



Sure Dividend

Sure Analysis User Manual

Updated April 20th, 2025

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Welcome To The Sure Analysis Research Database

Thank you for joining the Sure Analysis Research Database! This document has everything you need to get the most out of your Sure Analysis Research Database membership.

We currently serve more than 2,400 Sure Analysis members, including yourself. Our goal is to help our members build and compound their income portfolio for a secure and financially free retirement.

If you have any questions at all on Sure Analysis, or investing in general, please email us at support@suredividend.com and we will respond within one business day or less. Note that as investment information providers, we can't and won't provide *personalized investment advice*, but we are happy to answer any non-personalized questions and provide top-notch customer support.

The Sure Analysis Research Database is our most valuable service. We cover more than 900 income securities in Sure Analysis, and we continue to add new securities.

Our analysis team creates a new updated 3-page PDF report for nearly all the securities in our database *quarterly*, shortly after earnings are released. All securities are analyzed over the same metrics so that we can compare and rank securities on an apples-to-apples basis.

The unique data from these reports goes into our daily updated Sure Analysis Research Database spreadsheet. The 3-page PDF reports and the Sure Analysis Research Database spreadsheet are the core of the Sure Analysis Research Database.

Note: The metrics in the Sure Analysis Research Database spreadsheet are updated daily if they are price and market data driven numbers. For our own estimates (things like 5-year forward expected growth rate, current fiscal year expected earnings-per-share, etc.), we typically update reports and data quarterly.

Instructions on how to access the Sure Analysis Research Database, along with all the benefits of your Sure Analysis membership, are discussed in the next section of this document.

Accessing The Member's Area & The Sure Analysis Research Database

The Sure Analysis Research Database is located inside the Members Area on suredividend.com.

You can access the Member's Area any time on suredividend.com by clicking on the '[Member's Area](#)' buttons that are on the top of nearly every page on suredividend.com.

Be sure to use the email address with which you joined Sure Analysis when logging in to the Member's Area. Your account access is tied to your email address. We don't use passwords for the Member's Area, so there's one less password for you to remember.

Note: If you need to update your email address, please email us at support@suredividend.com.

Once inside the Member's Area, you can see and access everything in your Sure Analysis Research Database membership. Your Sure Analysis membership includes the following.

- **[The Sure Analysis Research Database Spreadsheet](#)**
This daily updated spreadsheet covers all 900+ securities in the database. In addition, the spreadsheet has a portfolio tracker (see the '[Portfolio Tracker](#)' tab in the spreadsheet). Additionally, we have [historical spreadsheets](#) going back to November of 2019. Please see the '[Sorting The Sure Analysis Spreadsheet](#)' section of this User's Manual for more on how to use the spreadsheet.
- **[Individual Security Reports](#)**
We cover more than 900 income securities in the Sure Analysis Research Database. Your Sure Analysis membership gives you access to our 3-page PDF reports on these securities, including both current and historical reports. We release a new report for securities shortly after they release earnings. Please see the '[Searching For Specific Securities](#)' section of this User's Manual for more on finding individual securities.
- **[Individual Security Spreadsheets](#)**
We have daily updated spreadsheets with historical data for the individual companies we cover in Sure Analysis. You can access these on each security's individual Sure Analysis page, where you will also download the security's current and historical PDF reports.
- **[The Sure Analysis Weekly Top 10 Email](#)**
The Sure Analysis weekly top 10 email goes out on Tuesdays. Each edition includes our current Top 10 highest expected total return securities in Sure Analysis with A or B Dividend Risk Scores that were also in one or more of the most recent editions of the *Sure Dividend Newsletter*, *Sure Retirement Newsletter*, and/or *Sure Passive Income Newsletter*. Additionally, you can access [historical emails](#) in the Member's Area.
- **[Sure Dividend's Other Premium Services](#)**
Your Sure Analysis membership also includes all of our other premium services. Historical editions are also available in the Member's Area. Links to the most recent edition of each are below:
 - [The Sure Dividend Newsletter](#) (publishes on the 1st Sunday of the month)

- [*The Sure Retirement Newsletter*](#) (publishes on the 2nd Sunday of the month)
- [*The Sure Passive Income Newsletter*](#) (publishes on the 3rd Sunday of the month)
- [*The Top 10 Dividend Elite Service*](#) (publishes on the 1st Sunday of the month)
- [*The Top 10 REITs Service*](#) (publishes on the 2nd Sunday of the month)

- [**Sure Dividend's Other Spreadsheets**](#)

You get quick access to all of our other spreadsheet downloads.

- [**The Invest Like The Best & How To Analyze Financial Statements PDF Courses**](#)

Your Sure Analysis Research Database membership gives you access to our two detailed investing courses. You can access them in the Member's Area (near the bottom of the Member's Area page).

Searching For Specific Securities

The Sure Analysis Research Database has detailed 3-page PDF reports on more than 900 securities. These securities are sorted by sector on the [main Sure Analysis Research Database page](#).

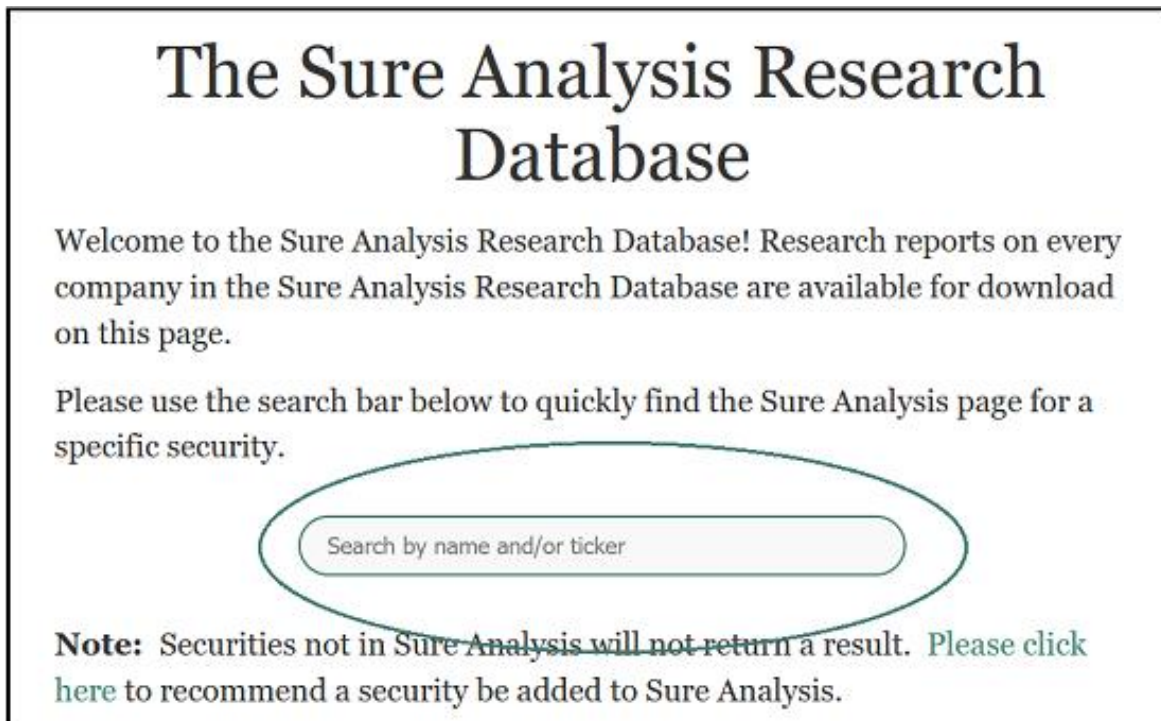
While it can be interesting to view securities by sector, there are several significantly faster ways to find an individual security report in the Sure Analysis Research Database.

Method #1: The On-Site Search Bar

The first (and fastest) way to find an individual security is to navigate to the main Sure Analysis Research Database page and use the on-site search bar to look up securities by name and/or ticker.

The search bar will pull up the main security page for any security in the Sure Analysis Research Database.

The image below shows the search bar:



The image shows a screenshot of the Sure Analysis Research Database homepage. At the top, the title "The Sure Analysis Research Database" is displayed in a large, dark serif font. Below the title, a welcome message reads: "Welcome to the Sure Analysis Research Database! Research reports on every company in the Sure Analysis Research Database are available for download on this page." This text is highlighted with a light blue background. Below the welcome message, another instruction says: "Please use the search bar below to quickly find the Sure Analysis page for a specific security." In the center, there is a search bar with the placeholder text "Search by name and/or ticker". The search bar is a light blue rounded rectangle with a thin border, and it is circled with a green oval. At the bottom, a note states: "Note: Securities not in Sure Analysis will not return a result. Please click here to recommend a security be added to Sure Analysis." The word "here" is a green hyperlink.

Method #2: Links In The Sure Analysis Spreadsheet

The second way to quickly find a specific security in the Sure Analysis Research Database is to use the links in the [downloadable Excel sheet](#).

You can find the Excel spreadsheet download link just under the table on the main Sure Analysis Research Database page.

Once you've downloaded the spreadsheet, you can click on any company's name (column 2 in the Summary Dashboard tab of the spreadsheet), and you will be taken to that specific company's Sure Analysis reports.

You can also sort the Excel sheet by name or ticker using the sort arrows at the top of each column in the spreadsheet. The video below gives a quick tutorial on how to do so and then go to a specific security's Sure Analysis page (in the example below, we go to Apple's page).

	A	B	C	D	E	F	G
	Ticker	Name (Click to Read Analysis)	Security Type	Dividend Yield	Valuation Return	Growth Return	Expected Total Return
1							
2	OXLC	Oxford Lane Capital Corp.	Stock	19.8%	2.1%	-2.0%	12.9% F
3	ORC	Orchard Island Capital, Inc.	REIT	16.5%	1.4%	-5.0%	8.8% N/A
4	ECC	Eagle Point Credit Co., Inc.	Stock	16.3%	0.4%	-5.0%	5.9% F
5	PRT	PermRock Royalty Trust	Stock	15.5%	-3.4%	0.0%	9.0% F
6	EQM	EQM Midstream Partners LP	MLP	15.1%	5.8%	3.7%	19.1% F
7	MFGP	Micro Focus International Plc	Stock	13.2%	-0.5%	4.5%	10.8% F
8	AM	Antero Midstream Corp.	Stock	12.9%	18.4%	5.0%	31.7% D
9	SNH	Senior Housing Properties Trust	REIT	12.8%	1.3%	-1.0%	7.3% F
10	VET	Vermilion Energy, Inc.	Stock	12.7%	-9.4%	3.0%	6.2% F
11	NRZ	New Residential Investment Corp.	REIT	12.4%	-4.2%	1.8%	8.4% F
12	DX	Dynex Capital, Inc.	REIT	12.3%	0.0%	0.0%	10.3% F
13	ARR	ARMOUR Residential REIT, Inc.	REIT	12.2%	2.0%	-2.0%	9.3% F
14	HEP	Holly Energy Partners LP	MLP	11.7%	1.0%	2.0%	12.4% F
15	USAC	USA Compression Partners LP	MLP	11.7%	-2.3%	0.0%	8.1% F
16	NLY	Annaly Capital Management, Inc.	REIT	11.7%	0.2%	-3.6%	6.5% F
17	AGNC	AGNC Investment Corp.	REIT	11.6%	0.3%	0.4%	10.5% F
18	MAC	Macerich Co.	REIT	11.6%	4.4%	2.0%	14.7% F
19	CRT	Cross Timbers Royalty Trust	Stock	11.5%	-7.5%	0.0%	3.2% F
20	CPTA	Capitala Finance Corp.	Stock	11.5%	0.7%	0.0%	10.0% F

Method #3: "Ctrl+F"

The third way to find an individual security when using a laptop or desktop is to navigate to the main [Sure Analysis Research Database](#) page and simply do a "Ctrl+F" search ("Command+F" for Apple users) for the ticker or company name.

You [can see this video for a quick overview](#) of how to use the "Ctrl+F" search function.

The individual company pages provide 3-page current and historical reports on each security. These provide a narrative to the numbers and detail the reasoning behind our expectations and valuations.

Sorting The Sure Analysis Spreadsheet

The Sure Analysis Research Database spreadsheet is updated daily. In addition to providing a wealth of statistics on all the securities that we cover, it is also useful for screening, sorting, and find investment ideas.

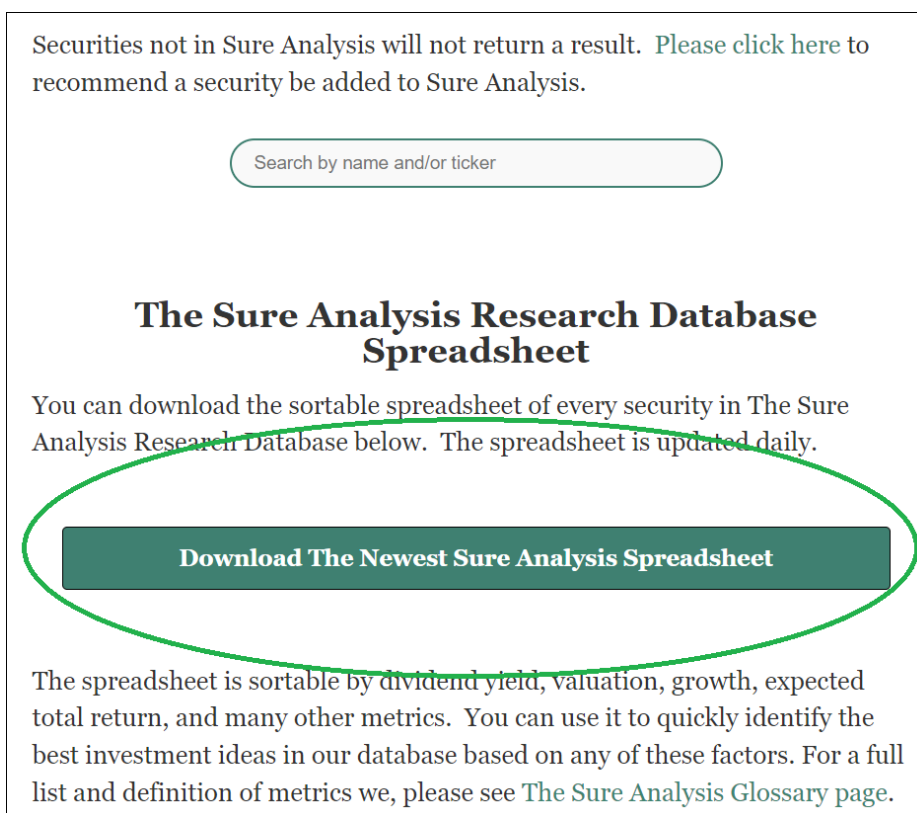
To give you an illustration, we will walk you through how to sort the spreadsheet by dividend history. The Dividend Aristocrats, Champions, and Kings are among the most popular securities we cover in the Sure Analysis Research Database.

You can quickly sort by dividend history to find securities with long dividend histories in the [Sure Analysis Research Database Excel sheet](#).

Note: You can follow the steps below for *any* metric in the Sure Analysis Research Database spreadsheet to screen by other metrics instead or in addition to dividend history.

Step #1: Download the [Sure Analysis Research Database Excel Sheet](#)

You can link [this link](#) or the newest edition is just below the table near the top of the Sure Analysis Research Database main page. The image below shows what to look for:



Step #2: Screen For 25+ Years Of Rising Dividends

Once you've downloaded and opened the Sure Analysis spreadsheet, do the following:

1. Go to the "Detailed Dashboard" tab which is near the bottom left-hand corner of the spreadsheet (it is the primary spreadsheet tab, so you should already be on it when you download the Sure Analysis spreadsheet).
2. Scroll over to the "Years of Dividend Growth".

3. Click the arrow in the top right-hand corner of the first cell of the "Years of Dividend Growth" column.
4. Scroll down to "Number Filters" and click "Greater Than Or Equal To".
5. For Dividend Champions, Aristocrats, and Kings, type in "25" and click "OK".

You have now sorted for all Sure Analysis securities with 25+ years of consecutive dividend increases!

Note: In rare cases our dividend history might reflect years of increases since a spin-off, whereas S&P (who makes the Dividend Aristocrats list) will count pre-spinoff dividend history.

Bonus Step: Sort By Dividend History

Instead of screening for a specific dividend history threshold, you can also simply sort by years of consecutive dividend increases. In this way you can quickly find the securities in the Sure Analysis Research Database with the longest consecutive dividend increase streaks.

To do so, follow items 1 through 3 in the "Step #2".

Then, instead of selecting "Greater Than Or Equal To", Click "Largest To Smallest". And that's it!

You can find all the historical Sure Analysis Research Database spreadsheets using [this link](#).

Using The Portfolio Tracker In The Sure Analysis Spreadsheet

The first tab in the daily [Sure Analysis spreadsheet](#) is the Detailed Dashboard, which provides data on every security in the database. The second tab is the Portfolio Tracker, which allows you to easily summarize your portfolio.

To begin, type in the ticker and number of shares owned in columns A and B of the Portfolio Tracker:

	A	B	C	D
1	Ticker	Shares	Sector	Percent of
2	JNJ	100	Health Care	
3	T	100	Communication Services	
4	KO	100	Consumer Staples	
5	PG	100	Consumer Staples	
6	O	100	Real Estate	
7	XOM	100	Energy	
8	JPM	100	Financials	
9	SO	100	Utilities	
10	IBM	100	Information Technology	
11	NKE	100	Consumer Discretionary	
12	DCI	100	Industrials	
13			-	
14			-	
15			-	

The rest of the data will automatically populate.

Note: Data is only available for securities in the database.

Understanding The Metrics In The Sure Analysis Research Database

Investing is about *return* and *risk*.

On the return side, we use an expected total return framework for the securities in the Sure Analysis Research Database.

Interestingly, *all returns come from only three sources*:

1. Dividends
(or distributions, interest, etc.)
2. Growth on a per share basis
(typically measured as earnings-per-share)
3. Valuation multiple changes
(typically measured as a change in the price-to-earnings ratio)

Combined, these three sources make up total return.

Historical total return, while interesting, is not what matters in investing. It's *expected future returns* that we care about.

Since total returns *can only come* from the three sources mentioned above, you can use the expected total return framework to clarify your thinking on where you expect total returns to be generated.

We provide five year forward expected total return estimates for the securities in the Sure Analysis Research Database.

This means you can compare the total return profiles of securities to one another using the same framework. This is an especially powerful tool to employ in your investment portfolio.

Now that we've covered the return side of investing, we will move to the risk side. We are focused on *income producing securities* at Sure Dividend because that's what matters for a sustainable retirement (or early retirement).

The primary risk with income investing is that the income stream from a security declines or is eliminated altogether. Said another way, the big risk with dividend investing is dividend reductions or dividend eliminations.

We assign a letter grade ranking to all the income-paying securities in our database using our [Dividend Risk Score](#).

Dividend Risk Scores take into account:

- Consecutive years of dividend increases
- Expected annualized growth rate
- Payout ratio

The longer a company's streak of consecutive dividend increases, the higher its expected annualized growth rate on a per share basis, and the lower its payout ratio, the better its Dividend Risk Score.

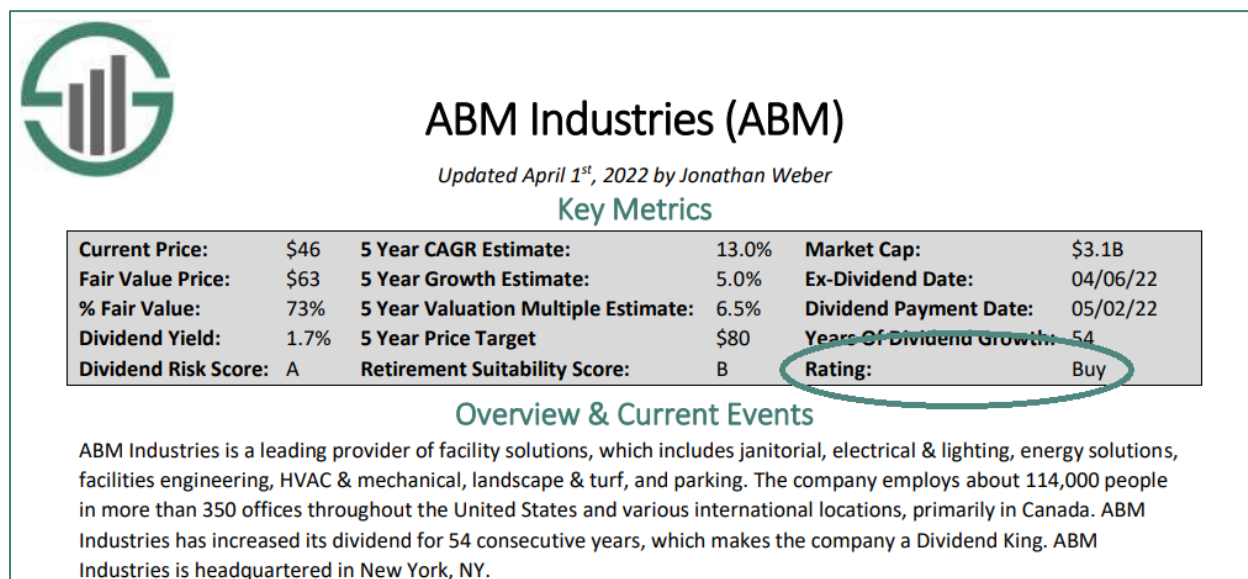
The Dividend Risk Score helps our readers to quickly compare the relative dividend safety of different investment opportunities.

You can see more of our key metrics explained on our [Sure Analysis glossary page](#).

Buy / Hold / Sell Ratings In Sure Analysis

The Sure Analysis Research Database includes buy/hold/sell ratings for all new reports and report updates added as of early April 2022 and after. We updated our buy/hold/sell rating criteria as of the start of April 2025.

You can find this rating in the bottom-right corner of the Key Metrics section on individual Sure Analysis reports, as the image below shows:



Ratings are calculated based on specific formulas. Our rating formulas are below.

Buy Rating

For a security to have a Buy rating, it must match the following criteria:

- Dividend yield + the minimum of the expected growth rate and expected dividend growth rate $\geq 7.0\%$
- Dividend Risk Score of A or B
- Years of dividend growth >0

Sell Rating

Securities with 0 years of dividend growth will automatically be given a sell rating. This lines our sell rule in Sure Analysis up with our sell rule in our premium newsletters. We have only one sell rule to foster long-term dividend compounding. If a dividend is growing, we want to benefit from that growth. And if a dividend isn't growing, the security isn't doing what we purchased it for, and it should be sold and replaced with an actual dividend growth stock.

Hold Rating

Any security not rated a Buy or Sell is rated a hold. This fosters long-term holding.

The rating for each security is *as of the date the most recent Sure Analysis report on the security is published*.

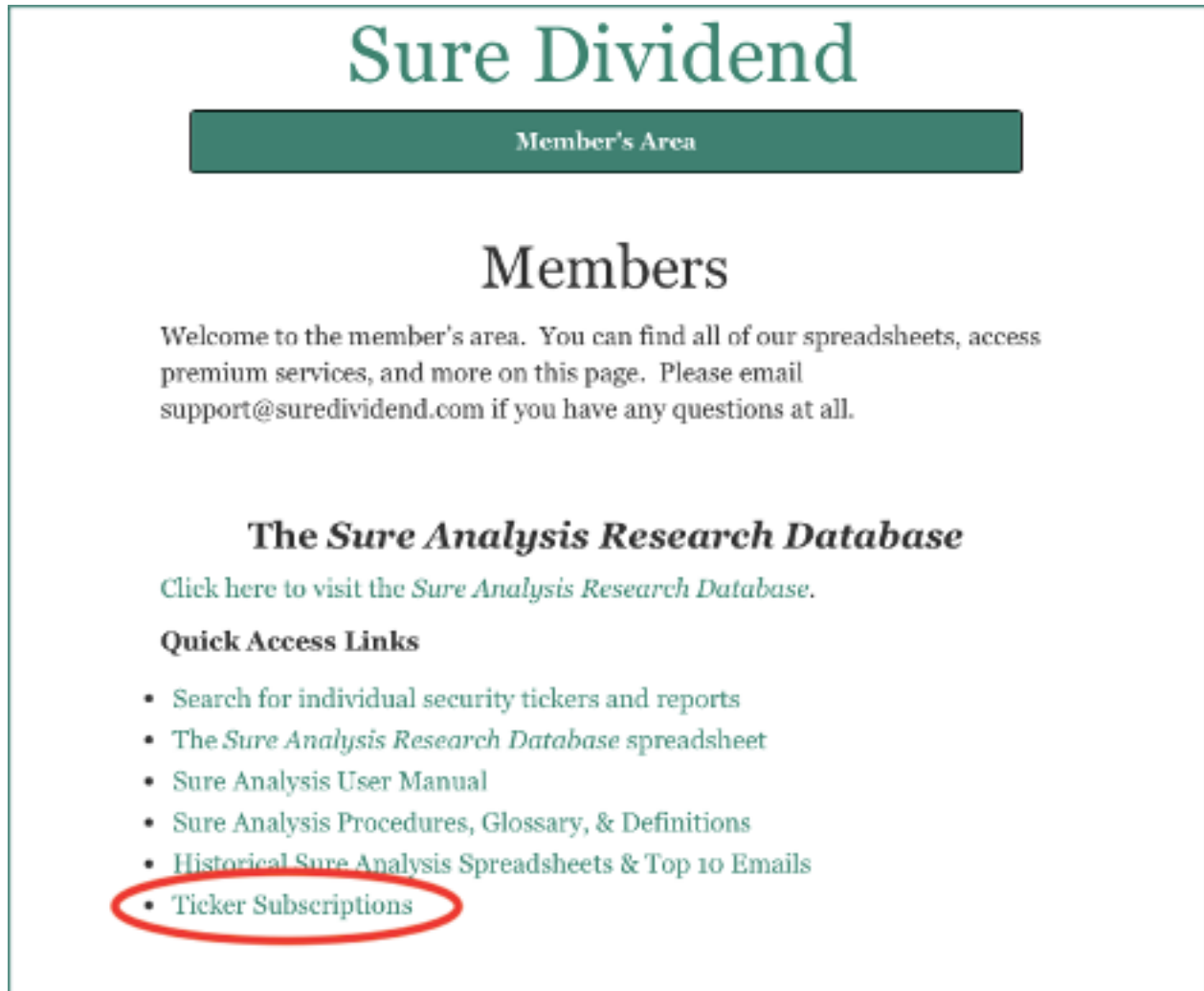
Stock prices change, and business events occur, so a buy ranking from a month ago may not necessarily be a buy today. It's important to look at the date the report was published.

You can also find the buy/hold/sell ratings in the Sure Analysis Research Database spreadsheet.

Ticker Subscriptions

Sure Analysis Research Database members have the ability to create, customize, and follow a list of securities in the database. Once you have subscribed to a ticker, you are automatically notified via email when a new Sure Analysis update is available for a security that you follow.

You can access and customize your ticker subscriptions from the [Member's Area](#). Select "Ticker Subscriptions" from the Quick Access Links to get started:



Sure Dividend

Member's Area

Members

Welcome to the member's area. You can find all of our spreadsheets, access premium services, and more on this page. Please email support@suredividend.com if you have any questions at all.

The Sure Analysis Research Database

[Click here to visit the Sure Analysis Research Database.](#)

Quick Access Links

- Search for individual security tickers and reports
- [The Sure Analysis Research Database spreadsheet](#)
- [Sure Analysis User Manual](#)
- [Sure Analysis Procedures, Glossary, & Definitions](#)
- [Historical Sure Analysis Spreadsheets & Top 10 Emails](#)
- [Ticker Subscriptions](#)

Alternatively, you can also access this feature through the [Sure Analysis Research Database Resources](#):

The Sure Analysis Research Database Spreadsheet

You can download the sortable spreadsheet of every security in *The Sure Analysis Research Database* below. The spreadsheet is updated daily.

Download The Newest Sure Analysis Spreadsheet

The spreadsheet is sortable by dividend yield, valuation, growth, expected total return, and many other metrics. You can use it to quickly identify the best investment ideas in our database based on any of these factors.

Sure Analysis Research Database Resources

Please see the helpful links below to get the most out of Sure Analysis:

- [Historical Sure Analysis Spreadsheets & Top 10 Emails](#)
- [Sure Analysis Procedures, Glossary & Definitions](#)
- [Sure Analysis User Manual](#)
- [Ticker Subscriptions](#)

Once you have opened the Ticker Subscriptions feature you can manage which securities you would like to receive updates on.

Ticker List

View My Tickers

search...

☐ AAP

Subscribe

☐ AAPL

Subscribe

☐ AAT

Subscribe

☐ AB

Subscribe

☐ ABBNY

Subscribe

☐ ABBV

Subscribe

☐ ABC

Subscribe

☐ ABEV

Subscribe

Then click the 'View My Tickers' button to see which tickers you are subscribed, for easy ticker management.

Ticker List

Show All Tickers

CL

☐ CL

Unsubscribe

☐ DPZ

Unsubscribe

☐ KO

Unsubscribe

☐ PEP

Unsubscribe

☐ PG

Unsubscribe

As always, please email us with any questions or feedback at support@suredividend.com.

The Sure Analysis Weekly Top 10 Email

We send out an email update to Sure Analysis members every Tuesday morning. [Click here to see an example](#) of our weekly Sure Analysis email.

Our weekly update emails include the following:

1. Our current Top 10 securities in Sure Analysis
2. Important Sure Analysis related news
3. New securities recently added to Sure Analysis
4. Securities we recently updated in Sure Analysis
5. Securities we recently removed from Sure Analysis
6. Upcoming newsletters and reports

The Weekly Sure Analysis Top 10

Our current Top 10 securities in Sure Analysis are found as follows:

1. Securities must have an "A" or "B" Dividend Risk Score
2. Securities must have been in the Top 10 of the most recent edition of one or more of the following newsletters: *Sure Dividend Newsletter*, *Sure Retirement Newsletter*, and/or *Sure Passive Income Newsletter*.
3. The 10 highest expected total return securities that match #1 and #2 above make our weekly Top 10

The weekly Top 10 is a concise list of our highest expected total return investments out of our safest and most thoroughly analyzed securities.

Recently Added Securities

We continue to add new securities to the Sure Analysis Research Database. The more securities in Sure Analysis, the better recommendations we can provide because we have greater coverage.

Our goal is to cover all stocks with 5+ years of consecutive dividend-per-share increases as measured in US dollars.

Recently Updated Securities

We update securities in Sure Analysis when they release earnings results. For most of the securities in Sure Analysis, this means quarterly updates.

We include a list of all securities we recently updated in the Tuesday email so you can quickly see our most recent analysis. While we do updates continuously, they tend to be clustered in the weeks following each quarter's earnings season.

You can find all the historical Top 10 Emails using [this link](#).

How Our Other Services Fit With Sure Analysis

You get all our premium services as a Sure Analysis Research Database member.

Our premium newsletters and special reports are created in large part with data from Sure Analysis. Each of our 3 premium newsletters and 2 special report services are listed and described below. Our premium newsletters are more detailed than our special report services.

We have 3 premium newsletters that cater to different points on the growth versus yield spectrum:

- **The Sure Passive Income Newsletter**
Our most *growth* focused dividend growth newsletter. Expect average dividend yields of ~2%. It always publishes on the 3rd Sunday of the month.
- **The Sure Dividend Newsletter**
This newsletter is balanced between growth and yield. Expect average dividend yields of ~3%. It always publishes on the 1st Sunday of the month.
- **The Sure Retirement Newsletter**
Our most *yield* focused dividend growth newsletter. Expect average yields of ~5%. It always publishes on the 2nd Sunday of the month.

What Our Newsletters Have In Common

All 3 of our premium newsletters have much in common:

- They are all powered by data from the Sure Analysis Research Database.
- They all focus on *dividend growth stocks* with *at least* 5 years of consecutive dividend increases (and often much longer streaks).
- They are all focused on long-term buy-and-hold forever investing. Our only sell rule in all 3 newsletters is to sell when a security breaks its dividend increase streak on an annual basis.

We focus on long-term buy and hold investing because it reduces investing mistakes and minimizes frictional costs related to investing. We believe it's in our member's best interest, even if it isn't as exciting to practice on a day-to-day basis.

Our 2 Special Report Services

In addition to our 3 premium newsletter services, we also have 2 special report services.

- **The Top 10 Dividend Elite Service**
Our top 10 dividend stock selections with 25+ years of rising dividends each month. This service is published on the first Sunday of the month.
- **The Top 10 REITs Service**
Our top 10 REIT selections each month. This service is published on the second Sunday of the month.

You can use our other premium services in conjunction with Sure Analysis to generate ideas on securities to add to your income portfolio that match your specific investing criteria.

Think of our other premium services as *supplemental* to the core Sure Analysis Research Database reports and analysis. **Do not feel pressured to read all our publications;** instead, pick and choose which most closely line up with your investing style and needs.

Account Management, Cancellations, & Terms

You can update your payment information, turn auto renew off, and update your email address and name by accessing the [account management link](#).

The account management link is at the bottom of the [Member's Area](#). Scroll down to the bottom of the Member's Area, under the 'Account Management' heading, and click '[View your plan\(s\) and update your account information](#)' to access it.

Alternatively, you can also email us at support@suredividend.com with account management questions, including email changes, auto renewal changes, cancellations, etc. You can also [use this form](#) to turn off auto renew or cancel.

Regarding cancellations and terms, your membership to the Sure Analysis Research Database is backed by our member-friendly [Golden Rule Commitment](#). The Sure Dividend Golden Rule Commitment includes:

- **7 Day Free Trial**
You aren't billed for seven days. If Sure Analysis isn't right for you, email us to cancel your trial, or log in to the member's area and set your plan to not auto renew, within seven days of joining, and you won't be charged. We take around one business day to respond. If you email us at the end of day seven to cancel, our automated system will bill you, but we will issue a full refund the following business day.
- **60 Day Full Refund Grace Period**
If Sure Analysis isn't right for you, just email us anytime during the first 60 days from the date you joined to cancel and you will receive a full refund; no explanation needed.
- **Prorated Refunds After 60 Days**
If you find Sure Analysis isn't right for you after the 60 day full refund grace period, just email us to cancel and you will receive a prorated refund for unused time on your plan based on the day you emailed in to cancel.
Note: Lifetime plans are ineligible for refunds after 60 days.
- **Renewal Refund Policy**
For renewal payments (payments after your first payment) we have a 30 day full refund grace period. We offer prorated refunds for unused time on renewal payments after the 30 day full refund grace period.
- **Top-Notch Customer Service**
Our customer service is handled by key team members who understand the intricacies of dividend investing. Feel free to ask detailed investing questions. In almost all cases we will answer in one business day or less.
Note: As a newsletter provider, we can't and won't provide personalized investment advice.