

Whalewisdom.com Excel Add-in

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Introduction

The Whalewisdom Excel add-in is intended to allow subscribers to easily pull data from the whalewisdom.com website. The add-in utilizes Whalewisdom's API behind the scenes to bring in Form 13F data augmented with any Schedule 13D/G filings where appropriate.

Requirements

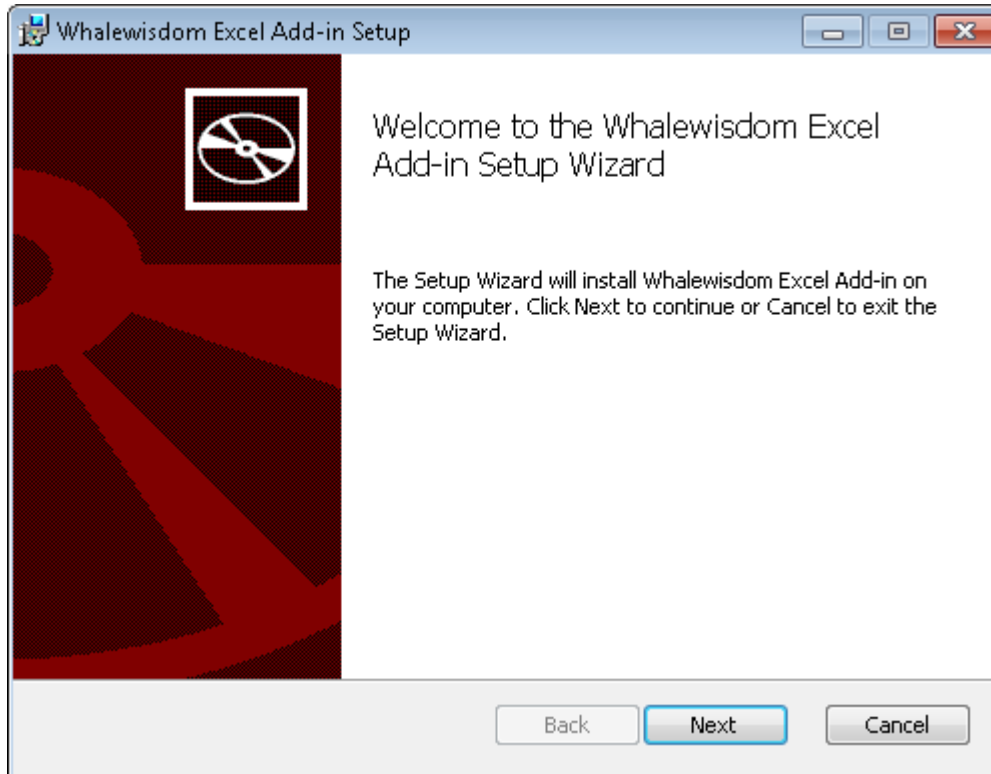
The Whalewisdom Excel add-in requires Excel 2007, 2010 or 2013 along with .NET 4.0 and is intended to run on a Windows OS. An Internet connection is also required in order to connect with the Whalewisdom API.

A Whalewisdom user account will be needed along with a set of API keys. The API keys can be generated by logging into your Whalewisdom.com account and going to <http://whalewisdom.com/dashboard#!/user> and choosing the option to create a new API access key.

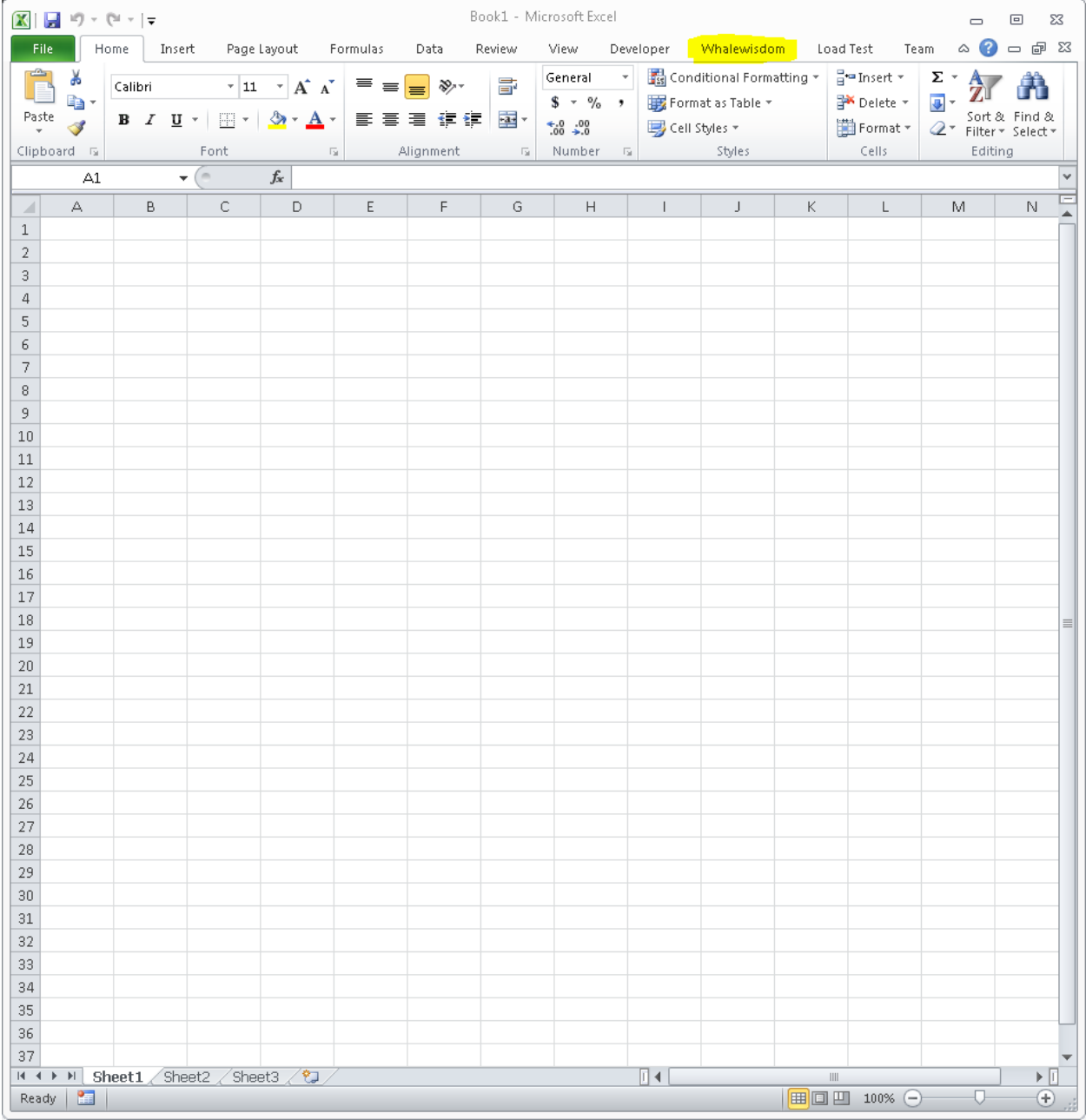
Installation and Setup

Download the whalewisdomsetup.msi file at <http://whalewisdom.com/excel/WhalewisdomSetup.msi>

Find the location where you saved the file and double-click on whalewisdomsetup.msi to install the Excel Add-in. Follow the prompts to complete the install.

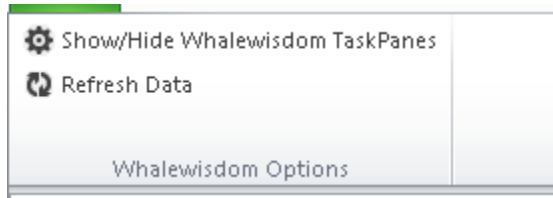


Once installation is complete you can verify that the install was successful by launching Excel and looking for the Whalewisdom Item along the top ribbon. (Highlighted in yellow below):



Whalewisdom Menu

Choosing the Whalewisdom menu option from the top ribbon will bring up the commands available to you.



Show/Hide Whalewisdom Task Panes

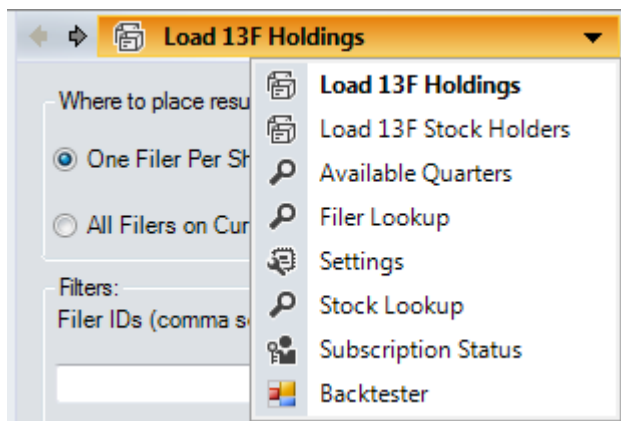
Clicking this will toggle the Whalewisdom Task Panes that are displayed on the right side of your Excel instance. This will bring up all available commands for interacting with the Whalewisdom API.

Refresh Data

Clicking refresh data will reload any holders or holdings you previously loaded. All existing data for the stock or filer will be replaced.

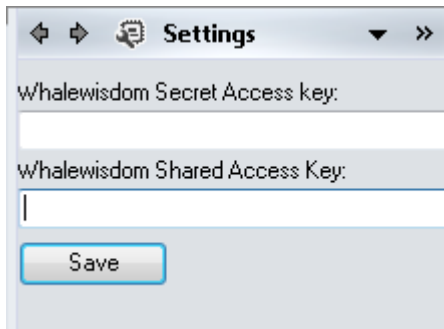
Task Pane Choices

Task Pane choices will be displayed after clicking “Show/Hide Whalewisdom Task Panes” from the Excel Ribbon menu. You will have the following options:



Settings

This is where you will enter your whalewisdom.com secret and shared access keys. These keys are needed in order to communicate with the Whalewisdom API. You can acquire access keys by logging into your whalewisdom.com account and going to <http://whalewisdom.com/dashboard#!/user>. There will be a section on this page where you can create new or view existing API keys. Once entered, the keys will be saved into your computer's registry and won't need to be entered again for any other Excel spreadsheets.



The screenshot shows a dialog box titled "Settings" with a standard Windows-style title bar (back, forward, refresh, and close buttons). The dialog contains two text input fields. The first field is labeled "Whalewisdom Secret Access key:" and is currently empty. The second field is labeled "Whalewisdom Shared Access Key:" and is also empty. Below the input fields is a "Save" button.

Quarter Ids

Choosing Quarter Ids will bring up a list of 13F filing dates along with their id and whether or not they are available for your subscription. You will need to know a quarter's id if you need to query a specific quarter's 13F holdings.

ID	Description	Access	
1	03/31/2001	Available	
2	06/30/2001	Available	
3	09/30/2001	Available	
4	12/31/2001	Available	
5	03/31/2002	Available	
6	06/30/2002	Available	
7	09/30/2002	Available	
8	12/31/2002	Available	
9	03/31/2003	Available	
10	06/30/2003	Available	
11	09/30/2003	Available	
12	12/31/2003	Available	
13	03/31/2004	Available	
14	06/30/2004	Available	
15	09/30/2004	Available	
16	12/31/2004	Available	
17	03/31/2005	Available	
18	06/30/2005	Available	
19	09/30/2005	Available	
20	12/31/2005	Available	
21	03/31/2006	Available	
22	06/30/2006	Available	
23	09/30/2006	Available	

Filer Lookup

Use the filer lookup tool to get the id of any filers you want to retrieve holdings for.

Search for Filers

Name:

CIK:

City:

State:

Restrict to 13F Filers

Restrict to Hedge Funds

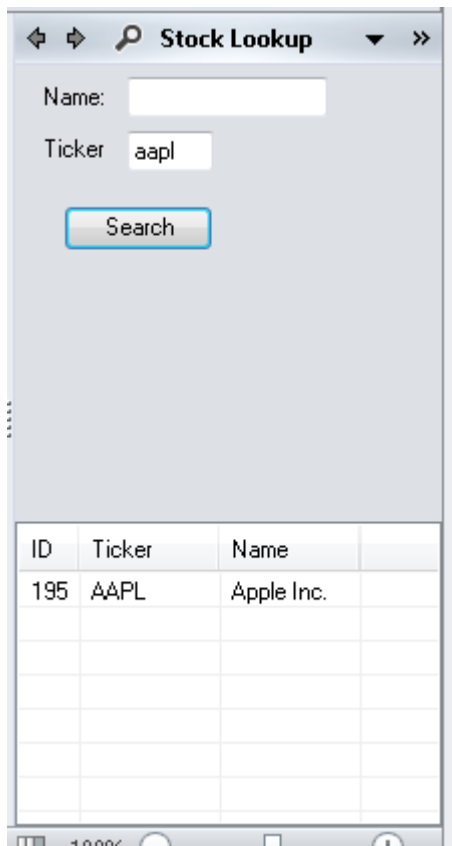
Last 13F Portfolio Value:

from to

ID	Name
1180	GENERAL RE NEW ENGLAND ASSET MANAGEMENT I
349	BERKSHIRE HATHAWAY INC
347	BERKOWITZ CAPITAL & CO LLC
346	BERKELEY CAPITAL MANAGEMENT LLC
348	BERKSHIRE ASSET MANAGEMENT LLC

Stock Lookup

Use the stock lookup tool to find the id of any stocks you want to get holders for.



Stock Lookup

Name:

Ticker

ID	Ticker	Name
195	AAPL	Apple Inc.

Load 13F Holdings

This command utilizes the new holdings API call which lets you download multiple filer holdings at once. As you can see from the screenshot, you have lots of options when retrieving data.

The screenshot shows a web interface titled "Load 13F Holdings" with the following sections and options:

- Where to place results:**
 - One Filer Per Sheet
 - All Filers on Current Sheet
- Filters:**
 - File IDs (comma separated):
 - Which 13F Quarters?:
 - Most recent
 - Comma-delimited list of ids:
 - All Available 13F Data
 - Stock Ids (optional comma-delimited list of stock ids):
 - Include Sch. 13D/G Data after quarter filing date?
- Output:**
 - Sort by:
 - Sort Direction:
 - Number of results to return (blank to return all):
 - Columns to include: (blank for all)
 - filer_id
 - filer_name
 - stock_id
 - stock_name
 - stock_ticker
 - security_type
 - shares_change

At the bottom of the form is a button labeled "Load Holdings".

Options:

- Where to place results:
 - One Filer Per Sheet – Each filer requested will be placed in a new sheet. Any existing sheets for this filer will be replaced.
 - All Filers on Current Sheet – Filer holdings will be inserted into the next empty row of the current active sheet
- Filer IDs – This is the only required field. You must specify the id of at least one 13F filer to retrieve. You can specify more (too many will impact Excel performance). When requesting multiple filers, be sure to separate each id with a single comma (,).
- Which 13F Quarters
 - Most recent – Will return holdings for the most recent quarter available for the filer(s) requested.
 - Comma-delimited list of ids – Will return holdings for each quarter id supplied
 - All Available - Will return all holdings available for each filer requested with each quarters portfolio contained in a separate table.
- Stock Ids – You may optionally restrict holdings returned to one or more stocks by provided a comma delimited list of stock ids to filter by. Leave blank to not filter by stock.
- Include Sch. 13D/G Data? – if checked then the portfolio returned will be updated with any 13D or 13G filings that have come out after the quarter end date. This option is only available when “most recent” is selected for which 13F quarters to return.
- Sort by: field that holdings will be sorted by when returned. This field is not required.
- Sort Direction: sort in either ascending or descending order
- Number of results to return – Optionally limit the number of holdings returned.
- Columns to include – Only return fields you are interested in or leave blank to return all fields.

Example results:

The screenshot displays a Microsoft Excel spreadsheet titled 'Book1 - Microsoft Excel' with a worksheet named 'Whalewisdom'. The spreadsheet shows the top 36 holdings of Berkshire Hathaway Inc. as of 2013-09-30. The data is organized into columns for stock name, ticker, security type, shares change, position change type, current ranking, current percent of portfolio, and current market value (mv).

Rank	Stock Name	Stock Ticker	Security Type	Shares Change	Position Change Type	Current Ranking	Current Percent of Portfolio	Current MV
1	Wells Fargo & WFC	WFC	SH	.00		1	20.79	19,136,598,000
2	The Coca-Cola KO	KO	SH	.00		2	16.46	15,152,001,000
3	INTERNATIONAL IBM	IBM	SH	.00		3	13.71	12,614,828,000
4	American Expr AXP	AXP	SH	.00		4	12.44	11,449,640,000
5	Procter & Gam PG	PG	SH	.00		5	4.34	3,990,629,000
6	Wal-Mart Store WMT	WMT	SH	.00		6	3.96	3,642,325,000
7	Exxon Mobil OXOM	OXOM	SH	8,845,261.00	addition	7	3.75	3,449,290,000
8	U.S. Bancorp USB	USB	SH	840,200.00	addition	8	3.14	2,894,119,000
9	DIRECTV DTV	DTV	SH	-760,700.00	reduction	9	2.37	2,182,848,000
10	DaVita, Inc. DVA	DVA	SH	16,472,924.00	addition	10	1.94	1,789,325,000
11	Moody's Corp. MCO	MCO	SH	.00		11	1.90	1,752,777,000
12	PHILLIPS 66 PSX	PSX	SH	.00		12	1.71	1,570,618,000
13	General Motor GM	GM	SH	.00		13	1.56	1,438,800,000
14	The Washingtc WPO	WPO	SH	.00		14	1.15	1,056,270,000
15	ConocoPhillip COP	COP	SH	-10,594,641.00	reduction	15	1.02	940,419,000
16	Liberty Media LMCA	LMCA	SH	.00		16	.90	827,327,000
17	The Bank of N BK	BK	SH	8,807.00	addition	17	.81	744,269,000
18	National Oilwe NOV	NOV	SH	.00		18	.75	693,617,000
19	CHICAGO BRID CBI	CBI	SH	.00		19	.70	647,254,000
20	Suncor Energy SU	SU	SH	240,500.00	addition	20	.70	644,396,000
21	Viacom Inc 6.8 VIAB	VIAB	SH	.00		21	.69	635,809,000
22	M&T Bank Cor MTB	MTB	SH	.00		22	.65	602,358,000
23	VeriSign Inc. VRSN	VRSN	SH	64,100.00	addition	23	.61	557,832,000
24	Costco Wholesale COST	COST	SH	.00		24	.54	499,073,000
25	USG Corp. USG	USG	SH	.00		25	.53	487,923,000
26	Precision Cast PCP	PCP	SH	.00		26	.49	449,330,000
27	WABCO Holdir WBC	WBC	SH	.00		27	.37	343,471,000
28	Deere & Comp DE	DE	SH	.00		28	.35	323,832,000
29	Torchmark Cor TMK	TMK	SH	.00		29	.33	306,461,000
30	Visa, Inc. V	V	SH	.00		30	.32	297,248,000
31	Mastercard Inc MA	MA	SH	.00		31	.30	272,476,000
32	Sanofi-Aventis SNY	SNY	SH	-157,800.00	reduction	32	.21	197,754,000
33	STARZ SER A C STRZA	STRZA	SH	.00		33	.17	158,156,000
34	APPALOOSA MANAGEMENT LP	APPALOOSA	LP	.00		34	.11	101,561,000

The 'Load 13F Holdings' sidebar panel on the right includes the following options:

- Where to place results:
 - One Filer Per Sheet
 - All Filers on Current Sheet
- Filters:
 - Filer IDs (comma separated): 163,349
 - Which 13F Quarters?
 - Most recent
 - Comma-delimited list of ids
 - All Available 13F Data
 - Stock ids (optional comma-delimited list of stock ids):
 - Include Sch. 13D/G Data after quarter filing date?
- Output:
 - Sort by: [Dropdown]
 - Sort Direction: [Dropdown]
 - Number of results to return (blank to return all):
 - Columns to include: (blank for all)
 - filer_id
 - filer_name
 - stock_id
 - stock_name
 - stock_ticker
 - security_type
 - shares_change
- Load Holdings button

Load 13F Stock Holders

This command utilizes the new “holders” API call to bring back all holders of a specific stock.

◀ ▶ 📄 Load 13F Stock Hol... ▼

Where to place results:

One Stock Per Sheet

All Stocks on Current Sheet

Filters:

Stock IDs (comma separated)

Which 13F Quarters?

Most recent

Comma-delimited list of ids

All Available 13F Data

Filer IDs (optional comma-delimited list of stock ids)

Include Sch. 13D/G Data after quarter filing date?

Output

Sort by:

Sort Direction:

Number of results to return (blank to return all)

Columns to include: (blank for all)

filer_id

filer_name

stock_id

stock_name

stock_ticker

security_type

shares_change

Load Holders

Options available include

- Where to place results
 - One Stock Per Sheet – Each stock requested will be placed in a new sheet. Any existing sheets for this stock will be replaced.
 - All Stocks on Current Sheet – Stock holders will be inserted into the next empty row of the current active sheet
- Stock Ids: This field is required. Include one or more ids of stocks to bring back holders for.
- Which 13F Quarter
 - Most recent – This will bring back holders for the most recent quarter available on the stocks requested.
 - Comma-delimited list of ids – will bring back holders for each quarter id supplied.
 - All Available 13F Data – This will return all holders for all 13F quarters for each stock requested. Quarters will be broken out into separate tables.
- Filer Ids – You can optionally restrict holders to only those filers you are interested in by supplying a comma-delimited list of filer ids.
- Include Sch 13D/G Data? – if checked then the holders returned will be updated with any 13D or 13G filings that have come out after the quarter end date. This option is only available when “most recent” is selected for which 13F quarters to return.
- Sort by: field that holdings will be sorted by when returned. This field is not required.
- Sort Direction: sort in either ascending or descending order
- Number of results to return – Optionally limit the number of holdings returned.
- Columns to include – Only return fields you are interested in or leave blank to return all fields.

Example results:

The screenshot shows an Excel spreadsheet with the following data:

filer id	filer name	security type	shares change	position change type	current ranking	current percent of portfolio	current mv	current
1947	MORGAN STA SH		-776,485.00	reduction	133	.18	379,098,000.00	
3049	VANGUARD G SH		198,232.00	addition	886	.02	184,169,000.00	
3138	WELLINGTON SH		902,969.00	addition	438	.04	121,486,000.00	
36674	SUSQUEHANN CALL		882,000.00	addition	264	.06	117,309,000.00	
138141	FAIRPOINTE C SH		303,143.00	addition	32	1.69	100,770,000.00	
2764	STATE STREET SH		85,440.00	addition	831	.01	96,768,000.00	
36674	SUSQUEHANN PUT		387,300.00	addition	340	.05	91,570,000.00	
859	DIMENSIONA SH		302,038.00	addition	306	.07	81,158,000.00	
292	BLACKROCK II SH		-393,965.00	reduction	952	.01	75,238,000.00	
166	AQR CAPITAL SH		350,219.00	addition	112	.22	62,592,000.00	
1533	JETSTREAM C CALL		1,400,000.00	new	9	1.10	56,294,000.00	
2542	SANDLER CAP PUT		363,000.00	addition	14	1.36	42,767,000.00	
1505	JPMORGAN C SH		179,202.00	addition	928	.01	38,904,000.00	
281	Bank of New ` SH		63,163.00	addition	1012	.01	38,529,000.00	
70431	CITADEL ADVI PUT		283,400.00	addition	421	.06	37,689,000.00	
1684	LETKO BROSSI SH		-2,680.00	reduction	61	.32	36,840,000.00	
70431	CITADEL ADVI CALL		319,800.00	addition	440	.06	36,358,000.00	
70316	BLACKROCK F SH		44,609.00	addition	1569	.01	35,695,000.00	
36674	SUSQUEHANN SH		325,051.00	addition	801	.02	35,064,000.00	
1519	JANUS CAPITV SH		174,900.00	addition	463	.03	30,696,000.00	
1284	GUGGENHEIM SH		209,709.00	addition	251	.10	28,511,000.00	
2043	NORTHERN TF SH		-437,298.00	reduction	1159	.01	28,311,000.00	
1222	GOLDMAN SA PUT		336,800.00	addition	1350	.01	28,256,000.00	
2299	PRICE T ROWE SH		242,700.00	addition	987	.01	27,832,000.00	
1222	GOLDMAN SA CALL		210,200.00	addition	1509	.01	23,101,000.00	
1222	GOLDMAN SA SH		-15,659.00	reduction	1525	.01	22,650,000.00	
70431	CITADEL ADVI SH		340,077.00	addition	694	.03	20,790,000.00	
1188	GEODE CAPITV SH		-13,860.00	reduction	691	.02	20,420,000.00	
1433	HUSSMAN STI SH		149,000.00	addition	34	1.10	20,105,000.00	
70058	STATE OF NEV SH		500,000.00	new	255	.10	20,105,000.00	
91	ALLIANZ ASSE SH		367,535.00	addition	520	.03	19,252,000.00	
58285	CORNERSTON SH		199,964.00	addition	108	.23	19,184,000.00	
147	INVESCO LTD. SH		-1,601,869.00	reduction	1166	.01	18,638,000.00	
372	BLACKROCK C SH		-66,025.00	reduction	787	.01	18,207,000.00	

The task pane on the right includes the following options:

- Where to place results:
 - One Stock Per Sheet
 - All Stocks on Current Sheet
- Filters:
 - Stock IDs (comma separated): 195,6021
 - Which 13F Quarters?
 - Most recent
 - Comma-delimited list of ids
 - All Available 13F Data
 - File Ids (optional comma-delimited list of stock ids):
 - Include Sch. 13D/G Data after quarter filing date?
- Output:
 - Sort by: [Dropdown]
 - Sort Direction: [Dropdown]
 - Number of results to return (blank to return all):
 - Columns to include: (blank for all)
 - filer_id
 - filer_name
 - stock_id
 - stock_name
 - stock_ticker
 - security_type
 - shares_change
- Load Holders [Button]

Subscription Status

Use this to check on the number of filers/stocks you can bring back based on your subscription and usage.

Subscription Status

Refresh Status

User Email:

Subscription Status:

Subscription End Date:

Tiered Subscription

Start Date:

End Date:

Allowed # of Filers

Allowed # of Stocks

Filers Downloaded:

Stocks Downloaded: