|   | What is wrong with this model? (3 stage DDM)                              |                    |
|---|---|--------------------|
|   | If this is your problem   | this may           |
| • | If you are getting too low a value from this model,                       |                    |
|   | - the stable period payout ratio is too low for a stable firm (< 40%)     | If using fundame   |
|   |   | If entering direct |
|   | - the beta in the stable period is too high for a stable firm             | Use a beta close   |
| • | If you get an extremely high value,                                       |                    |
|   | - the growth rate in the stable growth period is too high for stable firm | Use a growth rat   |
|   | - the period of growth (high + transition) is too high                    | Use shorter high   |