

Long-Short Idea List: 07-11-19

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

BRK.B - Berkshire Hathaway

BRK/B Berkshire Hathaway, Inc. NYSE

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Financial / Reinsurance

Wednesday 10-Jul-2019

Open: **214.00** Ask: P/E: **19.66** Options: **yes**
 High: **216.58** Ask Size: EPS: **10.89** Annual Dividend: **N/A**
 Low: **212.97** Bid: Last Size: **N/A** Yield: **N/A**
 Prev Close: **215.25** Bid Size: VWAP: SCTR (Large): **42.6**

Chg: **-0.57%**
 Last: **214.03**
 Volume: **9,368,597**



- If the market is going to continue its rally on the expectation of "Fed rate cuts" then BRK.B is a way to play the broader market in a stock position.
- Just turning up onto a buy signal from fairly low levels is attractive.
- Buy at current levels.
- Stop level is \$205

GOOG - Alphabet, Inc.

GOOG Alphabet Inc. - Class C Nasdaq GS

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Communication Services / Internet

Wednesday 10-Jul-2019

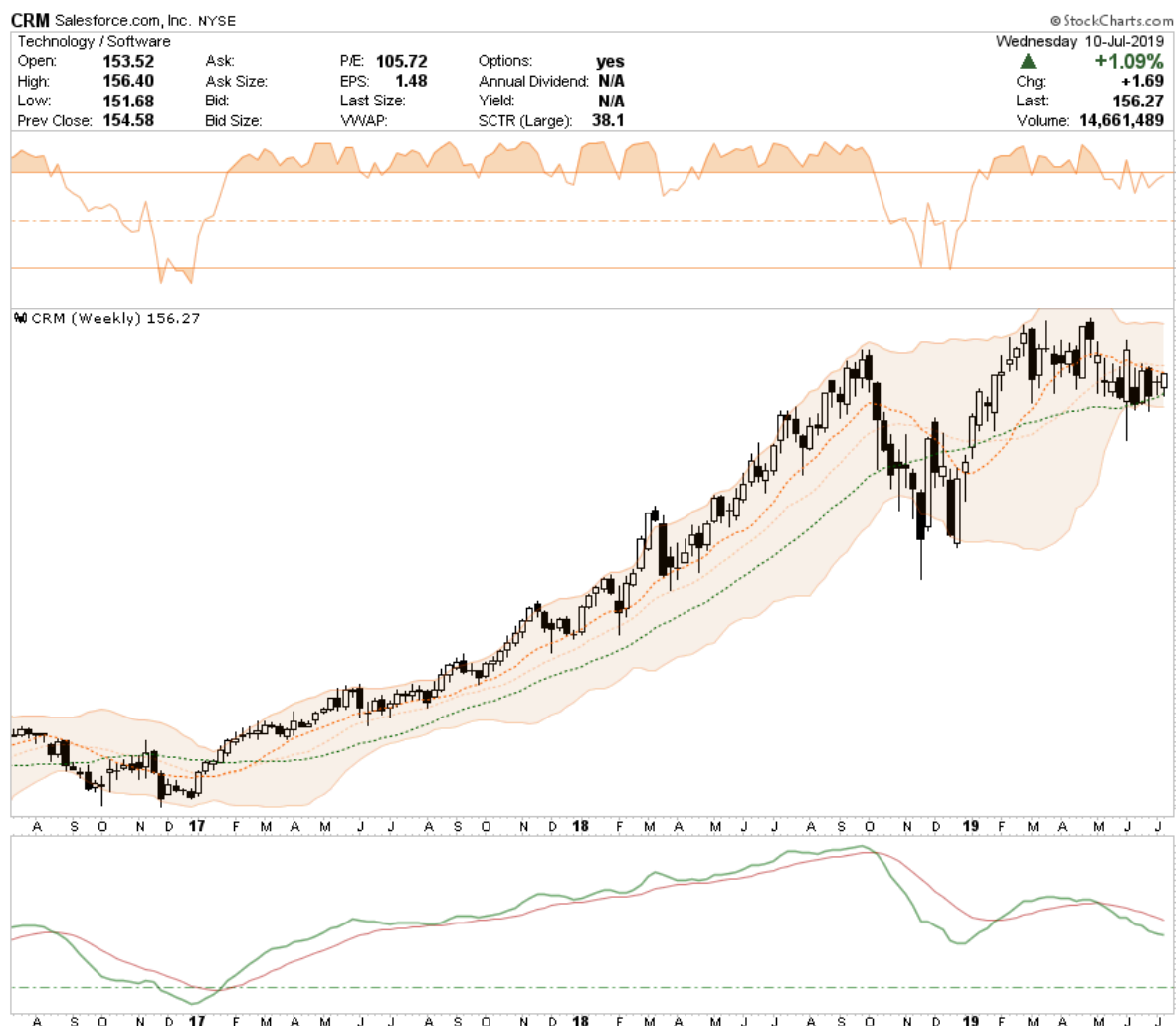
Open: **1125.17** Ask: P/E: **28.61** Options: **yes**
 High: **1142.05** Ask Size: EPS: **39.87** Annual Dividend: **N/A**
 Low: **1107.17** Bid: Yield: **N/A**
 Prev Close: **1131.59** Bid Size: VWAP: SCTR (Large): **35.3**

Chg: **+0.79%**
 Last: **1140.48**
 Volume: **3,771,749**



- We previously recommended going long GOOG, then shorting GOOG, and now we are suggesting going back long again.
- GOOG has gotten oversold and is lagging the rest of the tech market currently. With earnings season approaching there is upside potential for a trade.
- Buy at current levels as stop loss levels are very close.
- Stop-loss is currently \$1100

CRM - Salesforce.com



- CRM has been holding support and consolidating for the last few months.
- With earnings season approaching, an upside surprise could give the position a lift and stop-loss levels are very close.
- Add a position at current levels.
- Stop loss is set at \$150.

FAST - Fastenal Co.

FAST Fastenal Co. Nasdaq GS

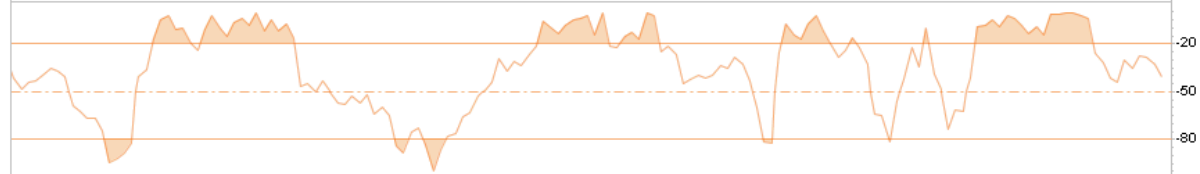
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Industrial / Industrial Suppliers

Wednesday 10-Jul-2019

Open: **32.05** Ask: P/E: **23.17** Options: **yes**
 High: **32.13** Ask Size: EPS: **1.35** Annual Dividend: **0.83**
 Low: **30.91** Bid: Last Size: Yield: **2.66%**
 Prev Close: **32.09** Bid Size: VWAP: SCTR (Large): **38.4**

Chg: **-2.62%**
 Last: **31.25**
 Volume: **18,187,216**



FAST (Weekly) 31.25



- After a big run earlier this year, FAST has pulled back and is sitting on support.
- While on a sell signal currently, we want to remain cautious with positioning.
- Buy 1/2 position at current levels.
- Stop loss is tight at \$30.50
- Add to position if FAST moves above #33
- Currently the position is not overbought and is close to registering a buy signal.
- Add a position to portfolios with a tight stop at \$87

CVS - CVS Health Corp.

CVS CVS Health Corp. NYSE

Health Care / Pharmaceuticals

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Open: **55.38** Ask: P/E: **-125.86** Options: **yes**
 High: **55.50** Ask Size: EPS: **-0.44** Annual Dividend: **2.0**
 Low: **54.65** Bid: Last Size: Yield: **3.61%**
 Prev Close: **55.57** Bid Size: VWAP: SCTR (Large): **10.0**

Wednesday 10-Jul-2019

▼ **-0.34%**Chg: **-0.19**Last: **55.38**Volume: **16,751,592**

- We recently added a position in CVS to our portfolio as the buy signal is approaching.
- CVS is extremely beaten up and oversold after a brutal few months of selling.
- We are looking for a tradeable bounce in CVS back to the mid-70's.
- Buy at current levels.
- Stop is set at \$50 - honor thy stop.

SHORT CANDIDATES

AMTD - TD Ameritrade

AMTD TD Ameritrade Holding Corp. Nasdaq GS

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Financial / Investment Services

Wednesday 10-Jul-2019

Open: **50.84** Ask: P/E: **14.10** Options: **yes**
 High: **51.31** Ask Size: EPS: **3.55** Annual Dividend: **1.11**
 Low: **49.90** Bid: Last Size: Yield: **2.22%**
 Prev Close: **51.23** Bid Size: VWAP: SCTR (Large): **13.4**

Chg: **-2.38%**
 Last: **50.01**
 Volume: **7,148,387**



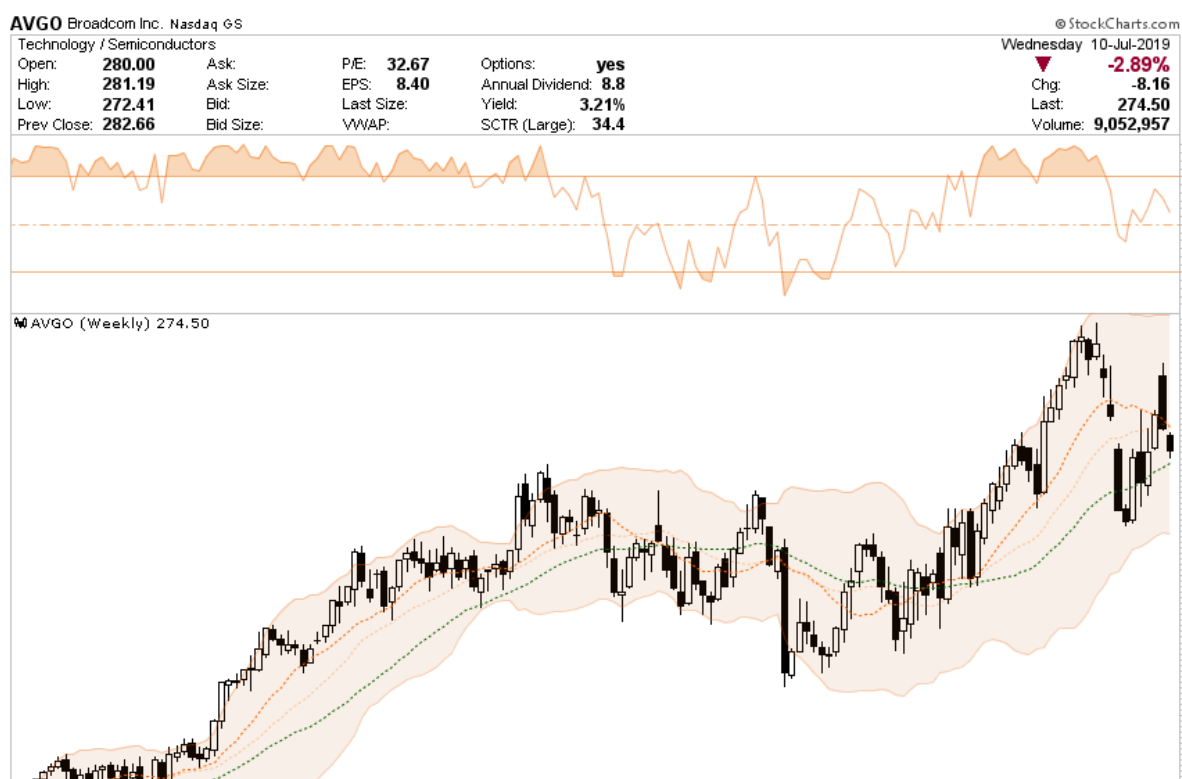
- We had previously recommended a short-sell on AMTD and the recent break below consolidation suggests more downside to come.
- Short at current levels.
- Target for trade is \$40
- Stop-loss is set at \$52

CAT - Caterpillar



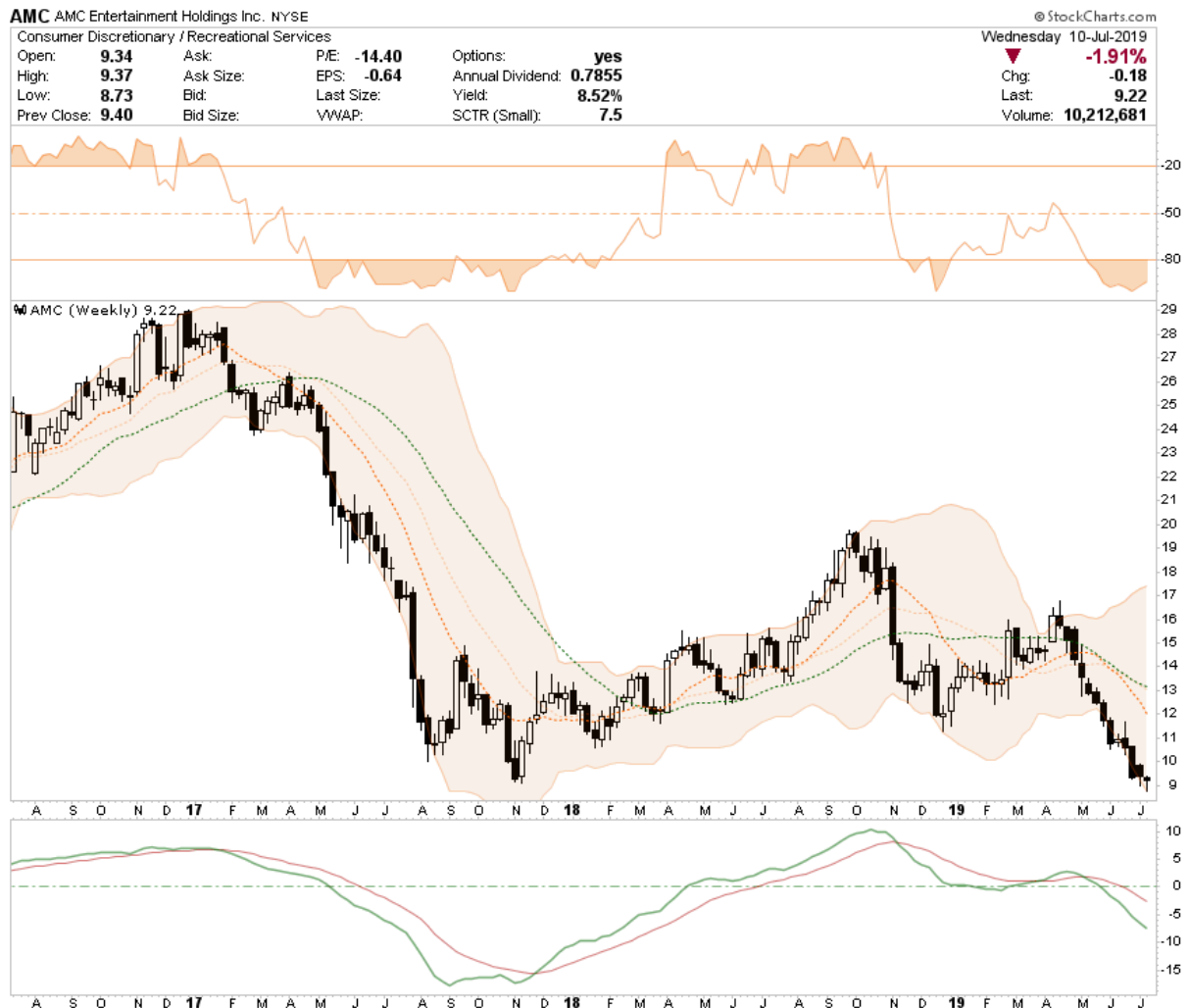
- CAT has been in a long-term downtrend but with earnings approaching a disappointing announcement due to China weakness and "Trade" will not be surprising.
- Short on a break below \$130
- Target for trade is \$110
- Stop loss is \$140

AVGO - Broadcom, Inc.



- *AVGO recently made an acquisition of a weak company with old technology. I think this will ultimately prove to be a mistake.*
- *With AVGO on a sell signal and close to breaking important support and decent short setup seems to be forming.*
- *Short on a break below \$270*
- *Target is \$210*
- *Stop loss is \$290*

AMC - AMC Entertainment



- *We previously recommended a short on AMC.*
- *It is time to close that position out.*
- *Buy back and close the short position tomorrow.*
- *Short at current levels.*
- *Stop is set at \$15.50*
- *Target for the trade is \$13*

HBI - HanesBrands

HBI HanesBrands, Inc. NYSE

Consumer Discretionary / Clothing & Accessories

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Open: **17.07** Ask: P/E: **10.77** Options: **yes**
 High: **17.50** Ask Size: EPS: **1.52** Annual Dividend: **0.6**
 Low: **16.31** Bid: Last Size: Yield: **3.67%**
 Prev Close: **17.38** Bid Size: VWAP: SCTR (Large): **33.5**

Wednesday 10-Jul-2019

Chg: **-5.98%**

Last: **16.34**

Volume: **13,326,194**



- HBI has been "taking it in the shorts" for a while. (I know, bad joke, but I couldn't help it.)
- HBI is very close to registering a "sell signal" and remains overbought from the recent rally.
- Sell short on a break of support at \$16
- Target is \$12
- Stop is set at \$17.50
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