

TheMarketCapitalist.com

You work hard for your money. Your money should work hard for you.

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Introduction: TheMarketCapitalist.com strives to provide new and experienced investors with investment knowledge and ideas to become more successful investors. For daily commentary, insights, education and advice visit the TheMarketCapitalist.com.

Investment Idea: Some investors are very risk adverse and others simply understand the need to keep some of their portfolio's value in relatively stable investments. Where do you turn when you need stability and a greater yield than what you would get from a saving, CD or money market account? Look around you! You are most likely using a product or service in or outside your house from a very stable and lucrative company.

Company	Stock Ticker	Products/Services	Dividend Yield	Payout Ratio	5 Year Average Annual Dividend Growth Rate	Beta
Kimberly Clark	KMB	Personal care products - Kleenex, Pull-Ups, Scotts paper towels	4.30%	59.20%	7.67%	0.44
Pepsi	PEP	Drinks and snacks	3.00%	50.55%	12.77%	0.54
Reynolds American	RAI	Tobacco related products	5.60%	80.88%	11.08%	0.65
Southern Company	SO	Business and residential electricity services	4.80%	81%	4.05%	0.32
AT&T, Inc.	T	Telecommunication services	5.67%	50.13%	5.36%	0.66
Waste Management	WM	Garbage disposal and recycling services	3.70%	64.05%	9.30%	0.62

Definitions:

Dividend Yield: A percentage that shows how much a company pays out in dividends each year relative to its share price. *Calculation = Annual Dividend Value / Price Per Share*

Payout Ratio: The percentage of earnings paid to shareholders in dividends.
Calculation = Annual Dividend Value / Earnings Per Share

5 Year Dividend Growth Rate: An average of the increase in annual dividend distributions per year.

Beta: A beta of less than 1 means that the security will be less risky than the market (S&P 500). A beta of greater than 1 indicates that the security's price will be more risky than the market.