

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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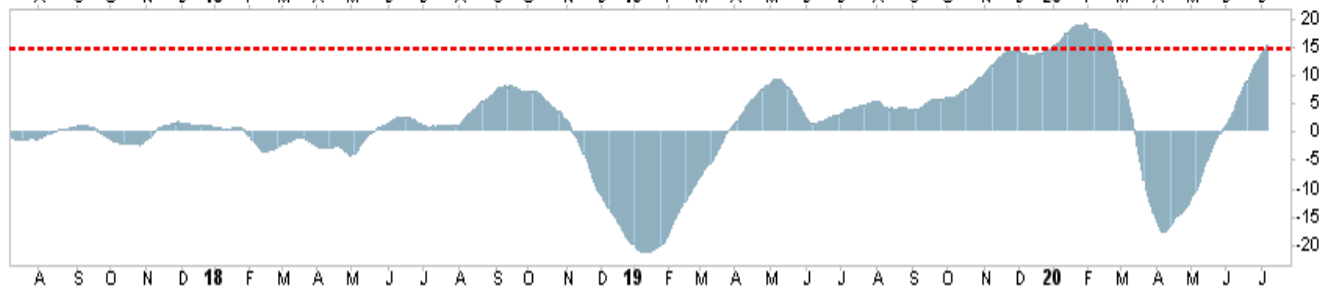
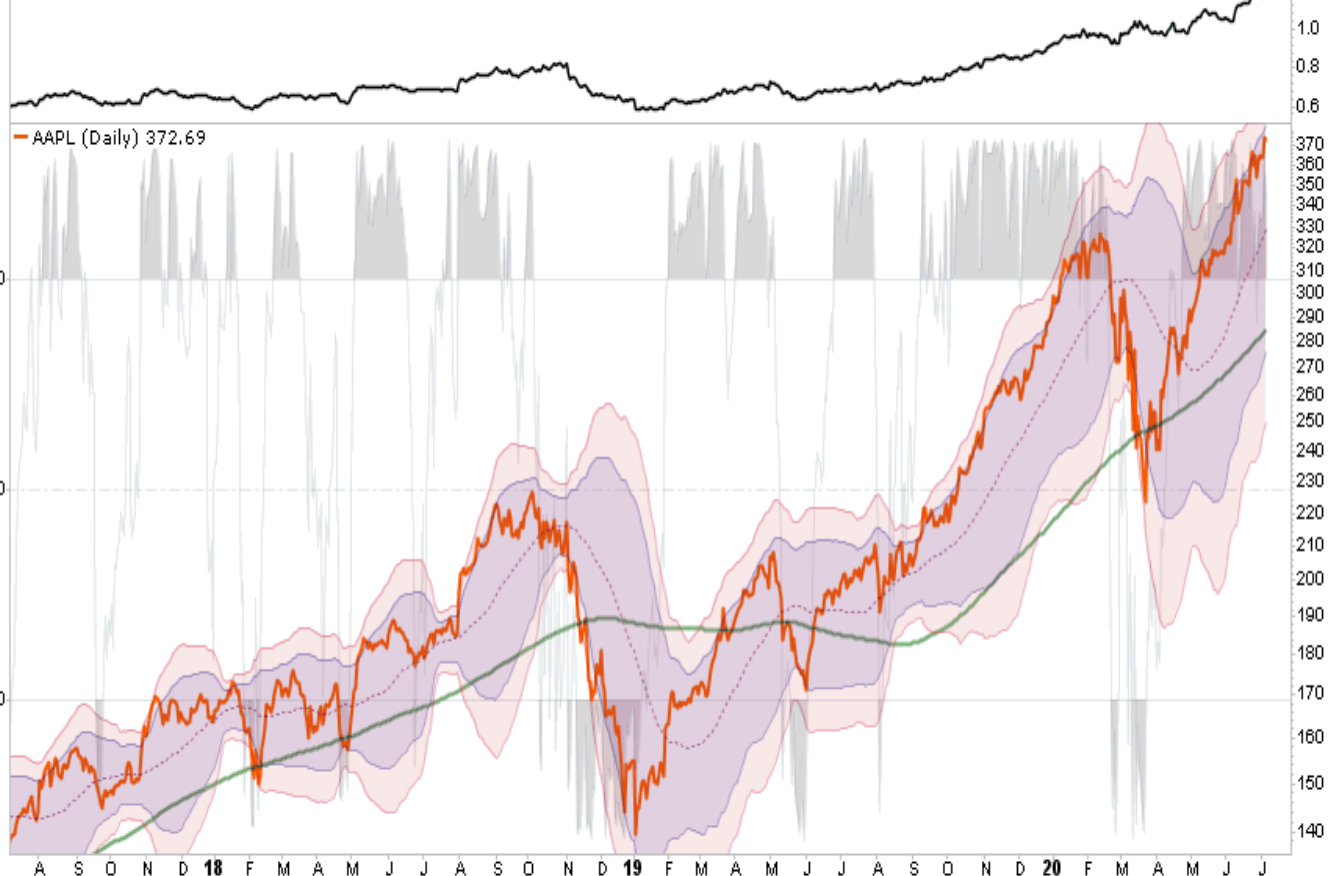
Technology / Computer Hardware

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

Tuesday 7-Jul-2020

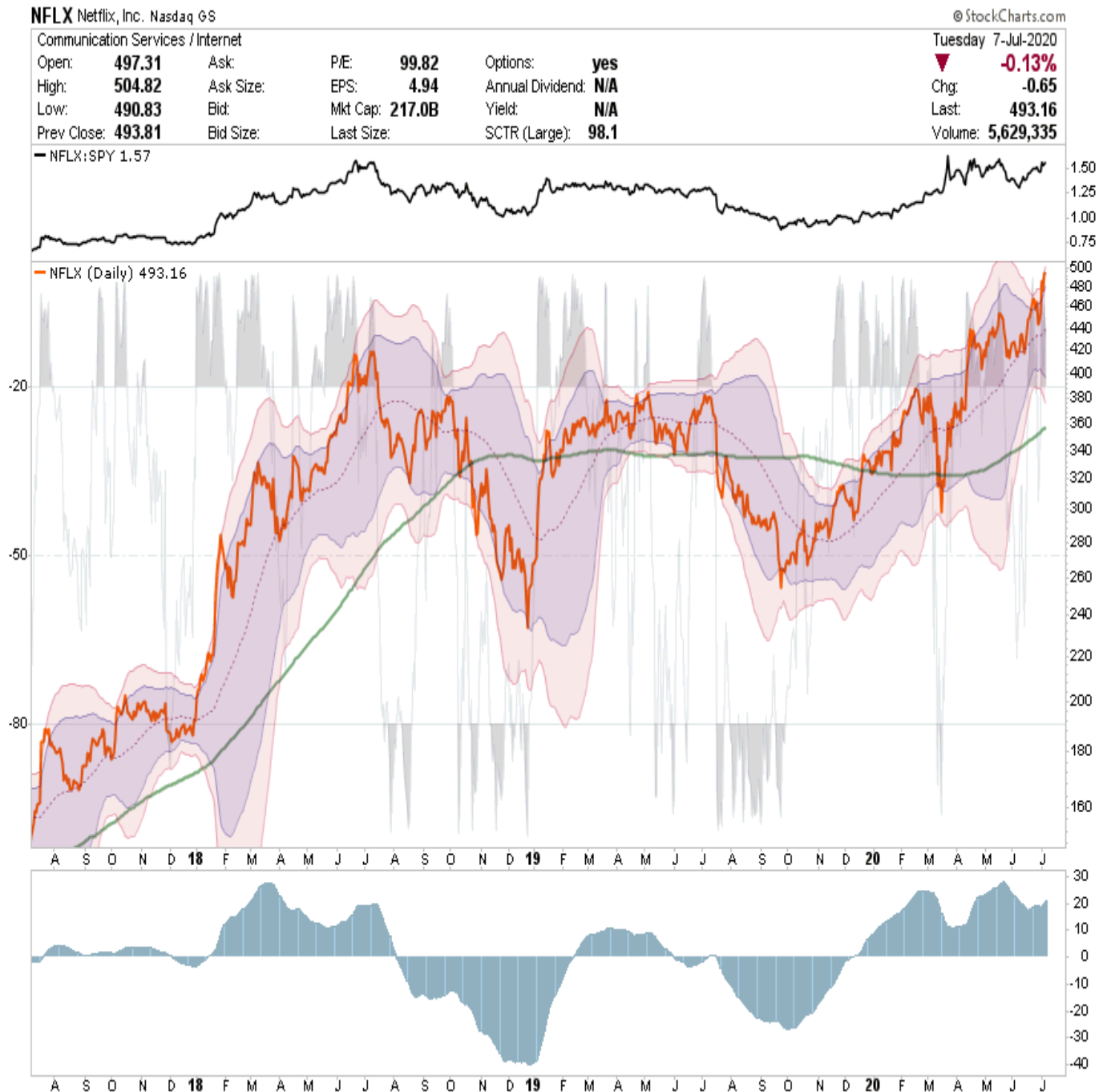
▼ **-0.31%**
 Chg: **-1.16**
 Last: **372.69**
 Volume: **27,571,634**

— 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.�
- We will look for a pullback to add back to the position.�
- Stop loss is at \$310

NFLX - Netflix�(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.�

- 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

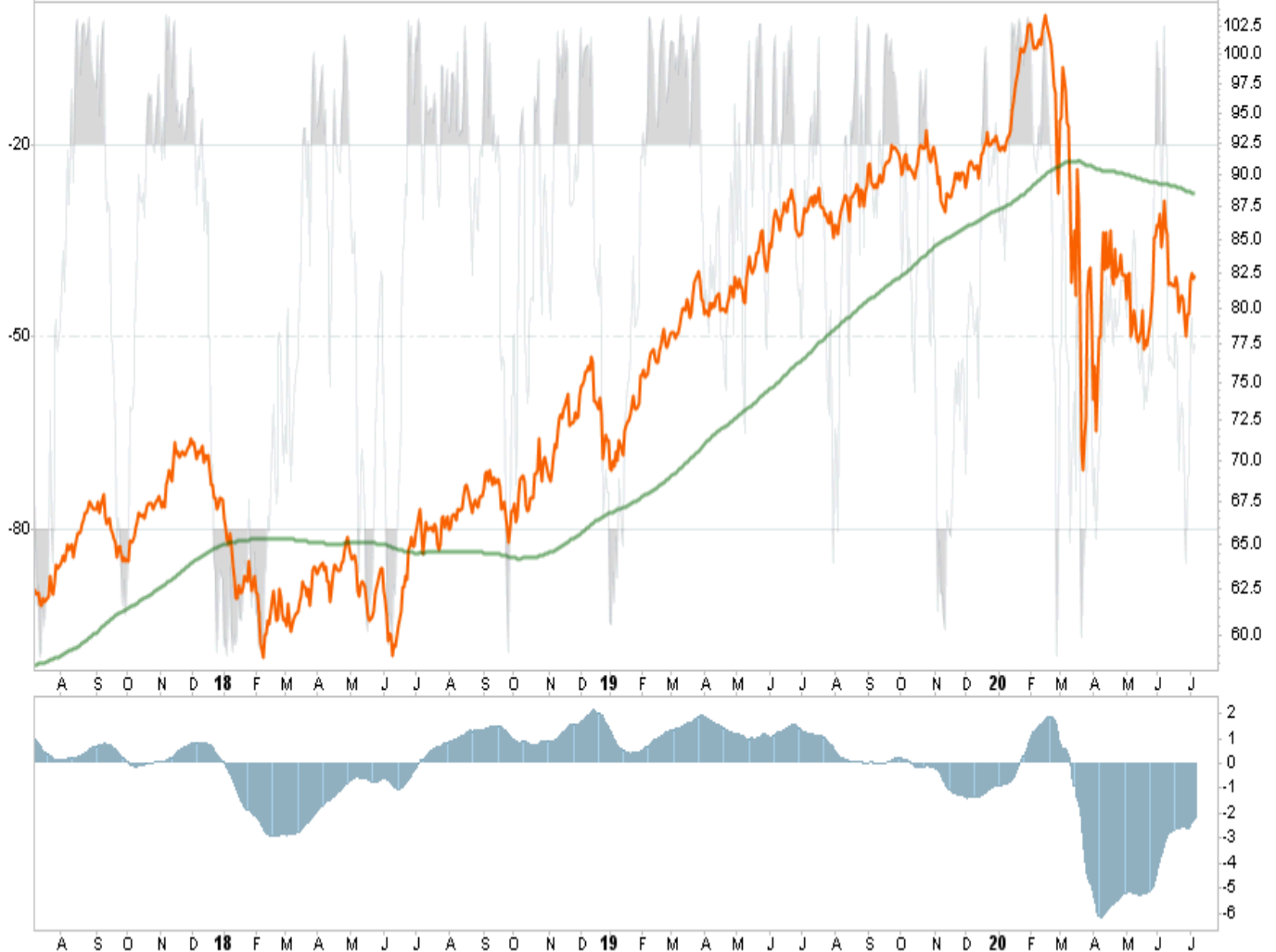
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Utilities / Conventional Electricity

Tuesday 7-Jul-2020

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**

▲ **+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

Tuesday 7-Jul-2020

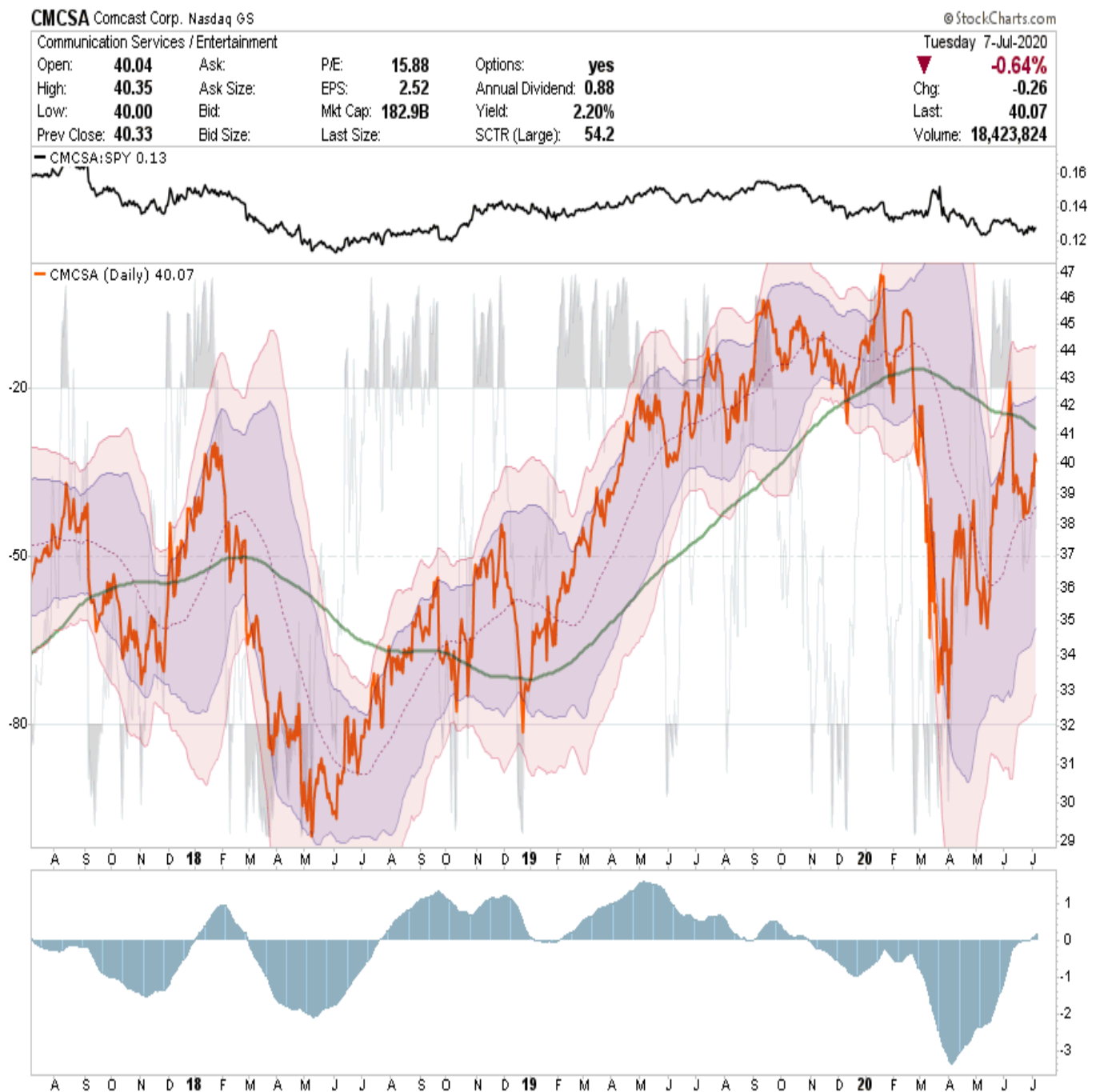
Open: **220.74** Ask: P/E: **32.82** Options: **yes**
 High: **224.98** Ask Size: EPS: **6.82** Annual Dividend: **4.24**
 Low: **220.52** Bid: Mkt Cap: **28.0B** Yield: **1.89%**
 Prev Close: **221.42** Bid Size: Last Size: SCTR (Large): **97.7**

▲ **+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.�*
- *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

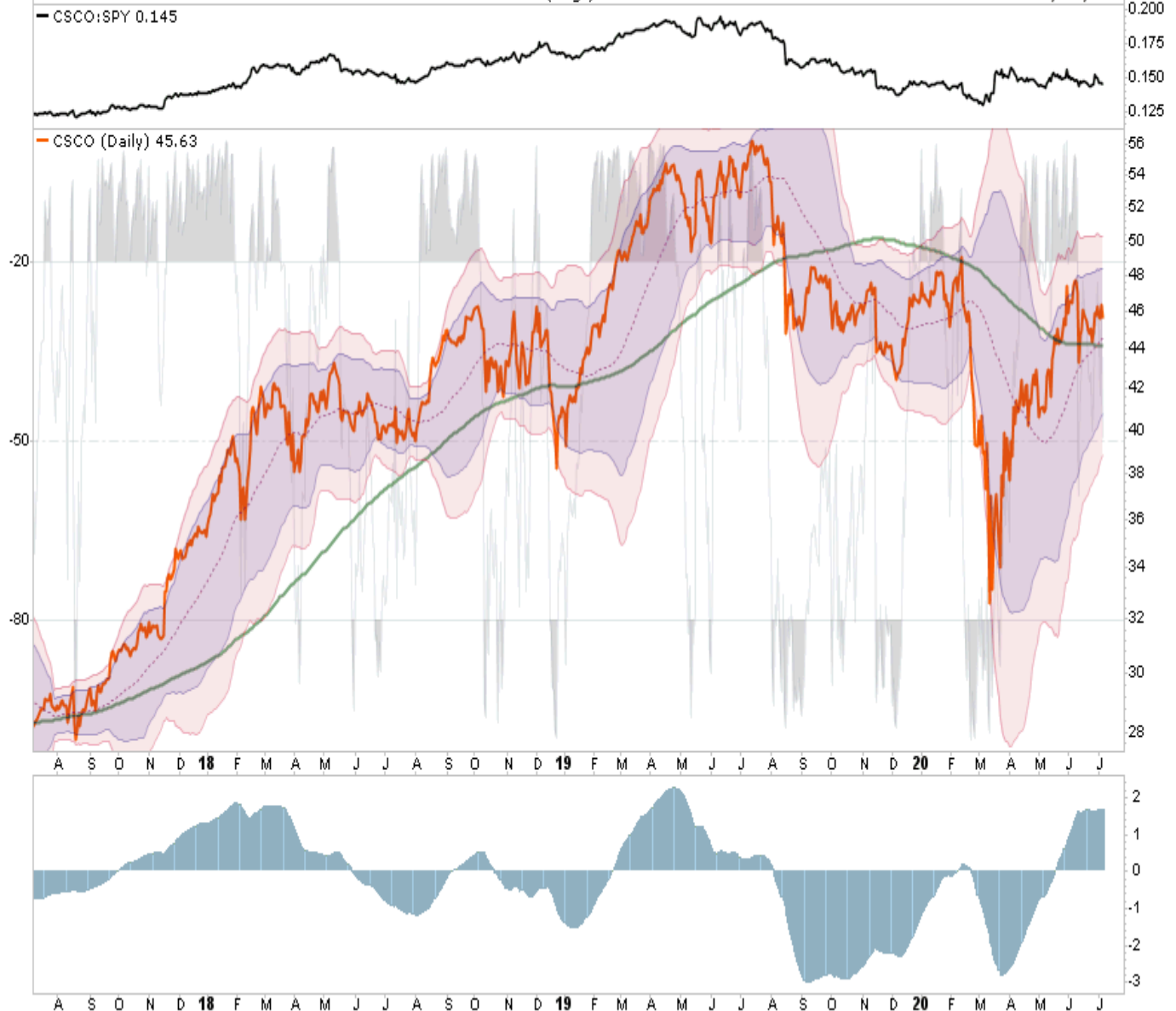
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Technology / Telecom Equipment

Tuesday 7-Jul-2020

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

▼ **-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.�
- CSCO is a bit overbought, but holding support at the 200-dma.�
- We have a stop on the position at \$40.

MSFT - Microsoft Corp.�(Looking To Take Profits)**MSFT** Microsoft Corp. Nasdaq GS

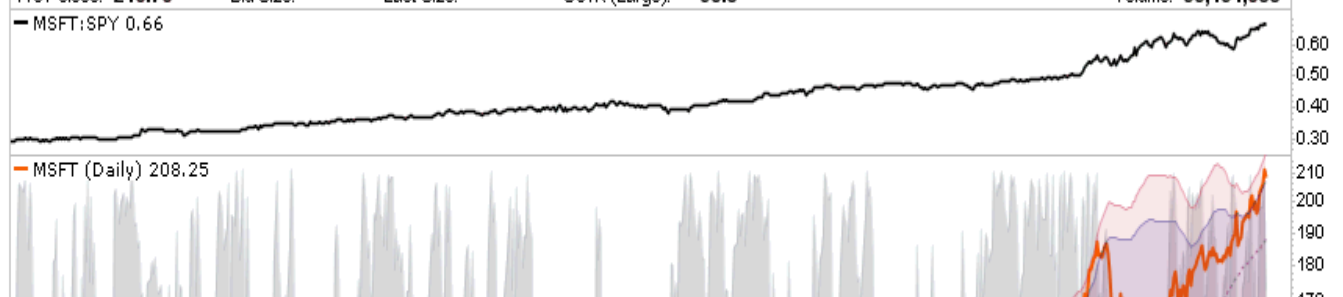
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Technology / Software

Tuesday 7-Jul-2020

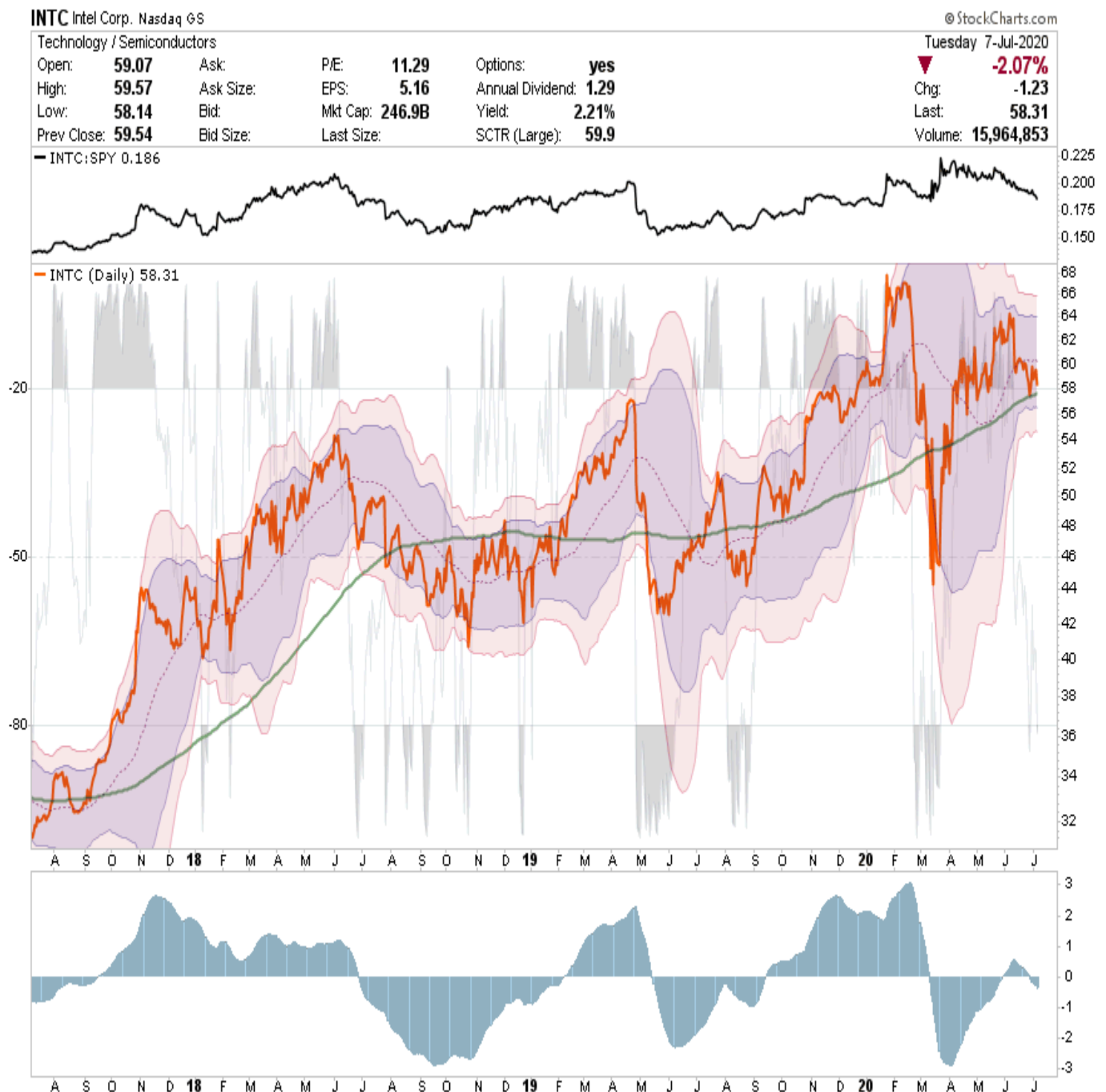
Open: 210.45	Ask:	P/E: 34.68	Options: yes
High: 214.67	Ask Size:	EPS: 6.01	Annual Dividend: 1.99
Low: 207.99	Bid:	Mkt Cap: 1.58T	Yield: 0.96%
Prev Close: 210.70	Bid Size:	Last Size:	SCTR (Large): 95.8

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



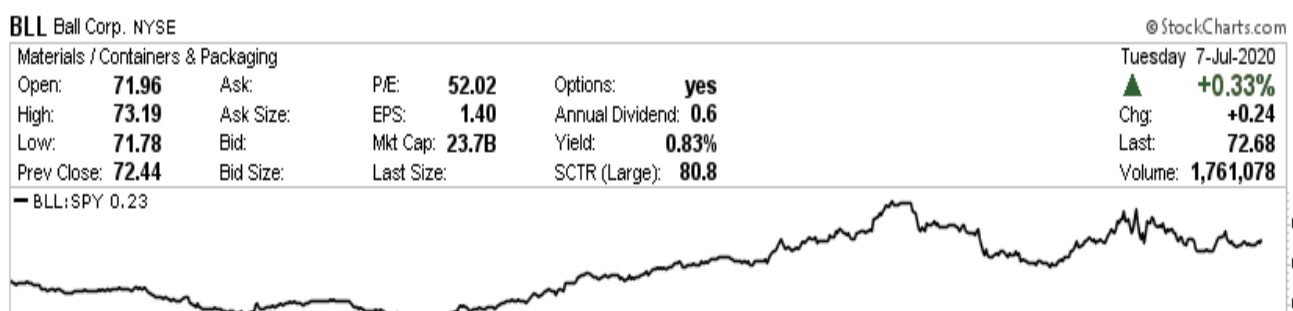
- As with AAPL, AMZN, and NFLX, we are looking to take profits in MSFT at some point soon.�
- The position is extremely overbought and extended, so a correction is likely.�
- We like the position long-term, but valuations are very stretched currently.�

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.�*
- *They are also considered an "essential business" so the threat of a shutdown is eliminated.�*
- *We have added a small position to start, with a stop at \$67.5*