

## Selected Portfolio Positions Review: 07-08-20

In this week's selected portfolio positions review (07-08-20), we want to review a few of the trades we made recently. We also want to discuss a couple of positions we make take action on soon.

### AAPL - Apple, Inc. (Looking To Take Profits)

AAPL Apple, Inc. Nasdaq GS

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Technology / Computer Hardware

|                           |           |                       |                              |
|---------------------------|-----------|-----------------------|------------------------------|
| Open: <b>375.41</b>       | Ask:      | P/E: <b>29.22</b>     | Options: <b>yes</b>          |
| High: <b>378.62</b>       | Ask Size: | EPS: <b>12.76</b>     | Annual Dividend: <b>3.13</b> |
| Low: <b>372.23</b>        | Bid:      | Mkt Cap: <b>1.62T</b> | Yield: <b>0.84%</b>          |
| Prev Close: <b>373.85</b> | Bid Size: | Last Size:            | SCTR (Large): <b>95.2</b>    |

Tuesday 7-Jul-2020

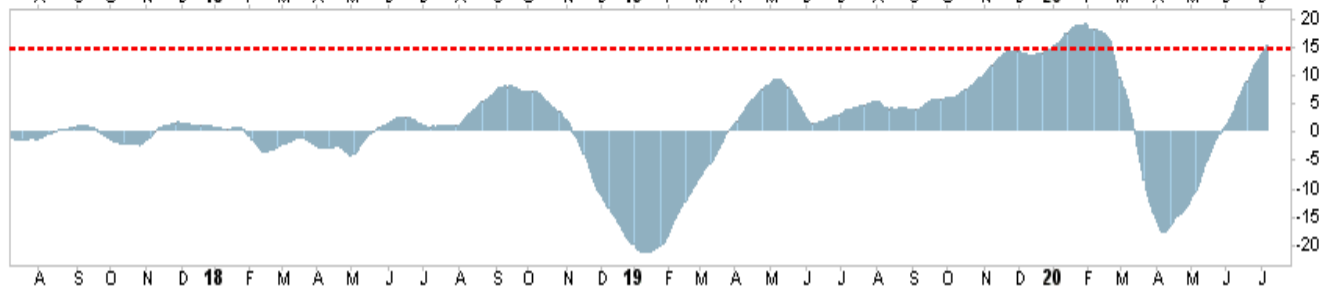
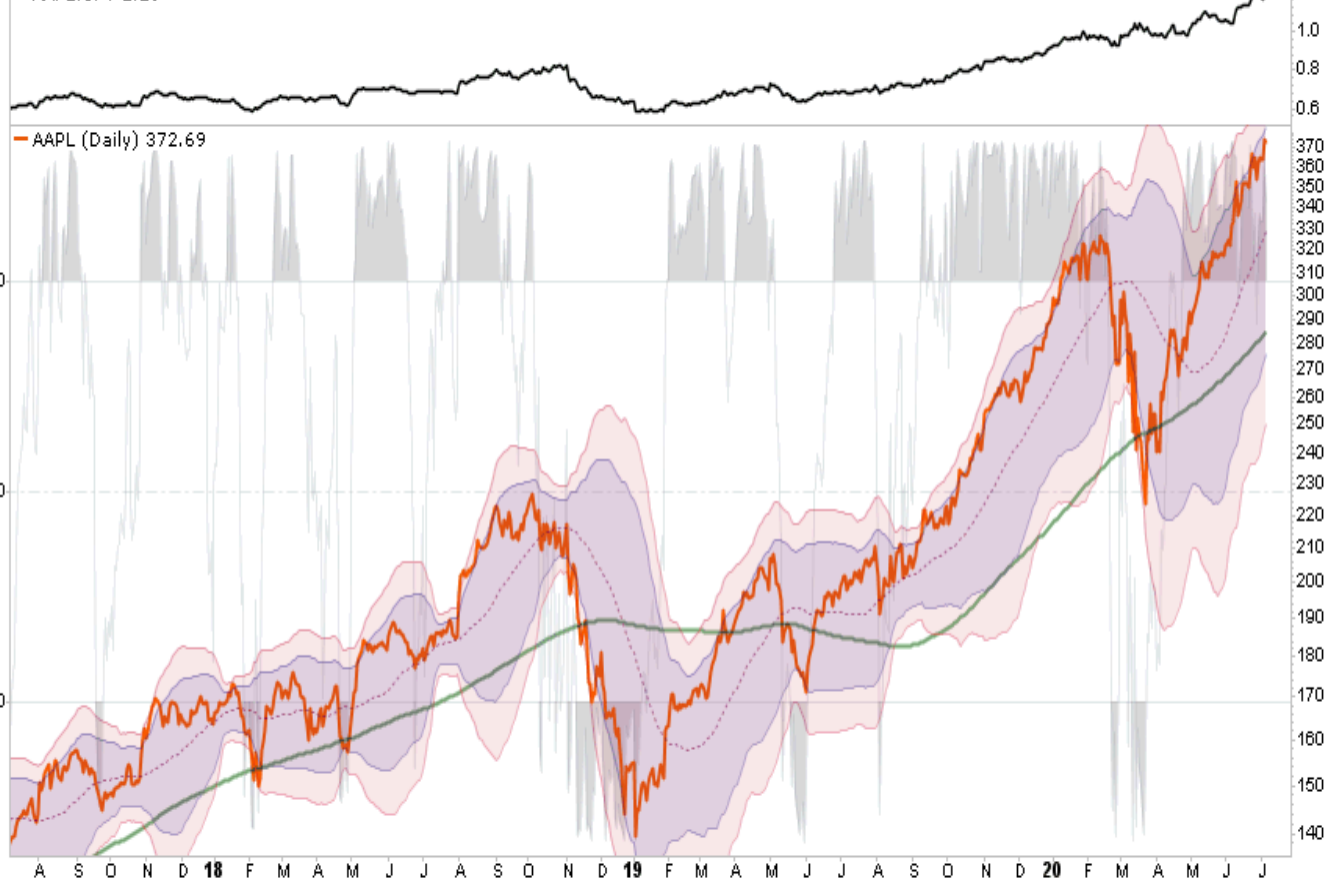
▼ **-0.31%**

Chg: **-1.16**

Last: **372.69**

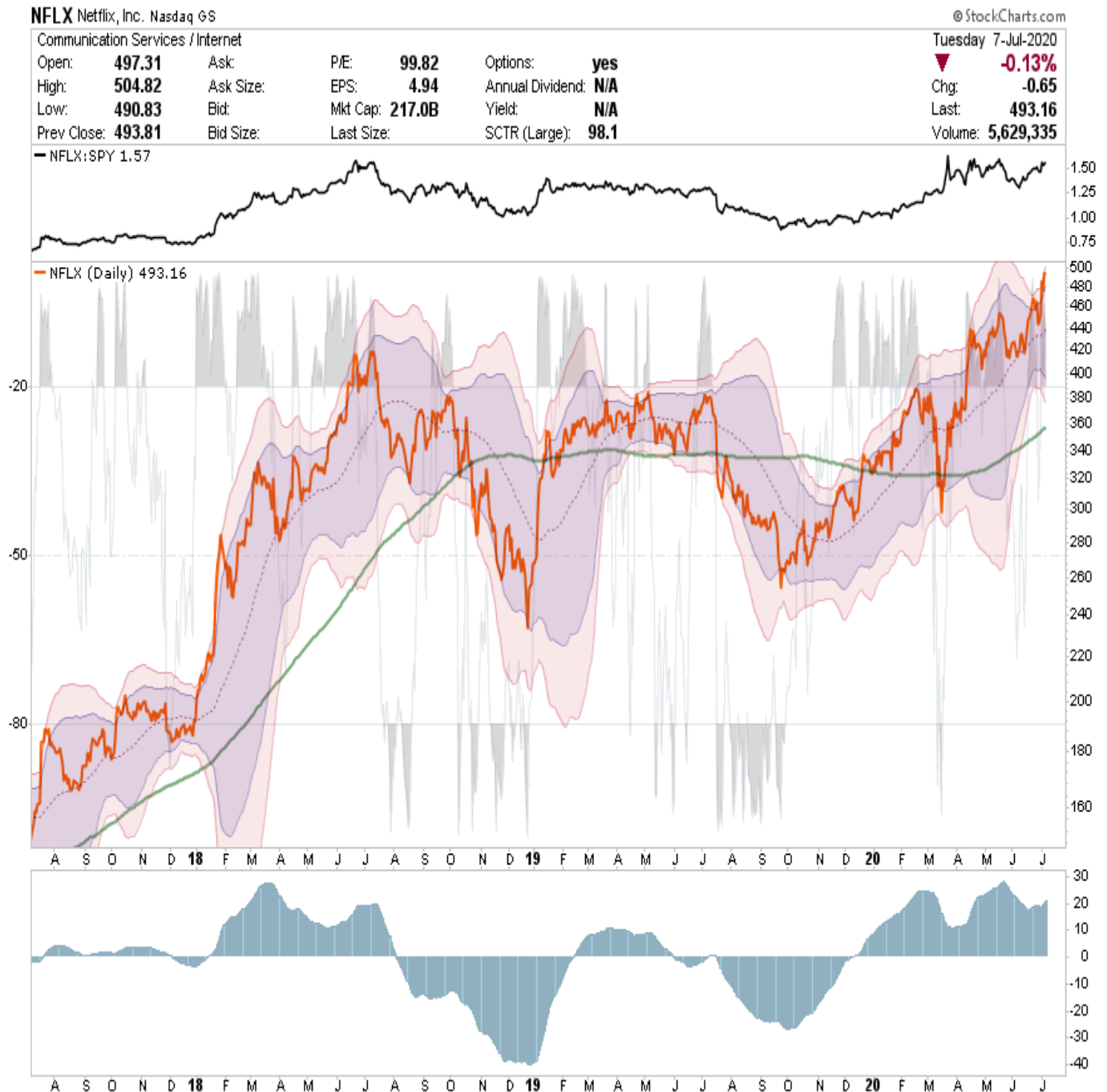
Volume: **27,571,634**

— AAPL:SPY 1.19



- Over the last couple of years, we have bought AAPL, taken profits, added more on dips or breakouts.
- With AAPL pushing into the 3-standard deviation overbought zone, like many of the market sectors, we are looking to reduce our position slightly to take in some of the gains.&#2013266080;
- We will look for a pullback to add back to the position.&#2013266080;
- Stop loss is at \$310

## NFLX - Netflix&#2013266080;(Looking To Take Profits)



- Like AAPL, we added to our holdings of NFLX previously.
- Like AAPL the recent surge has taken the stock into an extreme overbought condition.
- We are looking to reduce our position slightly and wait for a correction or consolidation to work off the extreme conditions to rebuild the holding.&#2013266080;

- Stop set at \$385

## AMZN - Amazon, Inc.



- Also, like AAPL, after adding to AMZN previously, the near vertical spike in the AMZN suggests that profit taking is prudent. 2013266080;
- We will look for an opportunity to rebuild the position on a pullback or consolidation.
- Stop set at \$2350.

## AEP - American Electric Power (Reduced Holding)

# AEP American Elec Pwr Co., Inc. NYSE

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Utilities / Conventional Electricity

Open: **81.30** Ask: P/E: **22.15** Options: **yes**  
 High: **82.57** Ask Size: EPS: **3.72** Annual Dividend: **2.77**  
 Low: **80.64** Bid: Mkt Cap: **40.9B** Yield: **3.36%**  
 Prev Close: **82.12** Bid Size: Last Size: SCTR (Large): **49.0**

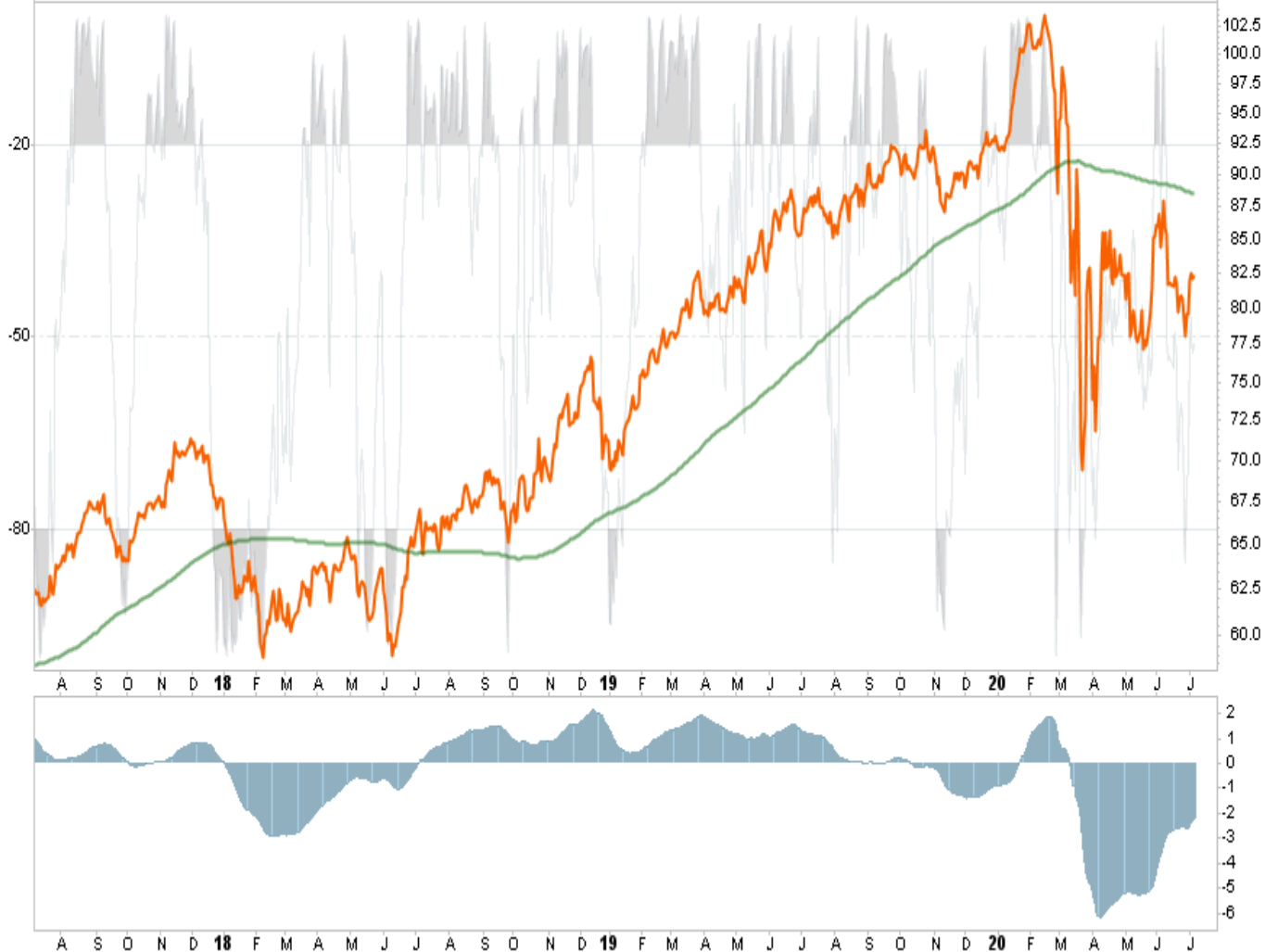
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▲ **+0.33%**

Chg: **+0.27**

Last: **82.39**

Volume: **2,940,243**



- AEP and DUK have both been good holdings for us in the past, but defensive positioning has lagged as of late weighing on overall portfolio performance.
- We still like both of our holdings and suspect they will perform better during a market correction. However, in the meantime we reduce our positioning in both DUK and AEP by 1/3rd.

## CLX - Clorox Co.

### CLX Clorox Co. NYSE

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Consumer Staples / Nondurable Home Products

Open: **220.74** Ask: P/E: **32.82** Options: **yes**  
 High: **224.98** Ask Size: EPS: **6.82** Annual Dividend: **4.24**  
 Low: **220.52** Bid: Mkt Cap: **28.0B** Yield: **1.89%**  
 Prev Close: **221.42** Bid Size: Last Size: SCTR (Large): **97.7**

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▲ **+1.08%**

Chg: **+2.39**

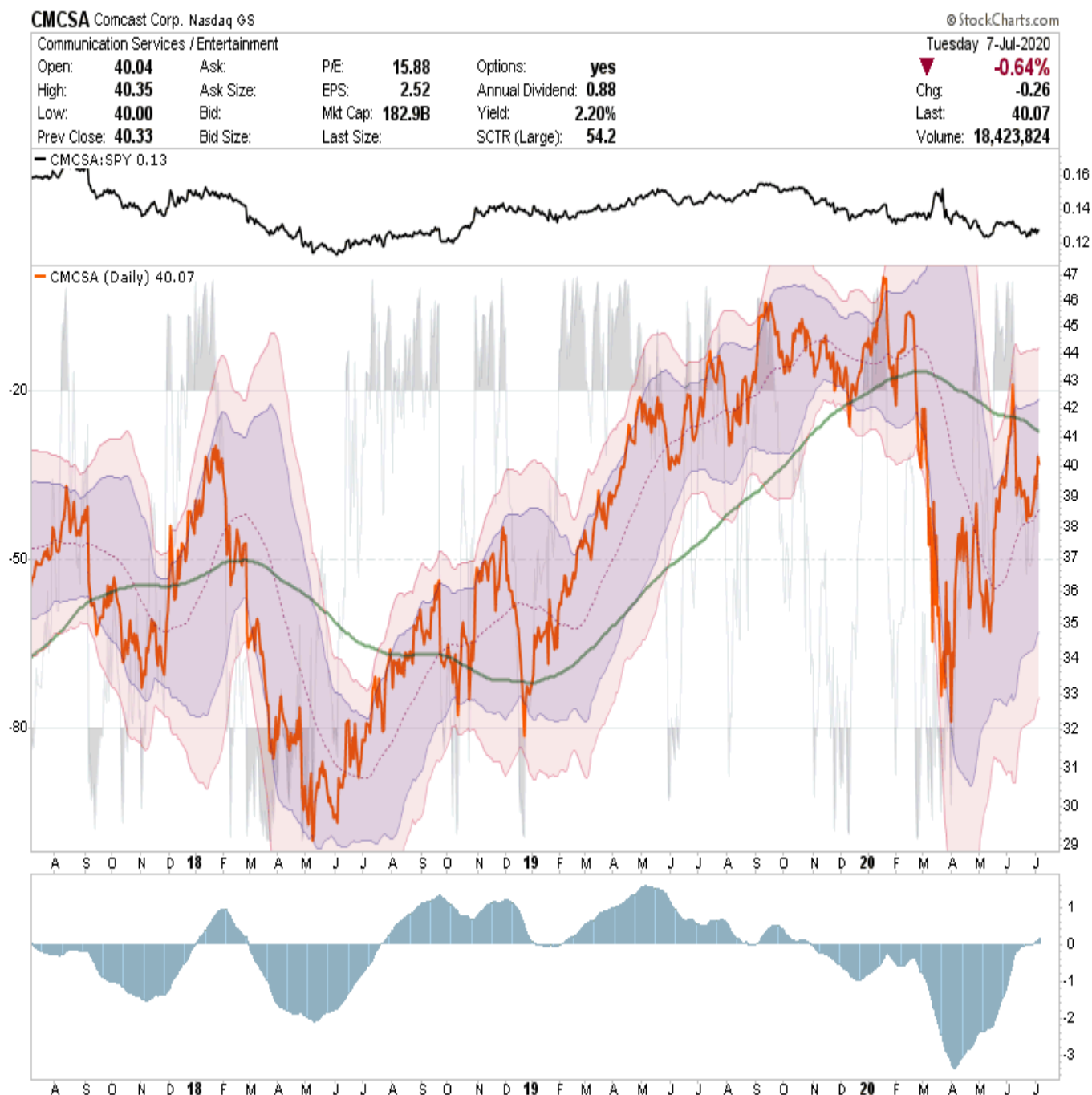
Last: **223.81**

Volume: **1,258,807**



- *CLX has been a stellar performer since we added the position earlier this year.&#2013266080;*
- *The COVID trades have been in favor, but with the extreme overbought condition we took profits in CLX recently and rebalanced the position in portfolios.*

## CMCSA - Comcast Corp.



- *In the same vane of the "work at home," "COVID," trades we added to our holdings in CMCSA.*
- *We continue to like the position although it has underperformed the market as of late.*
- *With the resurgence in the "virus" we suspect we will begin to see better performance as the rotation to these types of companies continues.*

## CSCO - Cisco Systems

**CSCO** Cisco Systems, Inc. Nasdaq GS

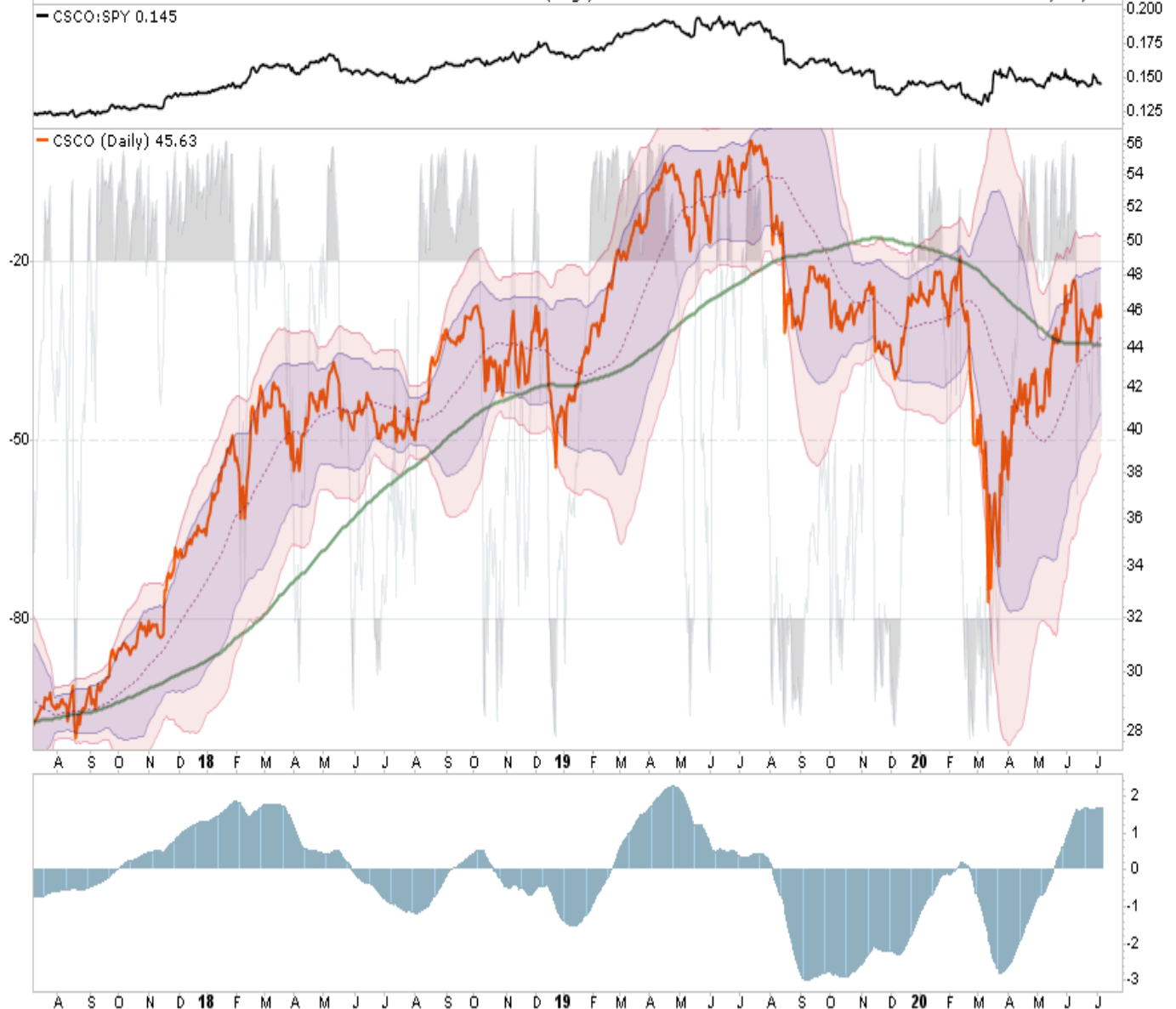
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Technology / Telecom Equipment

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|                          |           |                        |                              |
|--------------------------|-----------|------------------------|------------------------------|
| Open: <b>46.12</b>       | Ask:      | P/E: <b>18.11</b>      | Options: <b>yes</b>          |
| High: <b>46.29</b>       | Ask Size: | EPS: <b>2.52</b>       | Annual Dividend: <b>1.42</b> |
| Low: <b>45.56</b>        | Bid:      | Mkt Cap: <b>192.6B</b> | Yield: <b>3.11%</b>          |
| Prev Close: <b>46.42</b> | Bid Size: | Last Size:             | SCTR (Large): <b>62.2</b>    |

▼ **-1.70%**  
 Chg: **-0.79**  
 Last: **45.63**  
 Volume: **17,065,776**



- As with CMCSA, we also added to our position in CSCO recently for virus play.&#2013266080;
- CSCO is a bit overbought, but holding support at the 200-dma.&#2013266080;
- We have a stop on the position at \$40.

**MSFT - Microsoft Corp.&#2013266080;(Looking To Take Profits)****MSFT** Microsoft Corp. Nasdaq GS

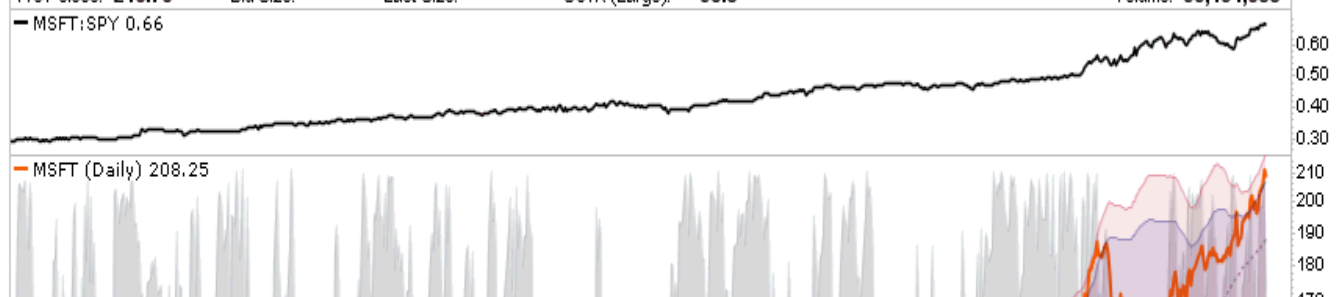
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Technology / Software

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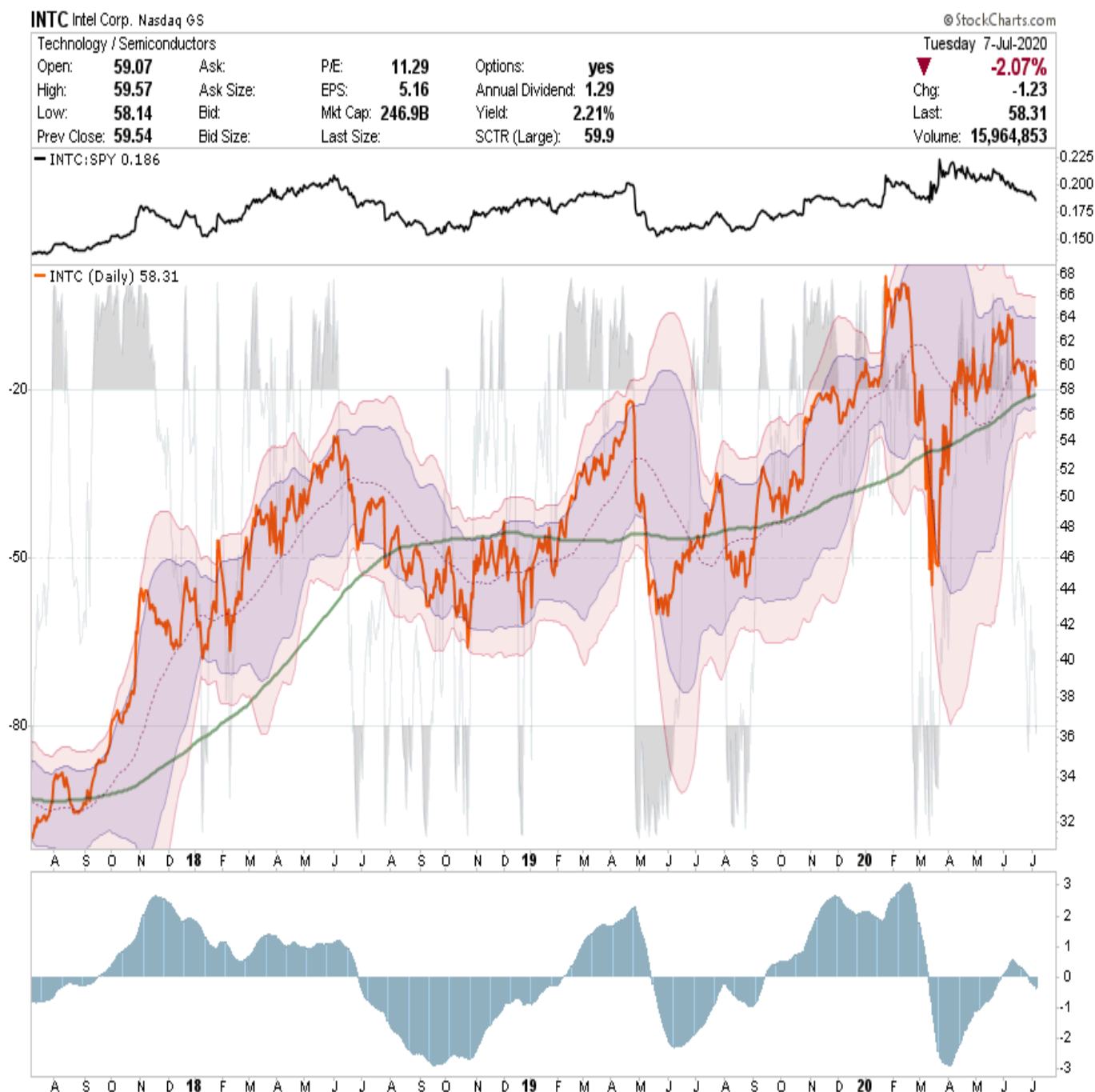
|                           |           |                       |                              |
|---------------------------|-----------|-----------------------|------------------------------|
| Open: <b>210.45</b>       | Ask:      | P/E: <b>34.68</b>     | Options: <b>yes</b>          |
| High: <b>214.67</b>       | Ask Size: | EPS: <b>6.01</b>      | Annual Dividend: <b>1.99</b> |
| Low: <b>207.99</b>        | Bid:      | Mkt Cap: <b>1.58T</b> | Yield: <b>0.96%</b>          |
| Prev Close: <b>210.70</b> | Bid Size: | Last Size:            | SCTR (Large): <b>95.8</b>    |

▼ **-1.16%**  
 Chg: **-2.45**  
 Last: **208.25**  
 Volume: **33,431,088**



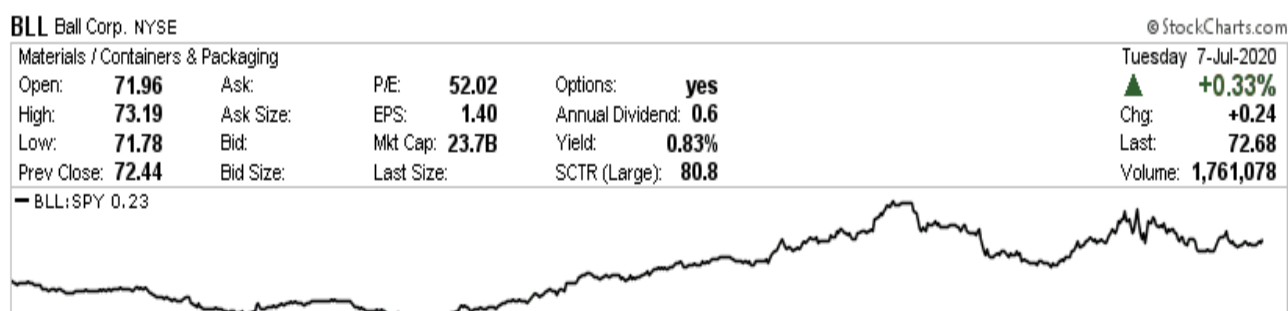
- As with AAPL, AMZN, and NFLX, we are looking to take profits in MSFT at some point soon.&#2013266080;
- The position is extremely overbought and extended, so a correction is likely.&#2013266080;
- We like the position long-term, but valuations are very stretched currently.&#2013266080;

## INTC - Intel Corp.



- After adding INTC, we were unable to gain traction on the position and we were stopped out.

## BLL - Ball Corp.



- *BLL is an industrial company, which makes aluminum cans.*
- *With the virus gaining traction, individuals are consuming more at home, and channel checks show that BLL has been running at near capacity to meet demand.&#2013266080;*
- *They are also considered an "essential business" so the threat of a shutdown is eliminated.&#2013266080;*
- *We have added a small position to start, with a stop at \$67.5*