12.4 Growth Estimates: Analysts' Forecasts

Since investor growth expectations are the quantities desired in the DCF model, the use of growth forecasts published by investment services merits serious consideration. The growth rates assumed by investors can be determined by a study of the analyses of future earnings and projected long-run growth rates made by the investment community. The anticipated long-run growth rates actually used by institutional investors to determine the desirability of investing in different securities influence investors' growth anticipations.

Typically, growth forecasts are in the form of earnings per share over periods ranging from one to 5 years, and are supported by extensive financial analysis.[7] The average growth rate estimate from all the analysts that follow the company measures the consensus expectation of the investment community for that company. In most cases, it is necessary to use earnings forecasts rather than dividend forecasts due to the extreme scarcity of dividend forecasts compared to the widespread availability of earnings forecasts. Given the paucity of dividend forecasts, using the latter would produce unreliable DCF results. In any event, the use of the DCF model prospectively assumes constant growth in both earnings and dividends. Moreover, as discussed below, there is an abundance of empirical research that shows the validity and superiority of earnings forecasts relative to historical estimates when estimating the cost of capital.

The uniformity of growth projections is a test of whether they are typical of the market as a whole. If, for example, 10 out of 15 analysts forecast growth in the 5% - 7% range, the probability is high that their analysis reflects a degree of consensus in the market as a whole. As a side note, the lack of uniformity in growth projections is a reasonable indicator of higher risk. Chapter 3 alluded to divergence of opinion amongst analysts as a valid risk indicator.

Because of the dominance of institutional investors and their influence on individual investors, analysts' forecasts of long-run growth rates provide a sound basis for estimating required returns. Financial analysts exert a strong influence on the expectations of many investors who do not possess the resources to make their own forecasts, that is, they are a cause of g. The accuracy of these forecasts in the sense of whether they turn out to be correct is not at issue here, as long as they reflect widely held expectations. As long as the forecasts are typical and/or influential in that they are consistent with current stock price levels, they are relevant. The use of analysts' forecasts in the DCF model is sometimes denounced on the grounds that it is dif-

7. Analysts do not generally disseminate their methods of forecasting and do not generally recommend the purchase or sale of a security based on any single growth variable or growth estimating technique. A professional financial analyst is reluctant to reveal the premises and methods of his professional judgment and recommendations. Moreover, analysts' buy/sell recommendations result from complex judgments that cannot be reduced to a single variable or to simple mechanistic equations or models. Several methods and algorithms, involving both quantitative and qualitative factors, are likely to be used in arriving at a final growth forecast, including historical indicators.