 1620 - Heavy Construction, Except Highway And S
- 1629 - Heavy Construction, Nec
- 1611 - Highway And Street Construction, Except E
- 5030 - Lumber And Other Construction Materials-v
- 1623 - Water, Sewer, Pipeline, Communications A
- 652010 - Accounting Services
- 8720 - Accounting Auditing, And Bookkeeping Ser

652010 - Accounting Services  
201030 - Construction & Engineering

**Tab 4: Location**

- Click the “+” icon to expand to select state or just use area code or zip code.




































































The screenshot shows a location selection form with the following options:

- ☐ Canada
- ☒ US-MidAtlantic
  - ☒ Washington DC
  - ☐ Delaware
  - ☒ Maryland
  - ☒ New Jersey
  - ☒ New York
  - ☐ Pennsylvania
- ☐ US-MidWest
- ☐ US-Mountain
- ☐ US-NewEngland
- ☐ US-Pacific
- ☐ US-South
- ☐ US-SouthAtlantic
- ☐ US-SouthWest
- ☐ United Kingdom
- ☐ All Other Locations
- ☐ Exchange Code
- ☐ Zip Code
- ☐ Area Code

- Search can be narrowed down to the province level for Canada, by Region and/or State for US, and by country outside US and Canada.

## Tab 5: Financials & Ratios

- Search by "Sales in \$Millions" to search by revenue or you can search any category.
- For public companies, choose from a larger selection of financial criteria by first indicating Public Company on the Company Type tab. Then return to this "Financials & Ratios" tab to see more choices.
- Click the "+" icon to expand options.
- Keep in mind that we only have data for a given company in these categories if D&B, S&P, etc. have this data. For example, we mostly have revenue, employees, and market cap because they're the easiest data points to attain. Something like surplus is much less abundant in our system.

Companies	Company Type	Industries	Location	Financials & Ratios	Ratings & Rankings	Exposures & Risks	List Output						
<p>For public companies, choose from a larger selection of financial criteria by first indicating Public Company on the Company Type tab. Then return to this Financials tab to see more choices.</p> <p>Selection criteria are presented in ranges. Click on any  button below to see more choices.</p>													
<table border="0"> <tr> <td> <input type="checkbox"/>  Growth % </td> <td> <input type="checkbox"/>  P/E Ratio </td> </tr> <tr> <td> <input checked="" type="checkbox"/>  Sales in \$Millions            Click the box next to your desired range or input your own values into the Custom Range fields.           <div> <input type="checkbox"/> Less than \$25M             <input checked="" type="checkbox"/> \$25M to &lt; \$100M             <input checked="" type="checkbox"/> \$100M to &lt; \$250M             <input type="checkbox"/> \$250M to &lt; \$500M             <input type="checkbox"/> \$500M to &lt; \$1B             <input type="checkbox"/> \$1B or Greater             <input type="checkbox"/> Custom Range: <input type="text"/> M to <input type="text"/> M           </div> </td> <td> <input type="checkbox"/>  Market Cap in \$Millions  <input type="checkbox"/>  Stock Price(Recent Close)  <input type="checkbox"/>  Current Ratio  <input type="checkbox"/>  Quick Ratio  <input type="checkbox"/>  Gross Margin  <input type="checkbox"/>  Return on Assets  <input type="checkbox"/>  Return on Equity  <input type="checkbox"/>  Property &amp; Equipment (Gross) in \$Millions  <input type="checkbox"/>  Accounts Receivable in \$Millions  <input type="checkbox"/>  Total Inventory in \$Millions </td> </tr> <tr> <td> <input type="checkbox"/>  Net Income in \$Millions  <input type="checkbox"/>  Total Assets in \$Millions  <input type="checkbox"/>  Sales/Employees  <input type="checkbox"/>  Net Income/Employees  <input type="checkbox"/>  Deposits in \$Millions  <input type="checkbox"/>  Surplus in \$Millions  <input type="checkbox"/>  Net Worth in \$Millions  <input type="checkbox"/>  Price to Sales Ratio  <input type="checkbox"/>  Debt to Equity </td> <td></td> </tr> </table>								<input type="checkbox"/>  Growth %	<input type="checkbox"/>  P/E Ratio	<input checked="" type="checkbox"/>  Sales in \$Millions Click the box next to your desired range or input your own values into the Custom Range fields. <div> <input type="checkbox"/> Less than \$25M             <input checked="" type="checkbox"/> \$25M to &lt; \$100M             <input checked="" type="checkbox"/> \$100M to &lt; \$250M             <input type="checkbox"/> \$250M to &lt; \$500M             <input type="checkbox"/> \$500M to &lt; \$1B             <input type="checkbox"/> \$1B or Greater             <input type="checkbox"/> Custom Range: <input type="text"/> M to <input type="text"/> M           </div>	<input type="checkbox"/>  Market Cap in \$Millions <input type="checkbox"/>  Stock Price(Recent Close) <input type="checkbox"/>  Current Ratio <input type="checkbox"/>  Quick Ratio <input type="checkbox"/>  Gross Margin <input type="checkbox"/>  Return on Assets <input type="checkbox"/>  Return on Equity <input type="checkbox"/>  Property & Equipment (Gross) in \$Millions <input type="checkbox"/>  Accounts Receivable in \$Millions <input type="checkbox"/>  Total Inventory in \$Millions	<input type="checkbox"/>  Net Income in \$Millions <input type="checkbox"/>  Total Assets in \$Millions <input type="checkbox"/>  Sales/Employees <input type="checkbox"/>  Net Income/Employees <input type="checkbox"/>  Deposits in \$Millions <input type="checkbox"/>  Surplus in \$Millions <input type="checkbox"/>  Net Worth in \$Millions <input type="checkbox"/>  Price to Sales Ratio <input type="checkbox"/>  Debt to Equity	
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## Tab 6: Ratings & Rankings

You can select the company's rating from this tab if available.

- Click the “+” icon to expand options



A screenshot of a selection menu for ratings and rankings. The menu is a light yellow box with a black border. It contains a list of options, each preceded by a small square icon. Most icons are blue with a white plus sign, while one is a white checkmark. The options are: S&P Long-Term Issuer Rating, CFRA Quickscore, Fortune Rank(1000), Fortune Global Rank(500), Forbes Global Rank(2000), Forbes 200 Best Small Companies, Forbes 400 Best Big Companies, Forbes Private Company Rank, Financial Post Rank, AM Best Rating (checked), Financial Strength, Rating Modifiers (checked), Under Review, Syndicate, Public Data (checked), Affiliation Codes, Financial Size Categories, and The Street.com Rating.

- ☐ ☐ S&P Long-Term Issuer Rating
- ☐ ☐ CFRA Quickscore
- ☐ ☐ Fortune Rank(1000)
- ☐ ☐ Fortune Global Rank(500)
- ☐ ☐ Forbes Global Rank(2000)
- ☐ Forbes 200 Best Small Companies
- ☐ Forbes 400 Best Big Companies
- ☐ ☐ Forbes Private Company Rank
- ☐ ☐ Financial Post Rank
- ☒ ☐ AM Best Rating
  - ☐ ☐ Financial Strength
  - ☒ ☐ Rating Modifiers
    - ☐ Under Review
    - ☐ Syndicate
    - ☒ Public Data
  - ☐ ☐ Affiliation Codes
  - ☐ ☐ Financial Size Categories
- ☐ ☐ The Street.com Rating



## Tab 7: Exposures & Risks

This allows you to select company exposure information such as: risk analytics, litigation (MSCAd or Federal dockets), employees, etc.

- Most people select from “Number of Employees” or “MSCAd (Cases & Actions)” if they select from this section at all
- FYI that “MSCAd (Cases & Actions)” is narrowing the search to only show companies that have losses in our [large loss database](#).

<b><u>Risk Analytics</u></b> <input type="checkbox"/> <input checked="" type="checkbox"/> Z-Score (Bankruptcy Risk) <input type="checkbox"/> <input checked="" type="checkbox"/> ATACm (Class Action Risk - Entire Sample) <input type="checkbox"/> <input checked="" type="checkbox"/> ATACm Europe <input type="checkbox"/> <input checked="" type="checkbox"/> Kristy Scores (Financial Strength)	<b><u>Litigation</u></b> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> MSCAd (Cases & Actions) <input type="checkbox"/> Business & Trade Practices <input checked="" type="checkbox"/> Cyber/Identity Risks <input type="checkbox"/> Earth Movement <input type="checkbox"/> Employment <input type="checkbox"/> Environment <input type="checkbox"/> Finance & Investment <input type="checkbox"/> Flood <input type="checkbox"/> General Litigation <input type="checkbox"/> Government & Municipal Risks <input type="checkbox"/> Intellectual Property <input type="checkbox"/> Man-Made Disasters <input type="checkbox"/> Management & Strategy <input type="checkbox"/> Other Catastrophes <input type="checkbox"/> Penalties <input type="checkbox"/> Products & Services <input type="checkbox"/> Professional Practices <input type="checkbox"/> Property <input type="checkbox"/> Recalls <input type="checkbox"/> Securities <input type="checkbox"/> Transport & Shipping <input type="checkbox"/> Windstorm <input type="checkbox"/> <input checked="" type="checkbox"/> Total Federal Dockets
<b><u>Employees &amp; Related</u></b> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Number of Employees Click the box next to your desired range or input your own values into the Custom Range fields. <input type="checkbox"/> Less than 25 <input type="checkbox"/> 25 to < 50 <input type="checkbox"/> 50 to < 100 <input type="checkbox"/> 100 to < 200 <input type="checkbox"/> 200 to < 500 <input type="checkbox"/> 500 to < 750 <input checked="" type="checkbox"/> 750 to < 1000 <input type="checkbox"/> 1000 to < 2000 <input type="checkbox"/> 2000 to < 5000 <input type="checkbox"/> 5000 to < 15000 <input type="checkbox"/> 15000 or Greater <input type="checkbox"/> Custom Range: <input type="text"/> to <input type="text"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Number of Healthcare Professionals <input type="checkbox"/> <input checked="" type="checkbox"/> Benefit Plan (5500) Assets in \$Millions <input type="checkbox"/> <input checked="" type="checkbox"/> Benefit Plan (5500) Participants	

## Tab 7: List Output

- Move options from left box to right box if you'd like to see the info in your final result

The screenshot shows a user interface for selecting data columns. On the left, under 'Company Data Choices', a list of various company metrics is shown, with 'Company Type' selected. On the right, under 'List Columns', a list of fields to be displayed is shown. In the center, there are buttons for 'Add', 'Remove', and 'Remove All', along with arrows indicating the direction of movement between the two lists.

Once you're ready click "Show Results."

This screenshot shows the bottom of the interface. It features a dropdown menu for 'Maximum Results Per Page' set to '25' and a blue button labeled 'Show Results' which is circled in red to indicate it should be clicked.

You'll see a list of companies once it loads. If the list says "Results too large to display. Click on "Edit Filters to refine your search, then, click "Edit Filters" and be more specific. We'll only produce lists of fewer than 3,000 companies.



When you have a list, click the “Save List” or “Save Search” button and label the list. It will be found under My Peer Groups under the My Advisen tab.



When you see the list again you can click on any company name (doing so without saving will take you away from the screen and lose your results) or click the green Microsoft Excel icon in the top left of your screen to export.

