

## Trend Research Tool Tops Charts

**By Susan L. Barreto, Senior Reporter**

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BOISE, Idaho (HedgeWorld.com) Hedge funds have been known to employ a system of checks and balances, and companies offering market research such as EquiTrend.com have reported increased interest from hedge funds.

John McClure, chief executive and president of EquiTrend, could find more interested hedge fund clients as his performance benchmarking service tops the TimerTrac charts in 2004.

EquiTrend primarily is a retail offering that also has some institutional customers such as hedge funds subscribing to its newsletter and daily updates giving buy/sell market signals, market commentary and performance updates across investment strategies.

Hedge fund managers generally use the service as a filter for their own work, Mr. McClure said. Based on an algorithm developed by Mr. McClure, the web site gives investors broad advice about market movements and doesn't offer specific stock picks. Currently, more than 50 hedge funds subscribe to the web site.

TimerTrac, a third-party performance tracking service for investment advisers that ranks active money management strategies such as EquiTrend's, said that EquiTrend offered the top-performing strategy out of 65 investment advisers' strategies.

Specifically, EquiTrend was the top equity long investment strategy with a return of 13.04% in 2004. Among long/short strategies the firm was among the top performers with a return of 16.03%.

Besides giving buy/sell signals to hedge funds and other investors, EquiTrend has a sister company called ProfitScore Capital Management that has sub-advisory relationships with hedge fund managers and manages individual investor accounts.

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