

HOW  
TO  
BUY STOCKS



The email confirmation from COL will look like the image on the right. It will give you your username (which is actually your account #) and your password. It tells you to change your password when you log in. The web address of COL Financial is given so you either click that or type it on the address bar. I strongly advise that you DO NOT click a link inside an email EVER! No matter how much you trust the email sender, it's always wise to just go ahead and type the site address yourself.

Type colfinancial.com on the address bar and it will take you to COL's homepage. (You may want to add it to your 'Favorites' and place on your Bookmarks bar so that it's easy for you to go back each time).

**STEP #1.** Type in your ACCOUNT # & PASSWORD and Click 'LOG IN'

**COL FINANCIAL PHILIPPINES**

MPI 4.98 100K SB SECUR TRITON S  
 MPI 4.98 10K COL FINA DEUTSCHE  
 MPI 4.98 50K SB SECUR COL FINA  
 ICT 76.90 80 CLSA PHI COL FINA  
 CPG 1.83 50K ATR KIM ANSALDO, EVERGREE  
 RCB 60.00 4,380 ATR KIM  
 PSB 105.50 10 FIRST ME  
 ALI 26.10 200 COL FINA CREDIT S

PSEi 6,072.08 ALL 0.34% 20.33  
 FIN 0.35% IND 0.21% HLDG 0.14% PRO 0.89% SVC 0.30% M-O 0.26%

Trades 966 Value 477,949,540 Market Open...

Home Quotes Trade Research StreetSmart Jan. 14 9:36:32 AM Log-Off

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User: [Redacted] Account: [Redacted] Last Login: 1/14/2013 9:33:23 AM

Equity Value: 5,000.00 Day Change: 0.00

My 5 Last Trades: [Redacted] No Trade

Your Display Type: NON-STREAMING DATA To Upgrade to STREAMING DATA Click Here

**Latest Research** more...

- Philippine Daily Notes - (COLing the Shots, Strategy Report, MPI) 01/14/2013 09:10:00 AM
- Tech Spotlight Feature: Dow, PSEi, MSCI Phils., Phi, Tech Map 01/14/2013 08:33:32 AM
- Philippine Weekly Highlights 01/11/2013 06:00:00 PM
- Technical Guide 01/11/2013 05:19:48 PM
- COLing the Shots: Sunny with a chance of rain storms 01/11/2013 05:12:00 PM
- Investment Guide 01/11/2013 02:15:39 PM
- Philippine Market Strategy: Raising FV estimates on lower risk free rate assumption 01/11/2013 01:00:00 PM
- Tech Spotlight Feature: Dow, PSEi, MSCI Phils., Phi, Euro 01/11/2013 09:32:17 AM
- Philippine Daily Notes - (Economy, SEC) 01/11/2013 09:25:00 AM
- Technical Guide 01/11/2013 08:39:34 AM

**COL Announcements** more...

- MIH/MIHB (Manchester Int'l Holdings Unlimited Corp.) - Tender Offer 01/11/2013 11:23:56 PM
- TRADING SUSPENSION OF LISTED COMPANIES WITH PUBLIC FLOAT LEVELS BELOW 10% 01/02/2013 09:54:36 AM
- CA & CAB - Dividend Advisement 01/02/2013 09:53:56 AM
- ETON - Voluntary Delisting Effective 01/02/13 (Wed) 01/02/2013 09:53:55 AM

**PSE News** more...

- MARKET OPEN 09:30:00
- LIST OF SECURITIES UNDER TRADING SUSPENSION 09:06:08
- REMINDER ON COMPANIES UNDER CORPORATE DELISTING 09:06:02

Stock [Input] Quote BUY SELL

| Bid Vol | Bid Price | Offer Price | Offer Vol |
|---------|-----------|-------------|-----------|
|         |           |             |           |
|         |           |             |           |
|         |           |             |           |

Open - High - Low -  
 Trades - Value - Vol -

Actives Gainers Losers Markets Portfolio

**Most Active Stocks by Value**

| Stock | Value       | Last   | Change | %Change |
|-------|-------------|--------|--------|---------|
| AC    | 163,328,000 | 550.00 | 0.00   | 0.00%   |
| SM    | 138,920,100 | 921.00 | 1.00   | 0.11%   |
| SECB  | 48,720,000  | 162.40 | 0.00   | 0.00%   |
| DNL   | 18,983,110  | 5.12   | 0.14   | 2.81%   |
| GLO   | 15,198,570  | 1,086  | 13.00  | 1.21%   |
| MEG   | 13,998,890  | 3.21   | 0.05   | 1.58%   |
| MBT   | 11,099,572  | 106.50 | 0.20   | 0.19%   |
| DMC   | 10,959,840  | 54.00  | -0.20  | -0.37%  |
| VMC   | 9,018,490   | 1.49   | 0.07   | 4.93%   |
| TEL   | 6,605,270   | 2,694  | 6.00   | 0.22%   |

**PSEI**

6,070

This (image above) is how your own Homepage will look like. You will see your account info including your initial deposit (Equity Value). (By the way, this is a real, new account I just opened for 1 of our kids, and I'm actually doing these actions for his account).

**COL FINANCIAL PHILIPPINES**

MPI 4.98 100K SB SECUR TRITON S  
 MPI 4.98 10K SB SECUR COL FINA  
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User: [REDACTED] Account: [REDACTED] Last Login: 1/14/2013 9:33:23 AM  
 Equity Value: 5,000.00 Day Change: 0.00  
 My 5 Last Trades: [REDACTED] No Trade

Your Display Type: NON-STREAMING DATA To Upgrade to STREAMING DATA Click Here

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Stock  Quote BUY SELL

| Bid Vol | Bid Price | Offer Price | Offer Vol |
|---------|-----------|-------------|-----------|
|         |           |             |           |
|         |           |             |           |
|         |           |             |           |

Open - High - Low -  
 Trades - Value - Vol -

Actives Gainers Losers Markets Portfolio

Most Active Stocks by Value

| Stock | Value       | Last   | Change | %Change |
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| MEG   | 13,998,890  | 3.21   | 0.05   | 1.56%   |
| MBT   | 11,099,572  | 106.50 | 0.20   | 0.19%   |
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| TEL   | 6,605,270   | 2,694  | 6.00   | 0.22%   |

PSEI

Click 'Change Profile' to change password.

**COL FINANCIAL PHILIPPINES**

|       |          |       |       |       |       |       |       |       |        |               |         |
|-------|----------|-------|-------|-------|-------|-------|-------|-------|--------|---------------|---------|
| PSEi  | 6,098.88 | ALL   | FIN   | IND   | HLDG  | PRO   | SVC   | M-O   | Trades | Value         | Market  |
| 0.78% | 17.40    | 0.55% | 1.13% | 0.26% | 0.65% | 1.44% | 0.47% | 0.01% | 7,767  | 1,567,097,495 | Open... |

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### MY PROFILE

Your current account details are shown below. To edit / update any of the values press the corresponding EDIT link.

Account Number: \_\_\_\_\_  
Account Name : \_\_\_\_\_

| Action      | Record   | Value |
|-------------|--|-------|
| <b>Edit</b> | E-mail Address   |       |
| <b>Edit</b> | Home Address   |       |
| <b>Edit</b> | Office Address   |       |
| <b>Edit</b> | Mobile Number  |       |
| <b>Edit</b> | Home Telephone Number  |       |
| <b>Edit</b> | Office Telephone Number  |       |
| <b>Edit</b> | Bank Details<br>Account No<br>Bank Name<br>Bank Branch<br>Bank Address |       |
| <b>Edit</b> | Password   |       |

As shown above, on the very bottom, click 'Edit'.

**COL FINANCIAL PHILIPPINES**

|       |          |       |       |       |       |       |       |       |        |             |         |
|-------|----------|-------|-------|-------|-------|-------|-------|-------|--------|-------------|---------|
| PSEi  | 6,069.99 | ALL   | FIN   | IND   | HLDG  | PRO   | SVC   | M-O   | Trades | Value       | Market  |
| 0.30% | 18.24    | 0.27% | 0.30% | 0.21% | 0.13% | 0.78% | 0.22% | 0.26% | 817    | 456,839,795 | Open... |

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### EDIT MY E-MAIL ADDRESS

To change your password, enter your current password in the current password edit box. Enter your new password in the new password edit box. Enter your new password again in the confirm new password edit box then press the Change Password button.

|                       |  |
|-----------------------|--|
| Current Password      | <input type="password"/>                               |
| New Password          | <input type="password"/> (min. of 4 & max. of 8 chars) |
| Confirm New Password: | <input type="password"/>                               |

**Change Password** | **Cancel**

Choose a password that's easy for you to remember and hard for others to guess.

Type in your current password on the 1st box, and your new password on the 2nd and 3rd box, then click 'Change Password'. You will then be asked to re-log in using your new password.

**COL FINANCIAL PHILIPPINES**

Market Data: PSEi 6,077.43 (0.42%), ALL 25.68 (0.34%), FIN 0.88%, IND 0.12%, HLDG 0.19%, PRO 0.89%, SVC 0.23%, M-O 0.30%, Trades 1,715, Value 607,418,868, Market Open...

Navigation: Home, Quotes, **Trade**, Research, StreetSmart

Order Entry: **Enter Order**, View/Modify Order, Trading history, Portfolio, O-H Order, O-H View/Cancel, EIP Scheduler

ENTER ORDER (Step 1 of 3)

**Order Details [chart]**

|                   |  |
|-------------------|--|
| Transaction       | <input checked="" type="radio"/> BUY <input type="radio"/> SELL                          |
| Board             | <input checked="" type="radio"/> MAIN <input type="radio"/> BDLLOT                       |
| Term              | <input checked="" type="radio"/> DAY <input type="radio"/> GTC <input type="radio"/> ATC |
| <b>Stock Code</b> | <input type="text"/>   |
| Quote             | <input type="text"/>   |
| # of Shares       | <input type="text"/> - <input type="text"/> +  |
| Price             | <input type="text"/> - <input type="text"/> +  |
| Net               |  |

Buttons: Preview Order, Clear

**BUY ORDER**

|              |           |
|--------------|-----------|
| Cash Balance |           |
| Actual       | Available |
| 5,000.00     | 5,000.00  |

**STEP#2.** We're now ready to buy our first stocks. But before you do, make sure that the market is open. Market hours are Monday to Friday, 9:30am-11:30am and 1:30pm-3:30pm.

Hover your cursor to 'Trade' and click 'Enter Order'. On this page, you would fill in 3 boxes: Stock Code, # of Shares and Price. If you are a member of Truly Rich Club, you already know, or at least have some idea, which stocks to purchase.

Click on 'Stock Code' to get the 3 letter code of your company choice.

**Order Details** [chart]

Transaction:  BUY  SELL

Board:  MAIN  ODDLOT

Term:  DAY  GTC  ATC

Stock Code: ali Quote

# of Shares:  - +

Price:  - +

Net

**BUY ORDER**

| Cash Balance |           |
|--------------|-----------|
| Actual       | Available |
| 5,000.00     | 5,000.00  |

**MAIN BOARD** Page Updates Every 15 Sec

**AYALA LAND, INC.**

| Bid    |         | Ask     |        |
|--------|---------|---------|--------|
| Size   | Price   | Price   | Size   |
| 100    | 26.2500 | 26.3000 | 16,800 |
| 24,500 | 26.2000 | 26.3500 | 2,000  |
| 17,900 | 26.1500 | 26.4000 | 12,500 |
| 38,500 | 26.1000 | 26.5000 | 19,800 |
| 36,900 | 26.0500 | 26.5500 | 2,200  |

**Last 5 Trades**

| Time     | Volume  | Price   | Buyer    | Seller   |
|----------|---------|---------|----------|----------|
| 09:47:37 | 100     | 26.3000 | COL FINA | EQUITIVO |
| 09:47:35 | 100     | 26.3000 | COL FINA | EQUITIVO |
| 09:47:20 | 5,900   | 26.2000 | DAVID GO | RCBC SEC |
| 09:47:17 | 235,100 | 26.2000 | ATR KIM  | ATR KIM  |
| 09:45:57 | 200     | 26.3000 | COL FINA | EQUITIVO |

**Previous**

|                 |                    |
|-----------------|--------------------|
| Previous        | 25.8500            |
| Last            | 26.3000            |
| Change          | 0.4500             |
| %Change         | 1.74               |
| Open            | 26.0500            |
| High            | 26.3000            |
| Low             | 26.0500            |
| Value           | 6,992,280          |
| Trades          | 28                 |
| Volume          | 267,000            |
| Outstanding     | 13,751,704,176     |
| Inst. Status    | Authorized         |
| Market Status   | Continuous trading |
| Board Lot       | 100                |
| Fluctuation     | 0.0500             |
| Floor Price     | 12.9400            |
| Ceiling Price   | 38.7500            |
| Dyn T Low       | 23.6700            |
| Dyn T High      | 28.9300            |
| Par Value       | 1.0000             |
| Margin Rate %   | 100                |
| Open to Foreign | YES                |

minimum # of shares you need to buy

**STEP #3.** For this account, I'm buying Ayala Land, Inc. So, I type ALI on the 1st box. And all info about ALI will appear. Now, don't get too overwhelmed by all the figures you see. The most important ones are those I've enclosed in boxes: Bid, Ask and Board Lot. All the rest, you can just ignore.

The 2nd box you will fill in is the '# of Shares', so look at the Board Lot to know the minimum # that you can buy. In this case, the minimum we could buy is 100 shares. If we want to add more, it has to be in multiples of 100. Not 105, 110 or 150. It should be 200, 300, 400, 500 and so on.

On the 3rd box, put in the Price you want to buy the shares for. Now, always remember this: BUY at the Ask, and SELL at the BID. For easy recall, do the acronym B.A.S.B.

I will do a separate in-depth post on the subject of Bid and Ask, but for now, since we're buying, let's look at the prices on the ASK column. If you want an immediate execution of your order, always refer to the price on the first row coz that's the lowest price being asked by the sellers. In this case, it's 26.30.

**COL FINANCIAL PHILIPPINES**

DMC 53.80 53.80 53.80 53.80 53.80 53.80 GTCAP 650.00 AC 546.50 FPH 98.90  
 1,400 50 100 300 30 770 300 20 30  
 COL FINA COL FINA COL FINA BPI SECU DBP-DAIW BPI SECU GOLDSTAR DBP-DAIW COL FINA  
 CREDIT S CREDIT S CREDIT S CREDIT S CREDIT S CREDIT S DBP-DAIW COL FINA ABACUS S

PSEi 6,080.69 ALL 0.48% 28.94 FIN 0.41% 1.11% IND 0.29% HLDG 0.06% PRO 1.16% SVC 0.25% M-O 0.41% Trades 2,532 Value 759,668,375 Market Open...

Home Quotes Trade Research StreetSmart Jan. 14 9:50:22 AM Log-Off

Enter Order View/Modify Order Trading History Portfolio O-H Order O-H View/Cancel EIP Scheduler

ENTER ORDER (Step 1 of 3)

**Order Details [chart]**

Transaction:  BUY  SELL  
 Board:  MAIN  ODDLOT  
 Term:  DAY  GTC  ATC  
 Stock Code: ali Quote:   
 # of Shares: 100  
 Price: 26.30  
 Net: 2,652.79  
 Preview Order Clear

**BUY ORDER**

| Cash Balance |           |
|--------------|-----------|
| Actual       | Available |
| 5,000.00     | 5,000.00  |

MAIN BOARD Page Updates Every 15 Sec  
**AYALA LAND, INC.**

| Bid  |        | Ask     |        |
|------|--------|---------|--------|
| Size | Price  | Price   | Size   |
| 6    | 38,900 | 26.2000 | 9,200  |
| 3    | 17,900 | 26.1500 | 2,000  |
| 4    | 38,500 | 26.1000 | 12,500 |
| 8    | 11,900 | 26.0500 | 19,800 |
| 13   | 76,600 | 26.0000 | 2,200  |

**Last 5 Trades**

| Time     | Volume | Price   | Buyer    | Seller   |
|----------|--------|---------|----------|----------|
| 09:49:52 | 600    | 26.3000 | SB SECUR | CREDIT S |
| 09:49:44 | 1,000  | 26.3000 | SB SECUR | CREDIT S |
| 09:49:40 | 2,100  | 26.3000 | SB SECUR | COL FINA |
| 09:49:40 | 5,000  | 26.3000 | SB SECUR | PHILIPP  |
| 09:49:40 | 1,300  | 26.3000 | SB SECUR | REGINA C |

|                 |                    |
|-----------------|--------------------|
| Previous        | 25.8500            |
| Last            | 26.3000            |
| Change          | 0.4500             |
| %Change         | 1.74               |
| Open            | 26.0500            |
| High            | 26.3000            |
| Low             | 26.0500            |
| Value           | 7,602,175          |
| Trades          | 42                 |
| Volume          | 290,200            |
| Outstanding     | 13,751,704,176     |
| Inst. Status    | Authorized         |
| Market Status   | Continuous trading |
| BoardLot        | 100                |
| Fluctuation     | 0.0500             |
| Floor Price     | 12.9400            |
| CeilingPrice    | 38.7500            |
| Dyn T Low       | 23.6700            |
| Dyn T High      | 28.9300            |
| Par Value       | 1.0000             |
| Margin Rate %   | 100                |
| Open to Foreign | YES                |

**STEP #4.** Again our order is 100 shares of ALI at 26.30/share for a total of Php2,630.00. So, why is it Php2,652.79? Click on 'Preview Order' for details.



**COL FINANCIAL PHILIPPINES**

|       |          |       |       |       |       |       |       |       |        |             |         |
|-------|----------|-------|-------|-------|-------|-------|-------|-------|--------|-------------|---------|
| PSEI  | 6,079.99 | ALL   | FIN   | IND   | HLDG  | PRO   | SVC   | M-O   | Trades | Value       | Market  |
| 0.47% | 28.24    | 0.41% | 1.12% | 0.29% | 0.03% | 1.17% | 0.26% | 0.41% | 2,686  | 781,647,788 | Open... |

Home Quotes **Trade** Research StreetSmart Jan. 14 9:51:46 AM Log-Off

Enter Order View/Modify Order Trading History Portfolio O-H Order O-H View/Cancel EIP Scheduler

PREVIEW ORDER (Step 2 of 3)

Review your order details carefully, before submitting your order.

**BUYING**

| Order Details |           | Order Charges         |                      |
|---------------|-----------|-----------------------|----------------------|
| Transaction   | Buy/New   | Commission            | 20 PSECharge 0.13    |
| Board         | MAIN      | Commission VAT        | 2.40 DSTCharge 0.00  |
| Stock Code    | ALI       | Transfer Fee          | 0.00 STaxCharge 0.00 |
| Term          | DAY       | Cancellation Fee      | 0.00 SCCPCharge 0.28 |
| Valid Until   | 1/14/2013 | Total Charges: 22.79  |                      |
| No of Shares  | 100       | Total Order: 2,652.79 |                      |
| Price         | 26.3000   |                       |                      |
| Gross Amt     | 2,630.00  |                       |                      |

**Important: You are placing a main board Buy/New order. Please review carefully.**

NOTE: Click only once to place your order.  
[Click here](#) if you want to modify your order details.

Enter your password  Place Buy Order Cancel Order

**STEP #5.** You'd see that our order is Php2,630 (26.30/share x 100 shares) + VAT and other charges amounting to 22.79 = Php2,652.79. Confirm order by putting your password.

**COL FINANCIAL PHILIPPINES**

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Jan. 14 9:53:37 AM
[Log-Off](#)

[Enter Order](#)
[View/Modify Order](#)
[Trading History](#)
[Portfolio](#)
[O-H Order](#)
[O-H View/Cancel](#)
[EIP Scheduler](#)

ORDER CONFIRMATION (Step 3 of 3)

**!** Your order is being sent for execution. Please see [Trading History](#) Section to verify your order status

| Order Details    |                      |
|------------------|----------------------|
| Transaction No.  | 7929                 |
| Date             | 1/14/2013 9:52:24 AM |
| Transaction      | Buy/New              |
| Term             | DAY                  |
| Valid Until      | 1/14/2013            |
| Stock Code       | ALI                  |
| Number of Shares | 100                  |
| Price            | 26.3000              |

Possible Next Steps

[View Order Status](#)
[Place another order](#)
[Activate E-Delivery of Confirmation](#)

**STEP #6.** This is the confirmation message you get once you confirm your order. And if you wanna buy some more, just click 'Place another order'.

**COL FINANCIAL PHILIPPINES**

|          |          |          |          |          |          |          |          |          |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| BDO      | GTCAP    | GTCAP    | MER      | MER      | PGOLD    | PGOLD    | MEG      | SMPH     |
| 76.55    | 651.00   | 651.00   | 281.00   | 281.00   | 32.75    | 32.70    | 3.20     | 17.00    |
| 4,180    | 50       | 150      | 80       | 10       | 1,500    | 800      | 3K       | 200      |
| WEALTH S | COL FINA | COL FINA | FIRST ME | FIRST ME | CITISECU | FIRST ME | COL FINA | COL FINA |
| CLSA PHI | DBP-DAIW | DBP-DAIW | ATR KIM  | ABACUS S | DBP-DAIW | DBP-DAIW | COL FINA | COL FINA |

PSEi 6,084.47 ALL 0.54% 32.72 0.46% FIN 1.11% IND 0.29% HLDG 0.17% PRO 1.24% SVC 0.31% M-O 0.59% Trades 3,000 Value 823,479,184 Market Open...

Home Quotes Trade Research StreetSmart Jan. 14 9:55:25 AM Log-Off

Enter Order View/Modify Order Trading History Portfolio O-H Order O-H View/Cancel EIP Scheduler

ENTER ORDER (Step 1 of 3)

**Order Details [chart]**

|             |                                       |   |
|-------------|---------------------------------------|---|
| Transaction | <input checked="" type="radio"/> BUY  | <input type="radio"/> SELL                          |
| Board       | <input checked="" type="radio"/> MAIN | <input type="radio"/> ODDLOT                        |
| Term        | <input checked="" type="radio"/> DAY  | <input type="radio"/> GTC <input type="radio"/> ATC |
| Stock Code  | <input type="text"/>                  | Quote   |
| # of Shares | <input type="text"/>                  | - +   |
| Price       | <input type="text"/>                  | - +   |
| Net         | <input type="text"/>                  |   |

Preview Order Clear

**BUY ORDER**

|              |           |
|--------------|-----------|
| Cash Balance |           |
| Actual       | Available |
| 5,000.00     | 2,347.21  |

It'll take us again to the order page. Note the remaining amount we have on our account (Php2,347.21). What can I buy with that amount? Again, if you're a member of TrulyRichClub, you know that you should only trust giant companies like BPI, BDO, SMC, etc.

Let's Now Try to Buy!

**COL FINANCIAL PHILIPPINES**

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ENTER ORDER (Step 1 of 3)

**Order Details [chart]**

Transaction:  BUY  SELL

Board:  MAIN  ODDLLOT

Term:  DAY  GTC  ATC

Stock Code: bdo Quote

# of Shares: 30

Price: 76.60

Net: 2,320.74

Preview Order Clear

**BUY ORDER**

| Cash Balance |           |
|--------------|-----------|
| Actual       | Available |
| 5,000.00     | 2,347.21  |

**MAIN BOARD Page Updates Every 15 Sec**

**BDO UNIBANK, INC.**

| Bid  |                | Ask     |          |
|------|----------------|---------|----------|
| Size | Price          | Price   | Size     |
| 6    | 29,860 76.5000 | 76.5500 | 150 1    |
| 2    | 10,000 76.4500 | 76.6000 | 6,930 4  |
| 2    | 10,000 76.4000 | 76.6500 | 10,000 2 |
| 4    | 11,000 76.3500 | 76.7000 | 20,170 3 |
| 6    | 12,530 76.3000 | 76.7500 | 6,350 3  |

**Last 5 Trades**

| Time     | Volume | Price   | Buyer    | Seller   |
|----------|--------|---------|----------|----------|
| 10:00:33 | 700    | 76.5500 | DBP-DAW  | DBP-DAW  |
| 10:00:33 | 40     | 76.5500 | COL FINA | DBP-DAW  |
| 10:00:33 | 10     | 76.5500 | COL FINA | DBP-DAW  |
| 10:00:33 | 1,740  | 76.5500 | COL FINA | DBP-DAW  |
| 10:00:23 | 1,000  | 76.5500 | COL FINA | ABACUS S |

|                 |                    |
|-----------------|--------------------|
| Previous        | 75.1500            |
| Last            | 76.5500            |
| Change          | 1.4000             |
| %Change         | 1.86               |
| Open            | 75.5000            |
| High            | 76.7000            |
| Low             | 75.5000            |
| Value           | 29,337,673         |
| Trades          | 157                |
| Volume          | 384,260            |
| Outstanding     | 3,580,875,328      |
| Inst. Status    | Authorized         |
| Market Status   | Continuous trading |
| Board Lot       | 10                 |
| Fluctuation     | 0.0500             |
| Floor Price     | 37.6000            |
| Ceiling Price   | 112.7000           |
| Dyn T Low       | 68.8950            |
| Dyn T High      | 84.2050            |
| Par Value       | 10.0000            |
| Margin Rate %   | 100                |
| Open to Foreign | YES                |

For this account, I'm buying BDO, so I write that on the 1st box.

The Board Lot says 10 so we could only buy in multiples of 10. And since I still have more than 2k on this account, I can afford to buy up to 30 shares (2nd box).

For the 3rd box, I should put 76.55 since it's the lowest Ask price for BDO. But, let me show you what's going to happen if I buy the shares at the price shown on the 2nd row (76.60), instead of the lowest price being Asked.

**COL FINANCIAL PHILIPPINES**

EW 29.50 900 VUL 1.63 40K SMC 109.00 100 MEG 3.19 7K MEG 3.19 1K MEG 3.19 1K MEG 3.19 6K MEG 3.19 5K LC 1.09 50K

COL FINA FIRST ME COL FINA COL FINA COL FINA COL FINA COL FINA COL FINA COL FINA COL FINA ANGPING  
 DEUTSCHE ACCORD C COL FINA COL FINA COL FINA COL FINA COL FINA COL FINA COL FINA COL FINA

PSEi 6,081.03 ALL 0.40% FIN 0.86% IND 0.20% HLDG 0.13% PRO 1.38% SVC 0.33% M-O 0.45% Trades 3,431 Value 874,812,080 Market Open...

Home Quotes Trade Research StreetSmart Jan. 14 9:59:51 AM Log-Off

Enter Order View/Modify Order Trading History Portfolio O-H Order O-H View/Cancel EIP Scheduler

PREVIEW ORDER (Step 2 of 3)

Review your order details carefully, before submitting your order.

**BUYING**

| Order Details |           | Order Charges         |                 |
|---------------|-----------|-----------------------|-----------------|
| Transaction   | Buy/New   | Commission            | 20              |
| Board         | MAIN      | Commission VAT        | 2.40            |
| Stock Code    | BDO       | Transfer Fee          | 0.00            |
| Term          | DAY       | Cancellation Fee      | 0.00            |
| Valid Until   | 1/14/2013 |                       |                 |
| No of Shares  | 30        |                       |                 |
| Price         | 76.6000   |                       |                 |
| Gross Amt     | 2,298.00  |                       |                 |
|               |           | PSECharge             | 0.11            |
|               |           | DSTCharge             | 0.00            |
|               |           | STaxCharge            | 0.00            |
|               |           | SCCPCharge            | 0.23            |
|               |           | <b>Total Charges:</b> | <b>22.74</b>    |
|               |           | <b>Total Order:</b>   | <b>2,320.74</b> |

**Important: You are placing a main board Buy/New order. Please review carefully.**

NOTE: Click only once to place your order.  
 Click [here](#) if you want to modify your order details.

Enter your password  Place Buy Order Cancel Order

My total is Php2,320.74 including charges. We do the same process as we did with the previous order. Confirm by putting password.

The screenshot shows the COL FINANCIAL PHILIPPINES website interface. At the top, there are market indices and stock prices. Below that, a navigation bar includes 'Home', 'Quotes', 'Trade', 'Research', and 'StreetSmart'. The 'Trade' menu is highlighted, and 'Trading History' is selected. Below the navigation bar, there are buttons for 'Enter Order', 'View/Modify Order', 'Trading History', 'Portfolio', 'O-H Order', 'O-H View/Cancel', and 'EIP Scheduler'. The main content area is titled 'TRADING HISTORY' and contains instructions: 'To view the trade records, click on the Show Orders button. Otherwise, click on the Completed trades button. Only the past 2 weeks of your orders can be viewed.' There are two sections: 'Order Details' with input fields for Stock Code, Side, Starting Date, and Ending Date; and 'Completed Trades' with radio buttons for 'For the day of', 'For the Month of', and 'For The Past 2 Weeks'. A 'Show Orders' button is circled in red.

Now, to double check our transactions or to see the details of our orders, hover your cursor to 'Trade' and click on 'Trading History'. Since, we're just checking today's, just click on 'Show Orders' right away.

The screenshot shows the COL FINANCIAL PHILIPPINES website interface with the 'TRADE RECORDS' section. The navigation bar is the same as in the previous screenshot. Below the navigation bar, there are buttons for 'Update' and 'Print Trade Records'. The main content area is titled 'TRADE RECORDS' and contains instructions: 'Click the Update Price button to update the trade records.' Below the instructions, there is a table with the following columns: '#', 'Trx#', 'Order#', 'Date', 'Stock', '# of Shares', 'Matched Shares', 'Price', 'Trx Tyne', 'Status', and 'Remarks'. The table contains 5 rows of data. The first row is highlighted with a green border, and the 'Executed' status is circled in red. The last two rows are highlighted with a red border.

| # | Trx# | Order#         | Date               | Stock | # of Shares | Matched Shares | Price   | Trx Tyne | Status         | Remarks |
|---|------|----------------|--------------------|-------|-------------|----------------|---------|----------|----------------|---------|
| 1 | 8757 | 20130114005350 | 1/14/2013 10:00:55 | BDO   | 30          | 30             | 76.5500 | BN       | Executed       | -       |
| 2 | 8757 | 20130114005350 | 1/14/2013 10:00:55 | BDO   | 30          | 0              | 76.6000 | BN       | Posted         | -       |
| 3 | 8757 | 20130114005350 | 1/14/2013 10:00:54 | BDO   | 30          | 0              | 76.6000 | BN       | Order Accepted | -       |
| 4 | 7929 | 20130114004522 | 1/14/2013 09:52:27 | ALI   | 100         | 0              | 26.3000 | BN       | Posted         | -       |
| 5 | 7929 | 20130114004522 | 1/14/2013 09:52:25 | ALI   | 100         | 0              | 26.3000 | BN       | Order Accepted | -       |

When you look at this table (above), read from the bottom coz that's your very 1st transaction.

So, our ALI order was Accepted and Posted but not Executed. Why? Well, I had to call COL's hotline #651-5888 to ask. haha. Like I said I don't claim to know everything.

Apparently, my order was not executed at the ASK price I placed (26.30) because all the shares selling at that price were already bought (it's 1st come, 1st served basis).

I had 2 choices then: either I wait till the market closes and see if another seller will offer ALI shares at my BID price of 26.30 OR cancel my order and just buy at the current lowest ASK price of 26.40. I went for choice #2. (My next post would be on 'How to Cancel Order').

Now, let's take a look at our BDO order.

The screenshot shows the COL Financial Philippines trading platform. At the top, there are market indices and various stock prices. Below that, there are navigation tabs for Home, Quotes, Trade, Research, and StreetSmart. The 'Trade' tab is active, and the 'TRADE RECORDS' section is visible. A table of trade records is shown below, with columns for #, Trx#, Order#, Date, Stock, # of Shares, Matched Shares, Price, Trx Type, Status, and Remarks. The table shows five trades, with the first two being BDO trades and the last three being ALI trades. The BDO trades are highlighted with a green box, showing that the first trade was executed at 76.5500 and the second was posted at 76.6000. The ALI trades are also highlighted with a green box, showing that the first was posted at 26.3000 and the second was order accepted at 26.3000.

| # | Trx# | Order#         | Date               | Stock | # of Shares | Matched Shares | Price   | Trx Type | Status         | Remarks |
|---|------|----------------|--------------------|-------|-------------|----------------|---------|----------|----------------|---------|
| 1 | 8757 | 20130114005350 | 1/14/2013 10:00:55 | BDO   | 30          | 30             | 76.5500 | BN       | Executed       | -       |
| 2 | 8757 | 20130114005350 | 1/14/2013 10:00:55 | BDO   | 30          | 0              | 76.6000 | BN       | Posted         | -       |
| 3 | 8757 | 20130114005350 | 1/14/2013 10:00:54 | BDO   | 30          | 0              | 76.6000 | BN       | Order Accepted | -       |
| 4 | 7929 | 20130114004522 | 1/14/2013 09:52:27 | ALI   | 100         | 0              | 26.3000 | BN       | Posted         | -       |
| 5 | 7929 | 20130114004522 | 1/14/2013 09:52:25 | ALI   | 100         | 0              | 26.3000 | BN       | Order Accepted | -       |

BDO was Accepted and Posted at 76.60 BUT Executed at 76.55. Remember that 76.55 was the lowest price being Asked. Meaning, even if you buy the shares at a higher price, your order will still be executed at the lowest Asked price.

And that's how you buy stocks. Hope you learned something.

To end this tutorial, let me just show you how our Portfolio looks like. Hover your mouse to 'Trade' and click 'Portfolio'.

**COL FINANCIAL PHILIPPINES**

ACCOUNT SUMMARY \*Dividends, deposits & withdrawal postings may be viewed through your Monthly Account Ledger statements-click link below

**Cash Balance**

| Actual Balance | Buying Power |
|----------------|--------------|
| 17.97          | 17.97        |

**Stock Position**

| Action             | Stock Code | Stock Name       | Portfolio % | Market Price | Average Price | Total Shares | Uncommitted Shares | Market Value | Gain / Loss | %Gain/ Loss |
|--------------------|------------|------------------|-------------|--------------|---------------|--------------|--------------------|--------------|-------------|-------------|
| BUY   SELL         | ALI        | AYALA LAND, IINC | 53.45       | 26.3500      | 26.6279       | 100          | 100                | 2,599.03     | -63.76      | -2.39%      |
| BUY   SELL         | BDO        | BDO UNIBANK, IIN | 46.55       | 76.6000      | 77.3080       | 30           | 30                 | 2,263.77     | -55.47      | -2.39%      |
| TOTAL TRADE VALUE: |            |                  |             |              |               |              |                    |              | 4,862.80    |             |
| DAY CHANGE:        |            |                  |             |              |               |              |                    |              | -2.38%      | -119.24     |
| GAIN/LOSS:         |            |                  |             |              |               |              |                    |              | -2.39%      | -119.24     |

Your Total Account Equity Value is 4,880.77

Your 'Available Balance' is the total amount (deposit) you have on your account, including the amount you spent on your orders even if they're not executed yet.

'Buying Power' is the amount that you can use to either buy or withdraw as cash. Meaning, it's readily available for you to use. (Note that COL withdrawal has a process you should follow. Watch out for my post about it).

The 'Market Price' is the current price your shares is selling at. We bought ALI at 26.40 and now it's selling at 26.35, so it's actually a loss for me.

However, since we are not doing active trading but rather, long-term investing, it doesn't matter if the prices go down in the days to come.

Why? Because we're holding these shares for years — 10 years the least.

I will transfer ownership of this account when my son reaches the age of majority. And since I'm betting on giant companies like Ayala Land and BDO, I'm pretty sure they'd still be here and doing great by that time. (That's according to Bro. Bo).

So, no worries!



Thanks & God bless,

A handwritten signature in red ink that reads "Joey". The signature is stylized with large, flowing loops.

If you have any related questions or want guidance please contact our **Concierge Director, Ms. Joey** via:

1. Call/Text: **0917-8990296**
2. Official FB Page: <https://www.facebook.com/TheOfficialTrulyRichClub>
3. Email: [supportgold@boclubs.com](mailto:supportgold@boclubs.com)

**P.S. 1.** [COL Financial, Inc.](#) is the recommended Stock Broker of Bro. Bo Sanchez to all his TRC Members.

**P.S. 2.** Wanna join us at the '[Happiest Place on Earth](#)'? We do a meet and greet with Bro. Bo every Sunday at the [Feast PICC](#). Please feel free to join us after the 3rd session. For Feast schedules in PICC and other areas around the metro, please refer to the right side of [Kerygma Family](#) homepage.