

Long-Short Idea List: 03-15-19

The new [SCAN TOOL](#) also has several new screening parameters to include both fundamental factors (*Piotroski Score*) and momentum factors (*Mohanram Score*) along with *Zack's* rankings.

HOW TO READ THE CHARTS

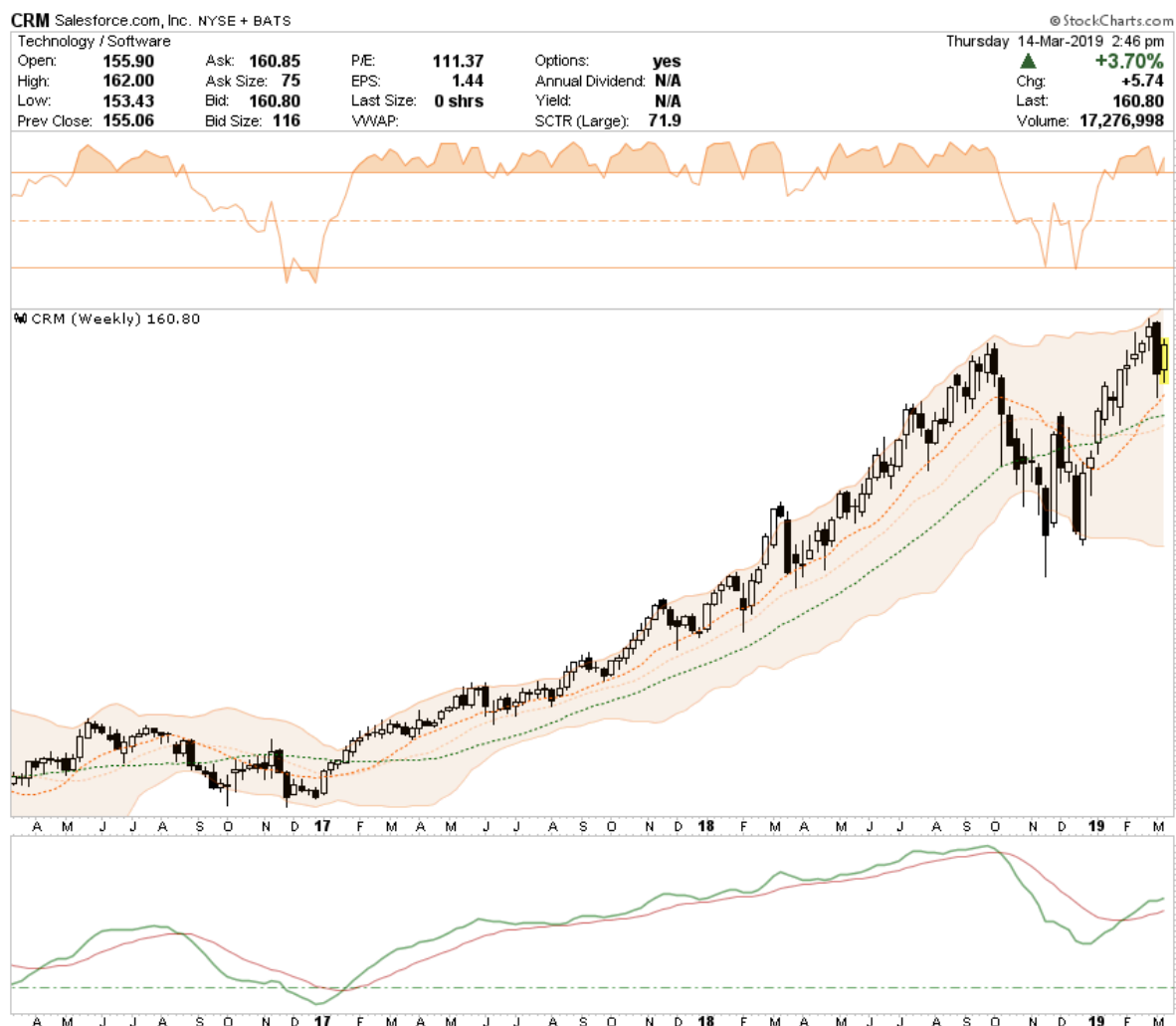
There are four primary components to each chart:

- The price chart is contained within the shaded area which represents 2-standard deviations above and below the short-term moving average.
- The Over Bought/Over Sold indicator is in orange at the top.
- The Support/Resistance line (green) is the longer-term moving average which also acts as a trailing stop in many cases.
- The Buy / Sell is triggered when the green line is above the red line (Buy) or vice-versa (Sell).



LONG CANDIDATES

CRM - Salesforce



- Two weeks ago we recommended CRM as a potential long.
- With the 50-dma crossing above the 200-dma, a breakout to new highs, and a triggered "buy" signal, the bullish trend for CRM remains.
- We said that with CRM being very overbought to look for a pullback to support to add exposure.
- We recommended buying 1/2 position and add on a on pullback to \$150-155.
- That target was reached this week, and the rally this week keeps it on our long-list.
- Stop moved up to \$150

ALE - Alele, Inc.

ALE Allele Inc. NYSE

Utilities / Conventional Electricity

Open: **82.56** Ask: **82.91** P/E: **24.57** Options: **yes**
 High: **84.26** Ask Size: **100** EPS: **3.38** Annual Dividend: **2.2675**
 Low: **82.07** Bid: **82.82** Last Size: **0 shrs** Yield: **2.73%**
 Prev Close: **82.52** Bid Size: **7** VWAP: SCTR (Small): **84.4**

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Thursday 14-Mar-2019 2:41 pm

▲ **+0.56%**
 Chg: **+0.46**
 Last: **82.98**
 Volume: **855,482**



- ALE recently broke above its previous highs.
- Currently, ALE is pushing 2-standard deviations above its intermediate term trend so scaling into the position makes some sense.
- Buy 1/2 position now and 1/2 position on a pullback to \$80 that holds.
- Stop-loss is currently \$78

AMT - American Tower Corp.

AMT American Tower Corp. NYSE + BATS

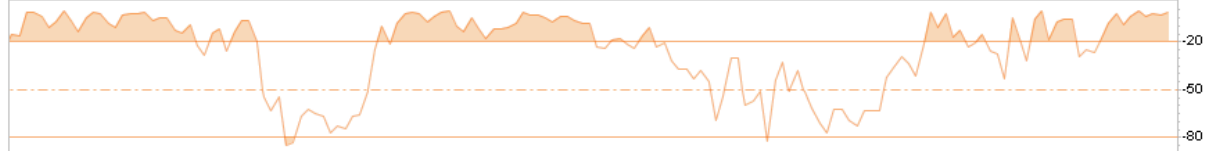
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Real Estate / Specialty REITs

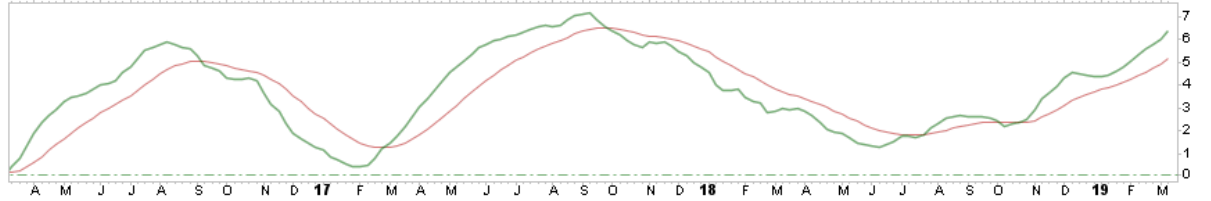
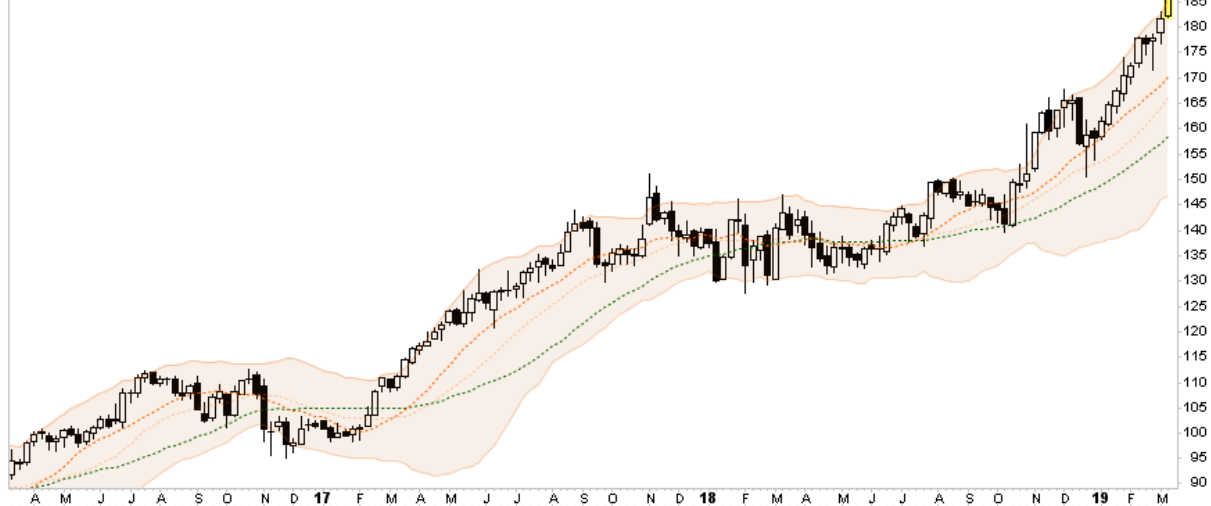
Thursday 14-Mar-2019 2:41 pm

Open: **182.31** Ask: **186.70** P/E: **67.40** Options: **yes**
 High: **187.55** Ask Size: **101** EPS: **2.77** Annual Dividend: **3.15**
 Low: **182.05** Bid: **186.63** Last Size: **0 shrs** Yield: **1.69%**
 Prev Close: **181.61** Bid Size: **100** VWAP: SCTR (Large): **98.2**

▲ **+2.80%**
 Chg: **+5.08**
 Last: **186.69**
 Volume: **5,368,675**



AMT (Weekly) 186.69



- *AMT was a buy recommendation several weeks ago, since then it has just gone parabolic and is grossly extended.*
- *It's time to take profits for now.*
- *Sell 1/2 of the position and look for a pullback to \$170 to add back holdings.*
- *Stop-loss is \$160*

BLL - Ball Corp.



- *BLL was another long-recommendation we made previously which likewise has just gone vertical.*
- *It is time to take profits out of the position.*
- *Sell 1/2 of the position and look to add back to BLL on a pullback to support at \$51 currently.*
- *Stop Loss on balance moved up to \$50*

VZ - Verizon Communications



- *Note: We are long VZ in the Equity Portfolio*
- *After several months of consolidation, VZ finally broke out to the upside.*
- *A position can be added at current levels.*
- *Stop is currently \$55*

SHORT CANDIDATES

AMD - Advanced Micro Devices

AMD Advanced Micro Devices, Inc. Nasdaq GS + BATS

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Technology / Semiconductors

Thursday 14-Mar-2019 2:41 pm

Open: **22.15** Ask: **22.95** P/E: **71.70**
 High: **24.15** Ask Size: **2200** EPS: **0.32**
 Low: **21.98** Bid: **22.94** Last Size: **0 shrs**
 Prev Close: **22.01** Bid Size: **3300** VWAP: **22.5**

Options: **yes**
 Annual Dividend: **N/A**
 Yield: **N/A**
 SCTR (Large): **22.5**

Chg: **+4.25%**
 Last: **22.94**
 Volume: **199,201,248**



- After a rally with the rest of the market, it looks like the trade is done for AMD.
- Global economic weakness is likely to continue weighing on the semi-conductor space for now.
- Parameters are very tight for this trade.
- Short on break, and close, below the 50-dma (\$21.50 currently)
- Stop-loss is at \$25

APA - Apache Corp.

APA Apache Corp. NYSE + BATS

Energy / Exploration & Production

Open: 32.26	Ask: 34.33	P/E: 343.20	Options: yes
High: 34.60	Ask Size: 200	EPS: 0.10	Annual Dividend: 1.0
Low: 32.14	Bid: 34.31	Last Size: 0 shrs	Yield: 2.91%
Prev Close: 31.95	Bid Size: 300	VWAP:	SCTR (Large): 15.4

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Thursday 14-Mar-2019 2:41 pm

 ▲ **+7.42%**

 Chg: **+2.37**

 Last: **34.32**

 Volume: **16,120,124**


- The oil and gas drillers continue to struggle under weaker energy prices and the slowing economy doesn't bode well for them in the near term.
- The recent rally in APA is likely done and there is a reasonable short set-up on the position.
- Short at current levels with a stop \$35
- Target is \$26

BMJ - Bristol Myers Squibb

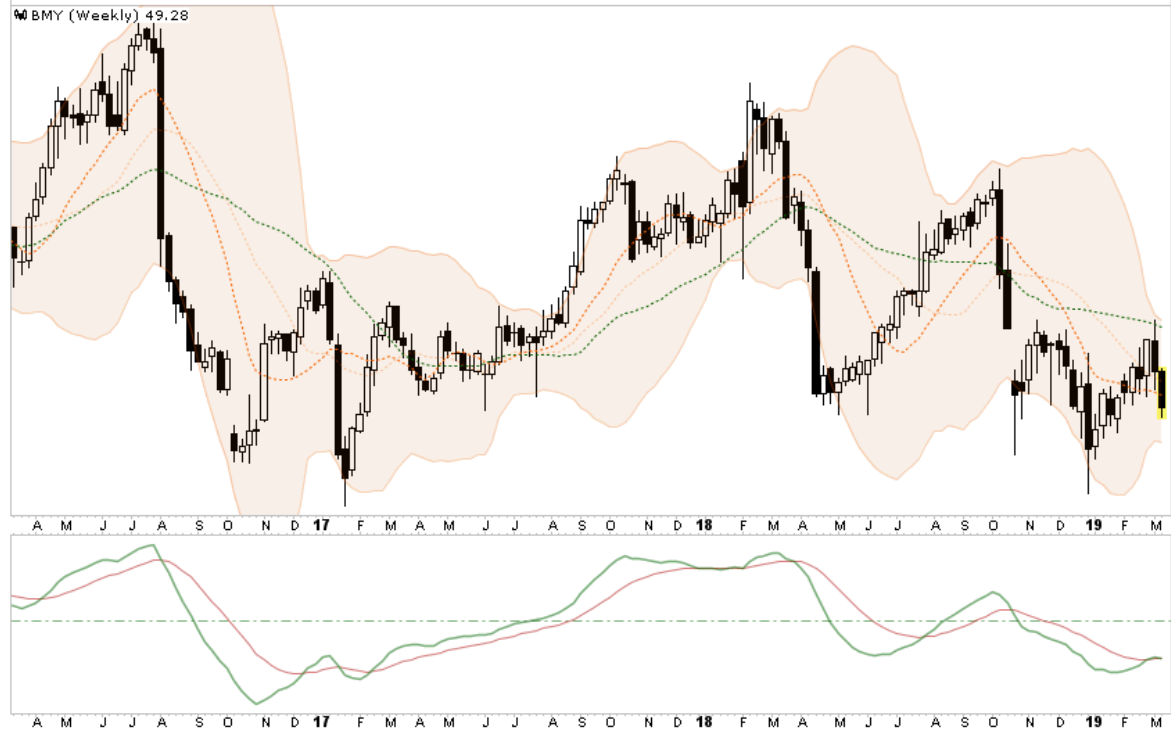
BMJ Bristol Myers Squibb Co. NYSE + BATS

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Health Care / Pharmaceuticals

Thursday 14-Mar-2019 2:45 pm

Open: 51.39	Ask: 49.28	P/E: 16.27	Options: yes	
High: 51.55	Ask Size: 700	EPS: 3.03	Annual Dividend: 1.61	Chg: -4.11%
Low: 48.79	Bid: 49.27	Last Size: 0 shrs	Yield: 3.27%	Last: 49.28
Prev Close: 51.39	Bid Size: 700	VWAP: 	SCTR (Large): 9.1	Volume: 60,511,148



- *BMJ continues to struggle currently.*
- *The recent rally failed at the 200-dma and has now broken back below the 50-dma.*
- *Short at current levels with a stop set at \$54*
- *Target is \$46.*

Anheuser-Busch InBev

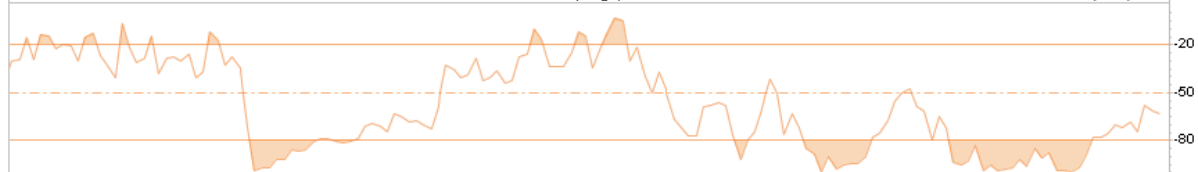
BUD Anheuser-Busch InBev ADR NYSE + BATS

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Consumer Staples / Brewers

Thursday 14-Mar-2019 2:41 pm

Open: 80.81	Ask: 79.87	P/E: 36.00	Options: yes	
High: 81.34	Ask Size: 100	EPS: 2.22	Annual Dividend: 3.29866	Chg: -0.93%
Low: 79.81	Bid: 79.83	Last Size: 0 shrs	Yield: 4.13%	Last: 79.83
Prev Close: 80.58	Bid Size: 100	VWAP: 	SCTR (Large): 28.4	Volume: 3,823,249



- *BUD recently failed on a rally to its 200-dma which has defined its downtrend over the last 18-months.*
- *Short at current levels with a stop at \$82.50*
- *Target for the trade is \$65-67.50*
-

COTY - Coty Inc.



- *COTY remains in a long-term downtrend and the recent earnings related rally did nothing to change that.*
- *Short at current levels with a stop at \$11.50*
- *Target for trade is \$6-7*