

DividendMax Tutorial

Background

DividendMax is a suite of tools to help private investors select and track their investments and stay informed about dividend payments.

The 4 tools are:

Optimizer - Find high-yields using a variable investment horizon, ranked by highest forecast annualized yield. Read more about [The Optimizer](#)

Countdown - Upcoming declared and forecast dividends in a weekly calendar

Generator - Manage portfolios and forecast monthly income over the next 2 years

Notifications - Receive an email alert when a dividend is declared with details of your payment amount and the pay date.

Additionally, DividendMax has company profiles for almost 2000 companies with more added every week at the request of members. These profiles provide dividend history and forecasts at least 2 years into the future, as well as dividend calculators and company news. Each tool leverages our dataset of tens of thousands of dividend forecasts for 800+ UK companies, 700+ US companies and 500+ European companies.

A note about our projections

For each share we produce dividend projections going forward 2 years. Our accuracy has proven to be extremely good. You can read more about how we make our projections here: <https://www.dividendmax.com/about/dividend-projection-accuracy>

Creating an Account

When you sign up for an account, we don't take your payment details. You can use the free features without limit:

- Dividend notification emails when the companies you follow declare new dividends
- Friday newsletters containing news and announcements

Please verify your account through email

Ensure you verify your account since the website functions are limited if you do not.

If you have any problems or questions, please contact us through the Helpdesk at: <https://support.dividendmax.com/>

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Optimizer



The flagship product is a stock-selection tool. It highlights shares that are promising a good yield over the short to medium term. It does this by adding together upcoming dividends and calculating an annual yield.

Yield is a calculation of the dividend payments over the latest share price. Large dividend payments and a low share price means a high yield.

Due to the way many UK companies split their annual dividends into an interim and final payment, with the final often consisting about $\frac{2}{3}$ of the total, we can use the Optimizer to find some very good yields.

This works especially well when a company is about to have a final dividend, followed by an interim in 6 months, and another final dividend 6 months after that.

To start the default *Investment Term* is set to **3 Dividends**. This orders the shares matching our filter with the biggest annualized yield over the next 3 dividends at the top:

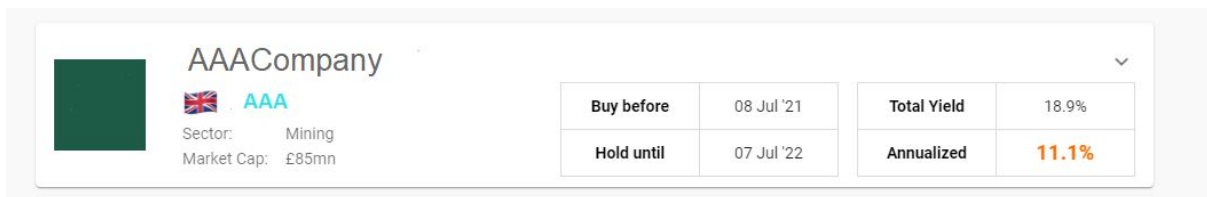
Investment Term 3 Dividends	Country United Kingdom	Sector	Market cap
Dividend Cover 2+	CADI	Forecast Increase	Index

Optimizer filters


We annualize the yield rather than taking the total yield since some companies may pay quarterly (4 dividends per year) and some may pay annually (one per year). By annualizing the yield you get a fair comparison.

The Optimizer allows you to choose an investment time horizon of the next 2, 3 or 4 dividends. The filter defaults to 3 dividends because typically in the UK companies pay 1 interim and 1 final. So if a company is about to pay its final dividend, you can receive 2 finals plus an interim dividend in slightly more than 1 year. This represents a better yield than just taking the interim and final. But in order to compare these yields we need to then convert to an annual timeframe, hence the annualized yield.

In the example below, it shows that if you buy shares in the company before 8th of July 2021 and hold it until 7th July 2022, you will receive a total dividend yield of 18.9% based on the latest close price. We annualize that total yield to 11.1% for easy comparison with other securities.




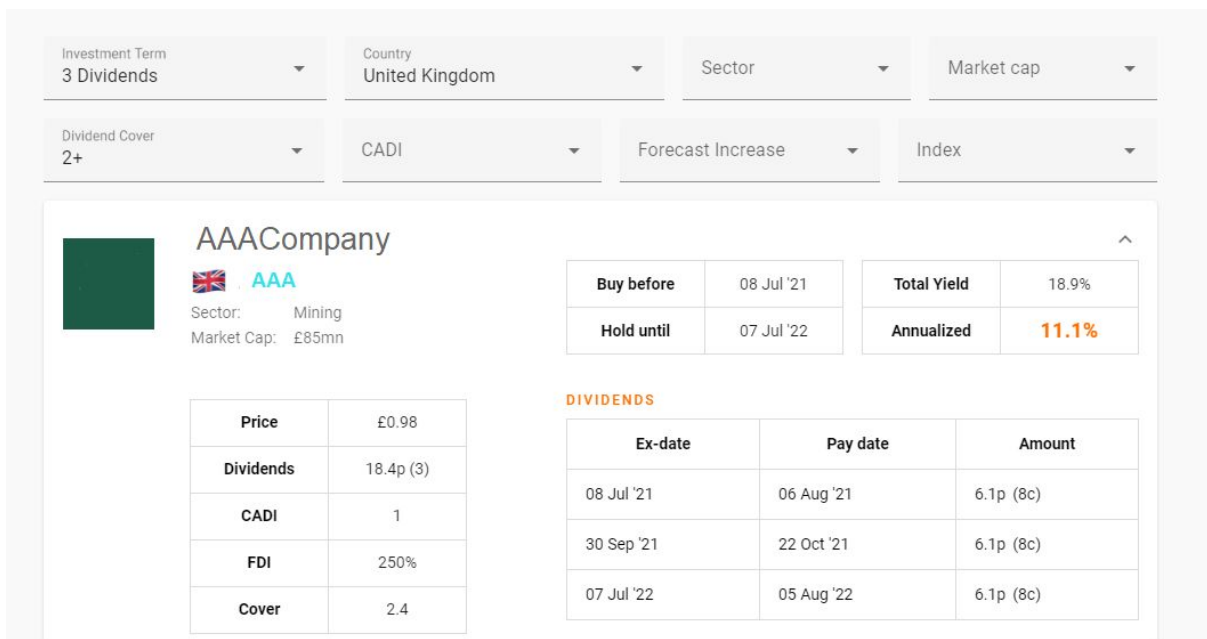
AAACompany

 **AAA**
 Sector: Mining
 Market Cap: £85mn

Buy before	08 Jul '21	Total Yield	18.9%
Hold until	07 Jul '22	Annualized	11.1%


Individual Optimizer share view

Click the down arrow at the top right of the share view  to expand it and reveal further details:



Investment Term: 3 Dividends
 Country: United Kingdom
 Sector:
 Market cap:
 Dividend Cover: 2+
 CADI:
 Forecast Increase:
 Index:

AAACompany

 **AAA**
 Sector: Mining
 Market Cap: £85mn

Buy before	08 Jul '21	Total Yield	18.9%
Hold until	07 Jul '22	Annualized	11.1%

Price	£0.98
Dividends	18.4p (3)
CADI	1
FDI	250%
Cover	2.4

DIVIDENDS

Ex-date	Pay date	Amount
08 Jul '21	06 Aug '21	6.1p (8c)
30 Sep '21	22 Oct '21	6.1p (8c)
07 Jul '22	05 Aug '22	6.1p (8c)

Expanded Optimizer share view

This shows 3 individual dividend projections. You can click into the **light blue ticker text** to get specific information about the security and its company.

The Optimizer share view also includes some relevant company information:

1. The **Market Cap** is the market value of the company, calculated by multiplying the number of shares in issue by the latest share price.
2. The **Cover** is the number of times the dividend per share is covered by earnings per share. A cover of 1 means that the dividend is exactly covered by earnings. The higher the Cover the more able the company is to pay the dividend.
3. **CADI** is the Consecutive Annual Dividend Increases; this is the number of years historically that this company has been increasing its dividend on an annual basis. The most reliable dividend payers will continue to increase their payments year after year, even in a recession.
4. **FDI** is the Forecast Dividend Increase; this is the percentage we are expecting the annual dividend to increase by next year. If this is negative it means we are forecasting a cut.

Filters

Different investors have different appetite for risk and our filters cater to this.

By default the filter selects UK companies with dividend cover of 2 or more. The investor may be wary of companies with a very high yield, so the tool allows you to mitigate risk by providing filters that help to identify safer dividends.

By changing the filter values, the resulting list of matching shares updates automatically. You can limit the results to a particular index (e.g. the FTSE 100) or a sector (e.g. Banks), as well as the Market Cap, Cover, CADI and FDI described above.

The results of Optimizer are intended to identify potential investment opportunities which require further investigation. Investors must conduct their own research, and a company's appearance in the list should in no way be considered a recommendation.

Countdown



Some investors may be interested in “dividend capture”: buying a share before it goes ex-dividend to pick up the individual dividend and selling afterwards when the share price has recovered from the ex-dividend effect.

Countdown lists all upcoming declared and forecast dividends over the next 90 days with the gross return calculated. This return value is the amount of the individual dividend over the share price, expressed as a percentage.

E.g., a share price of £1.00 and a dividend of £0.03 would have a yield of 3% from that single dividend.

Be aware the share price will usually fall by the amount of the dividend on the ex-dividend date. A strategy of dividend capture can be very hit and miss and we would not advocate it.

The filter allows you to select shares by Country, Index and Sector.

Results that are estimates are denoted with an icon: 

Click on any of the companies to go to its in depth security information.

Generator

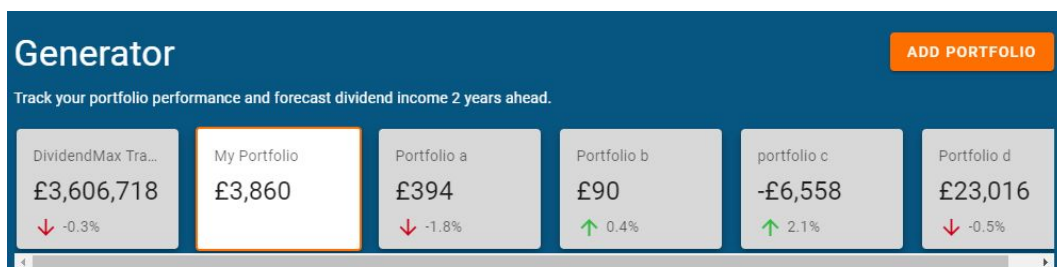
In order to track your portfolio of shares we provide the Generator. This keeps track of all dividend payments so you know how much capital gain plus income you have received, thereby giving you a complete view of your investment performance.



Also using our forecast dividend data, Generator gives you a view of future dividend payments 2 years ahead. This is useful for individuals managing their own income plan.


Some investors use Generator to find companies paying good yields at certain times. This strategy means you can evenly space dividend payments throughout the year.

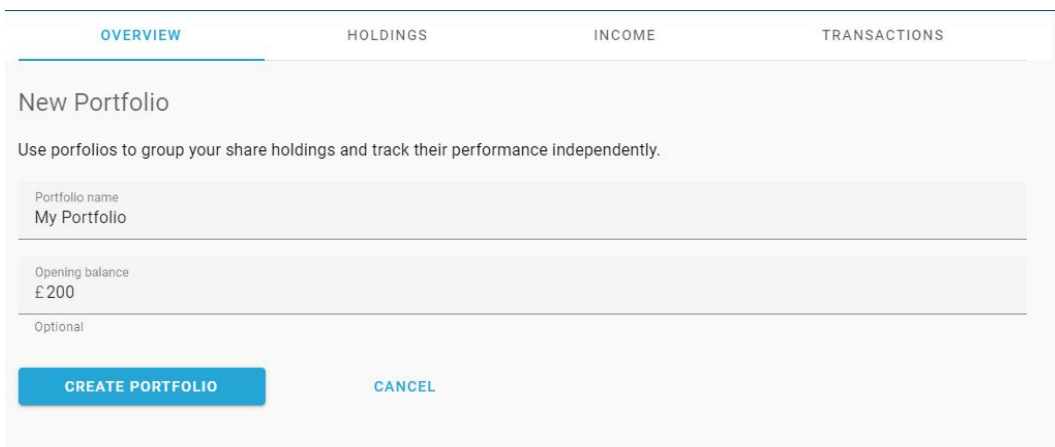
Your list of portfolios is along the top of the Generator. Select each one by clicking on its card. In this image, "My Portfolio" has been selected, and you can see the summary of each portfolio in your list and its performance over the previous day.



Portfolio List

New Portfolio

To get started click  then enter a name and click Create Portfolio. You have a spot there to enter the opening balance of the portfolio, or you can add it later by editing the portfolio:



The screenshot shows the 'New Portfolio' form with a light blue header. The form has four tabs: 'OVERVIEW', 'HOLDINGS', 'INCOME', and 'TRANSACTIONS'. The 'OVERVIEW' tab is active. The form contains the following fields:

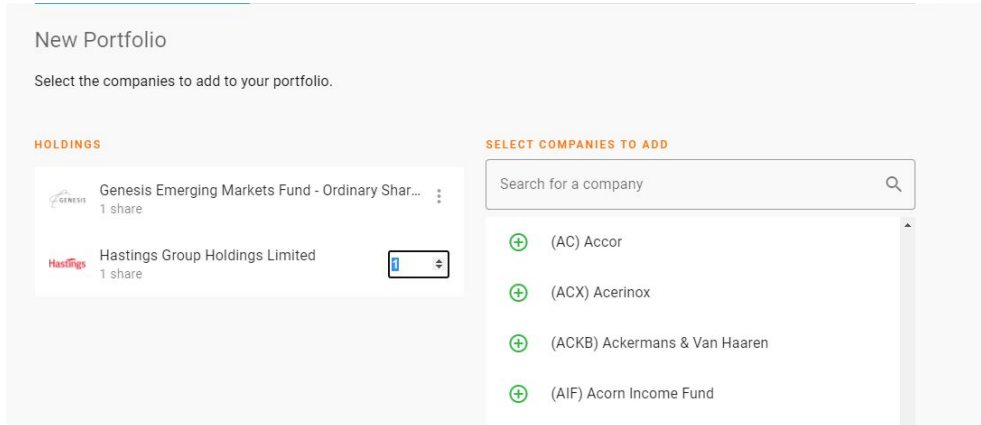
- Portfolio name: My Portfolio
- Opening balance: £200
- Optional: (empty)

At the bottom, there are two buttons: 'CREATE PORTFOLIO' (blue) and 'CANCEL' (light blue).

New Portfolio Form


Add Holdings

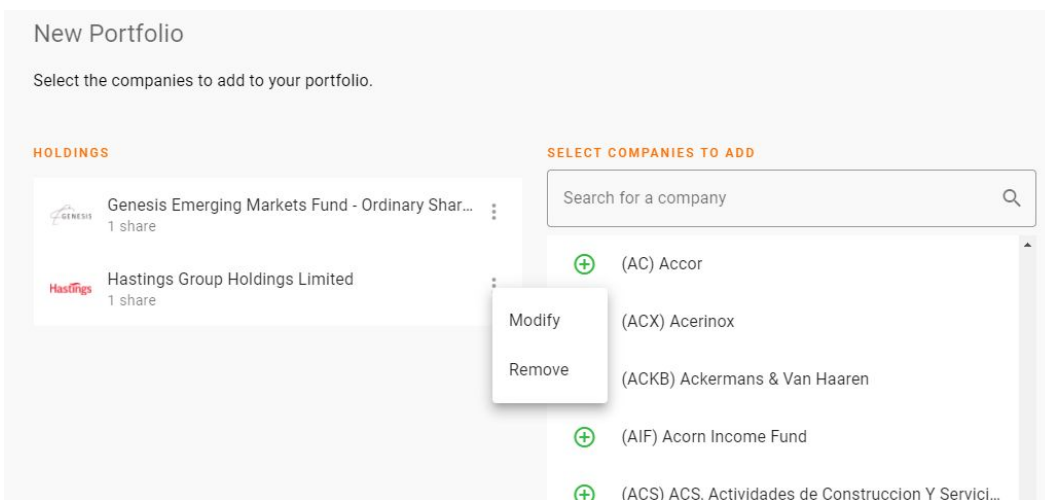
You are then taken to the New Portfolio form where you can enter the companies and number of securities. Search for the companies using the search field and add them by clicking on their company name. You will then have an opportunity to enter how many shares you own.



The screenshot shows the 'New Portfolio' interface. On the left, under 'HOLDINGS', there are two entries: 'Genesis Emerging Markets Fund - Ordinary Shar...' with 1 share and 'Hastings Group Holdings Limited' with 1 share. On the right, under 'SELECT COMPANIES TO ADD', there is a search bar and a list of companies: '(AC) Accor', '(ACX) Acerinox', '(ACKB) Ackermans & Van Haaren', and '(AIF) Acorn Income Fund'. Each company name has a green plus icon to its left.


Enter your holdings

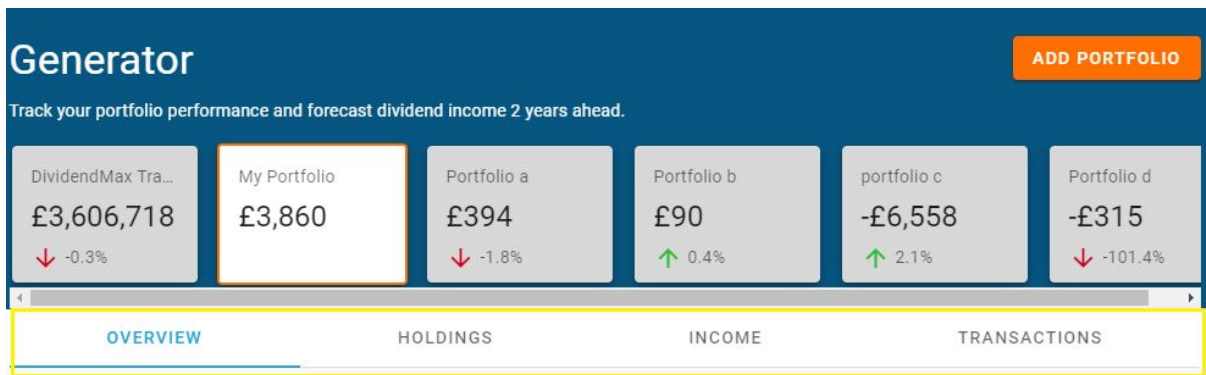
Use the 3 dot icon to the right of the security name  to edit it later:



This screenshot is similar to the previous one but shows a context menu open over the 'Hastings Group Holdings Limited' entry in the 'HOLDINGS' section. The menu has two options: 'Modify' and 'Remove'. The 'SELECT COMPANIES TO ADD' list is also visible, showing '(AC) Accor', '(ACX) Acerinox', '(ACKB) Ackermans & Van Haaren', '(AIF) Acorn Income Fund', and '(ACS) ACS, Actividades de Construccion Y Servi...'.

Modify or Remove


Remember to click  (located towards the bottom of the page) to save your list to your portfolio. If you skip this step, you will be able to add securities later.

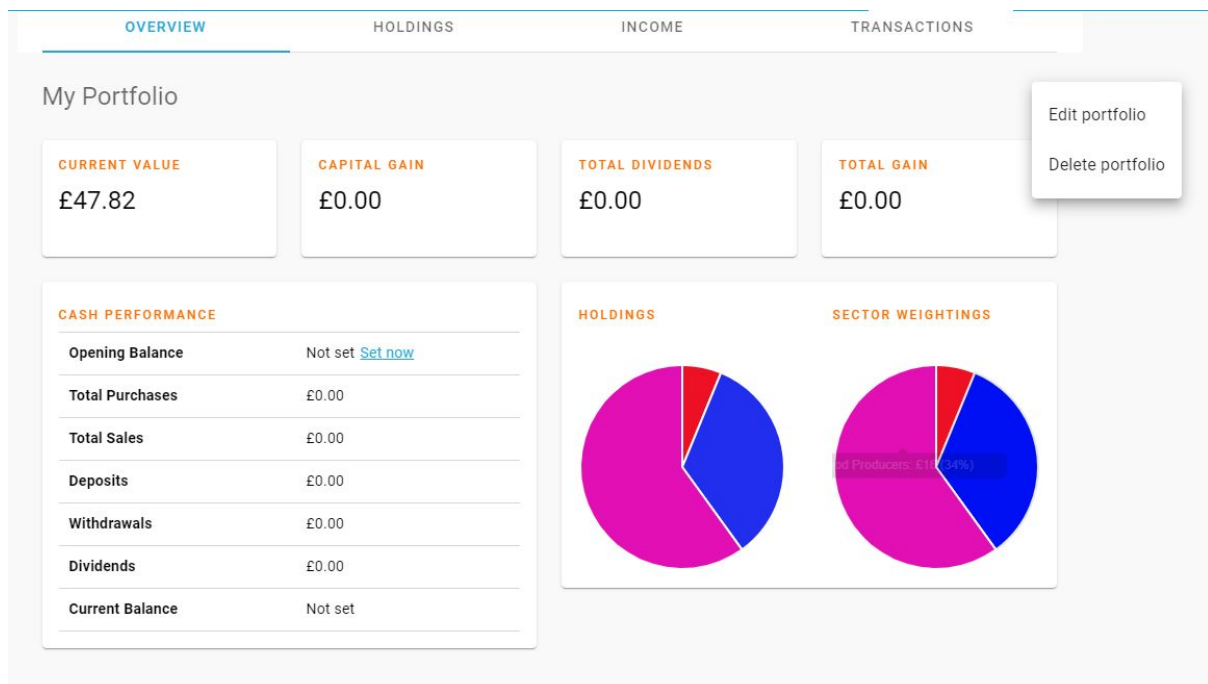


Now that you've created a portfolio, you can use the Generator tab menu (in yellow in the above image) to analyse it.

Overview Tab


Selecting the Overview tab will take you to a summary of your portfolio.


If you need to edit your portfolio, click on the 3 dot icon on the right hand side . Under "Edit portfolio", you can add your opening balance or change the portfolio name. If no balance has been set, you'll also see a link to set it on the Cash Performance card in the overview.




Edit or Delete your portfolio

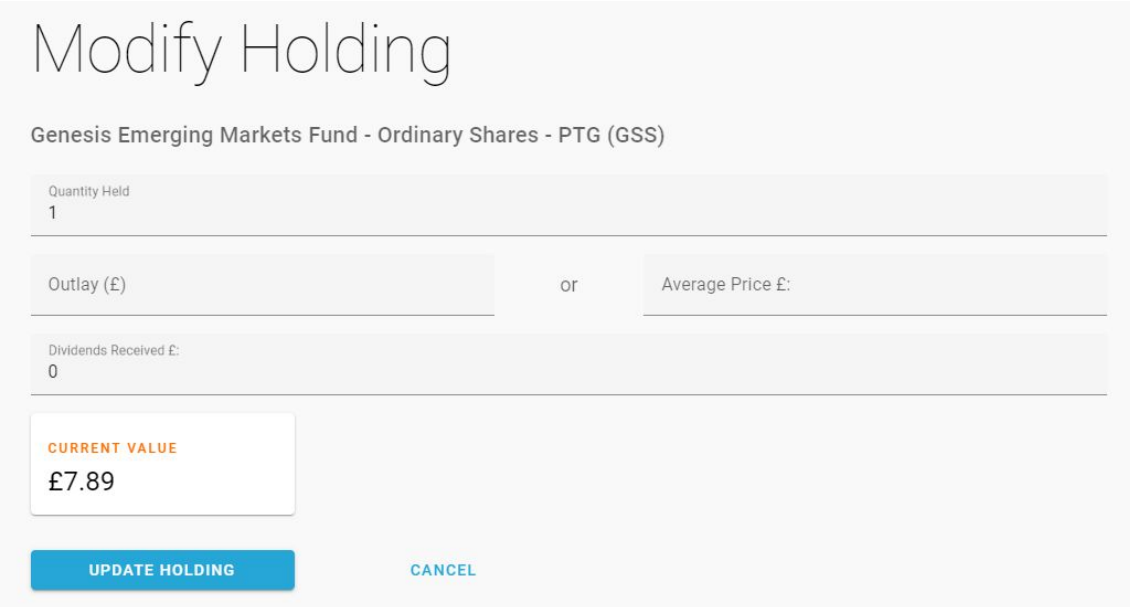
Holdings Tab

The Holdings tab gives you a route to add more securities via the  button. This button will take you through adding more securities to your portfolio list as above when you first set it up.

Each security on your Holdings tab can be expanded using the arrow down icon  to reveal more detail. As in the Optimizer, the **light blue ticker text** indicates that you can click on it to get more detail about the company and its security.

Clicking on the 3 dot icon  allows you to edit or remove that security from your portfolio.

Editing the security will allow you to fill in or edit the number of shares, your cost outlay or average price of the share, and how many dividends you have received.



Modify Holding

Genesis Emerging Markets Fund - Ordinary Shares - PTG (GSS)

Quantity Held
1

Outlay (£) or Average Price £:

Dividends Received £:
0


CURRENT VALUE
£7.89

UPDATE HOLDING CANCEL

Modify Holding form

Remember to save your changes by clicking on 

Once entered, these details will automatically update the security on the Holdings tab.



Genesis Emerging Markets Fund - Ordinary Shares - PTG

⋮ ^

HOLDING
15 shares

CAPITAL GAIN
n/a

DIVIDENDS
£0.00

PERFORMANCE
n/a

MARKET VALUE
£120.00

Outlay	n/a	Purchase price	n/a
Capital gain	n/a	Current price	£8.00
Dividends	£0.00	Sector	Investment Trusts
Performance	n/a	First purchased	Tue 27 Oct 2020

NEXT DIVIDEND Declared

Ex Div Date	Thu 12 Nov 2020	Pay Date	Fri 11 Dec 2020
Per Share	0p	Payment	£0.00 (\$2.55)

Individual Security Holding summary

Income Tab

The Income tab allows you to view your portfolio's future income. This figure will summarize all income in GBP.




Along the top, a card tells you how much more income you can expect in the current year and then others forecast how much income you will generate over the upcoming two years based on the current holdings in your specific portfolio.

OVERVIEW
HOLDINGS
INCOME
TRANSACTIONS

REMAINING FOR 2020
£1.08

TOTAL FOR 2021
£5.52


TOTAL FOR 2022
£6.11

November 2020		
 Hastings Group Holdings Limited	06 Nov 2020	£1.08 24 shares
Total for November 2020		£1.08
December 2020		
 Genesis Emerging Markets Fund - Ordinary Shares - PTG	11 Dec 2020	£0.00 15 shares
Total for December 2020		£0.00
Remaining for 2020		£1.08
June 2021		
 Hastings Group Holdings Limited	01 Jun 2021	est £1.44 24 shares
Total for June 2021		£1.44
November 2021		

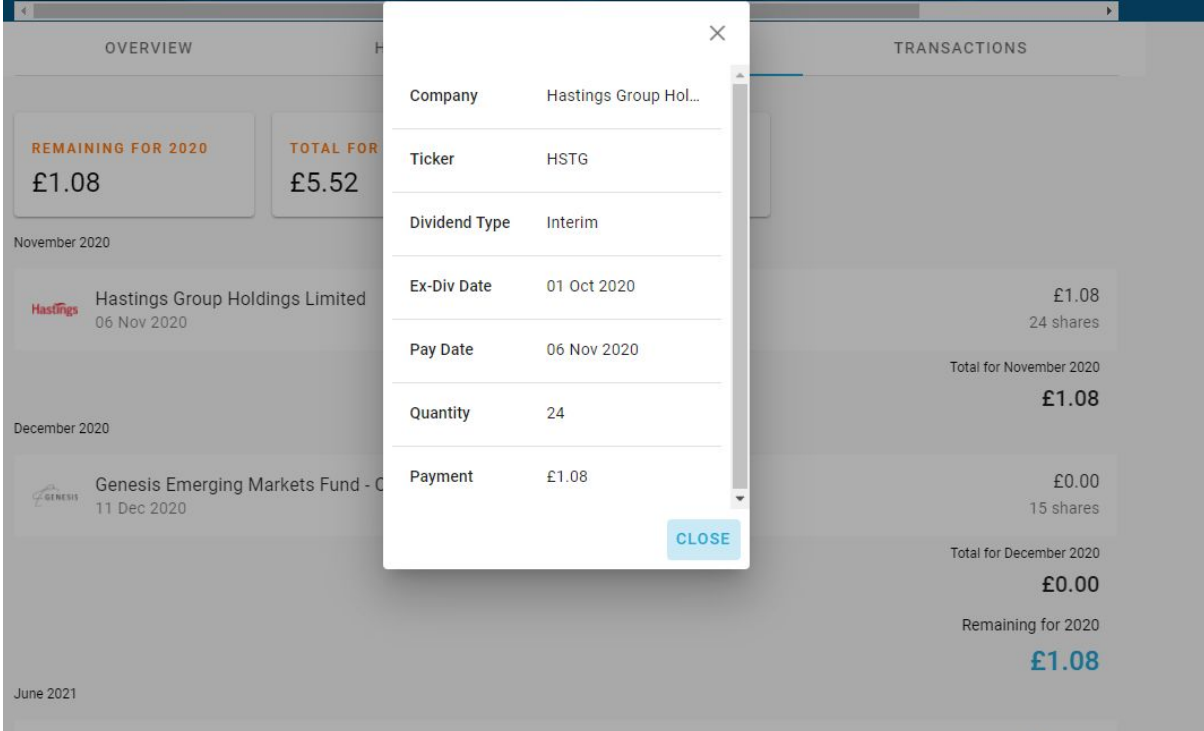
Income Summary

Content is provided for information purposes only and does not constitute advice. Investing in shares involves capital risk, please contact your financial advisor for independent advice.

Companies which pay dividends will show when their dividends are paid with a monthly breakdown of what you can expect.

The icon  denotes where a dividend is estimated. Dividends listed without that icon are those which have already been declared.

Click on each entry on the tab to get a breakdown of detailed information.



The screenshot shows the 'OVERVIEW' and 'TRANSACTIONS' tabs. A modal window is open, displaying the following details:

Company	Hastings Group Hol...
Ticker	HSTG
Dividend Type	Interim
Ex-Div Date	01 Oct 2020
Pay Date	06 Nov 2020
Quantity	24
Payment	£1.08

The background shows the 'OVERVIEW' tab with a summary of dividends for 2020 and the 'TRANSACTIONS' tab with a list of transactions for November and December 2020.

Transaction Tab

Using the features on the Transaction tab, you can add share purchases or sales as well as cash deposits and withdrawals.

The Share Purchase form allows you to record the transaction date, quantity, purchase price, commission, and stamp duty (if applicable) for each transaction. Changing the currency will use the exchange rate on the day of the transaction.

The Share Sale form draws from shares you already have in your portfolio.

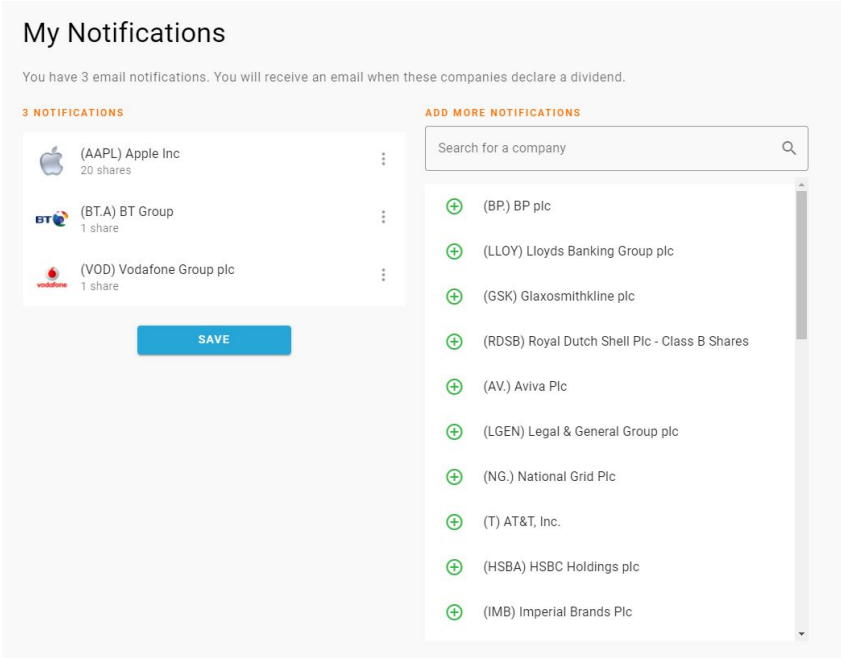
The Transaction tab gives you the ability to download your transaction record to Excel. Google Docs can read Excel files if you upload them there and don't have Excel.

Notifications

DividendMax provides a simple notification service which allows you to select shares that you hold to watch for dividends.




When a share you're watching has a dividend declared you receive an email with the dividend amount and payment date. This means you don't need to search for dividends each time one is announced.



The screenshot shows the 'My Notifications' page. At the top, it says 'You have 3 email notifications. You will receive an email when these companies declare a dividend.' Below this, there are two main sections: '3 NOTIFICATIONS' and 'ADD MORE NOTIFICATIONS'. The '3 NOTIFICATIONS' section lists three companies: (AAPL) Apple Inc (20 shares), (BT.A) BT Group (1 share), and (VOD) Vodafone Group plc (1 share). Each entry has a three-dot menu icon to its right. Below this list is a blue 'SAVE' button. The 'ADD MORE NOTIFICATIONS' section features a search bar with the placeholder text 'Search for a company'. Below the search bar is a scrollable list of companies, each with a green plus icon and a three-dot menu icon to its left. The companies listed are: (BP) BP plc, (LLOY) Lloyds Banking Group plc, (GSK) Glaxosmithkline plc, (RDSB) Royal Dutch Shell Plc - Class B Shares, (AV.) Aviva Plc, (LGEN) Legal & General Group plc, (NG.) National Grid Plc, (T) AT&T, Inc., (HSBA) HSBC Holdings plc, and (IMB) Imperial Brands Plc.

Dividend Notifications page

To add a share to your notification list, search for it in the search entry and click on the company name. The functionality is similar to the way you add securities to your portfolio in the Generator. Add the number of shares in the field that appears.

Edit or remove the entry by clicking on the 3 dots icon .

Remember to save your work with the save button:

