

# 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

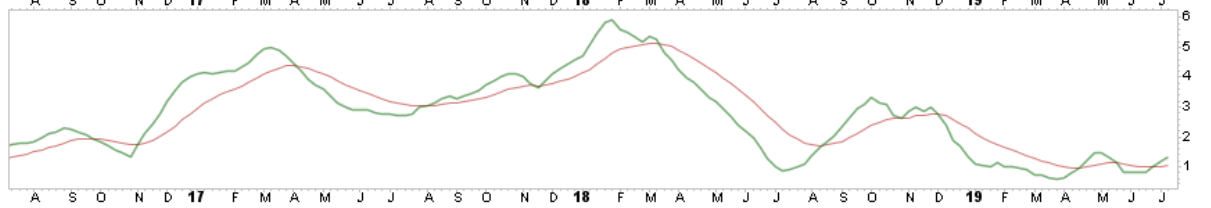
Wednesday 10-Jul-2019

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

Chg: <b>-1.22</b>
Last: <b>214.03</b>
Volume: <b>9,368,597</b>



BRK/B (Weekly) 214.03



- *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

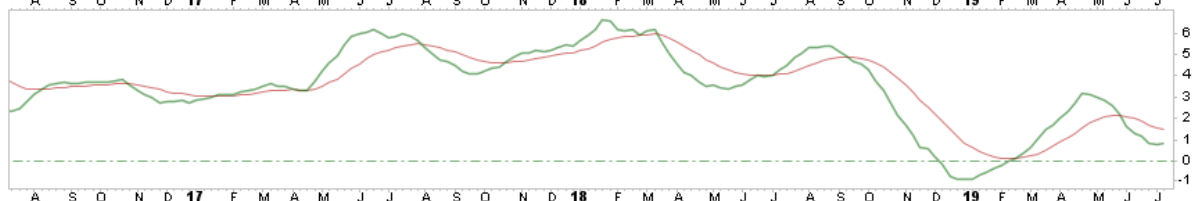
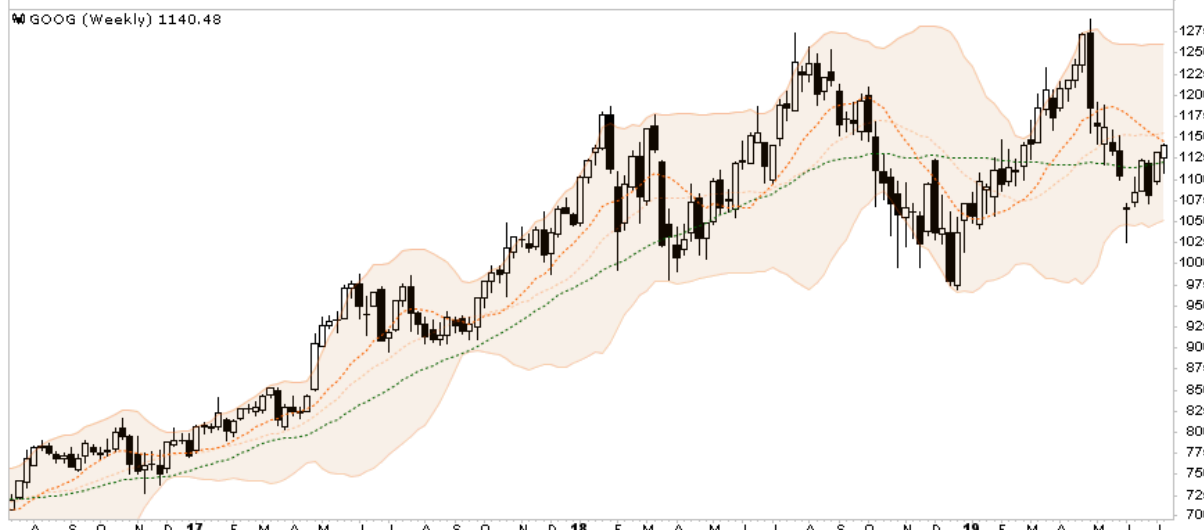
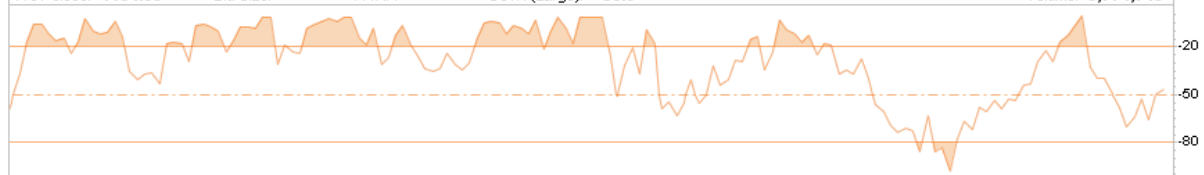
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Communication Services / Internet

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: Last Size: Yield: **N/A**  
Prev Close: **1131.59** Bid Size: VWAP: SCTR (Large): **35.3**

▲ **+0.79%**  
Chg: **+8.89**  
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 Salesforce.com, Inc. NYSE

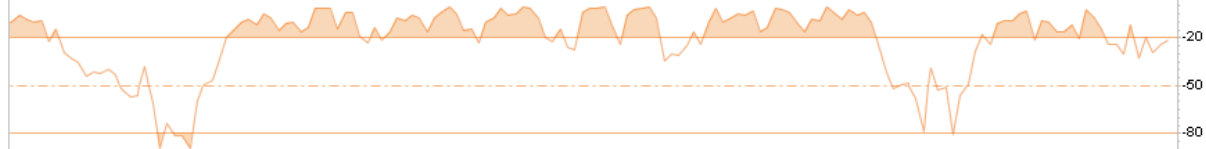
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Technology / Software

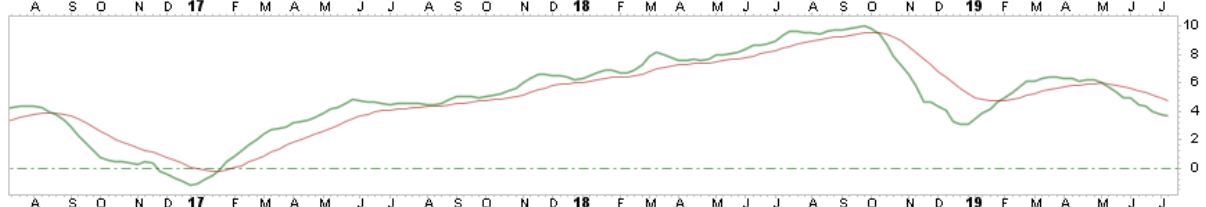
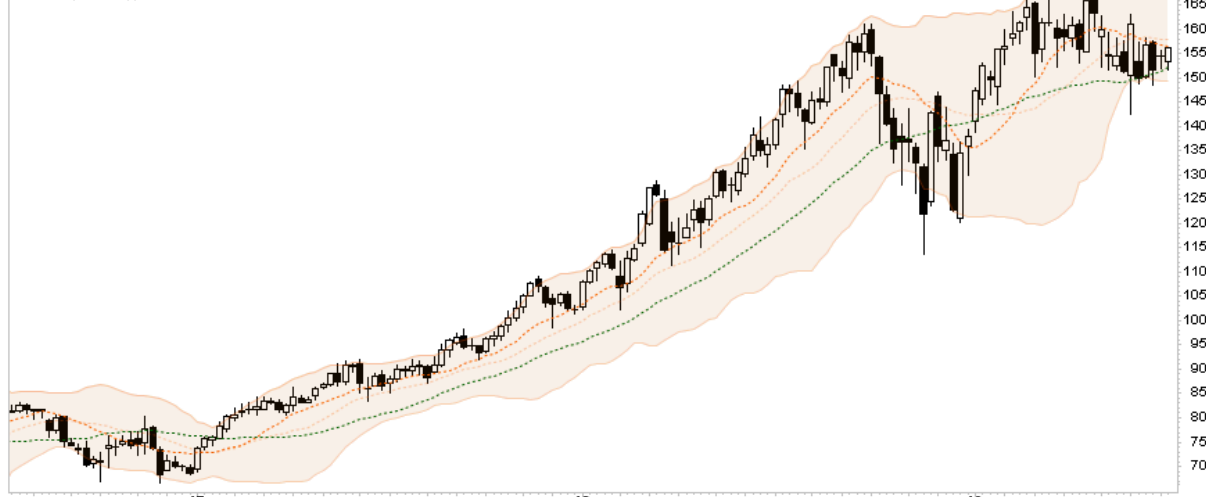
Wednesday 10-Jul-2019

Open: <b>153.52</b>	Ask:	P/E: <b>105.72</b>	Options: <b>yes</b>
High: <b>156.40</b>	Ask Size:	EPS: <b>1.48</b>	Annual Dividend: <b>N/A</b>
Low: <b>151.68</b>	Bid:	Last Size:	Yield:
Prev Close: <b>154.58</b>	Bid Size:	VWAP:	SCTR (Large): <b>38.1</b>

▲ Chg: <b>+1.09%</b>
▲ Last: <b>156.27</b>
Volume: <b>14,661,489</b>

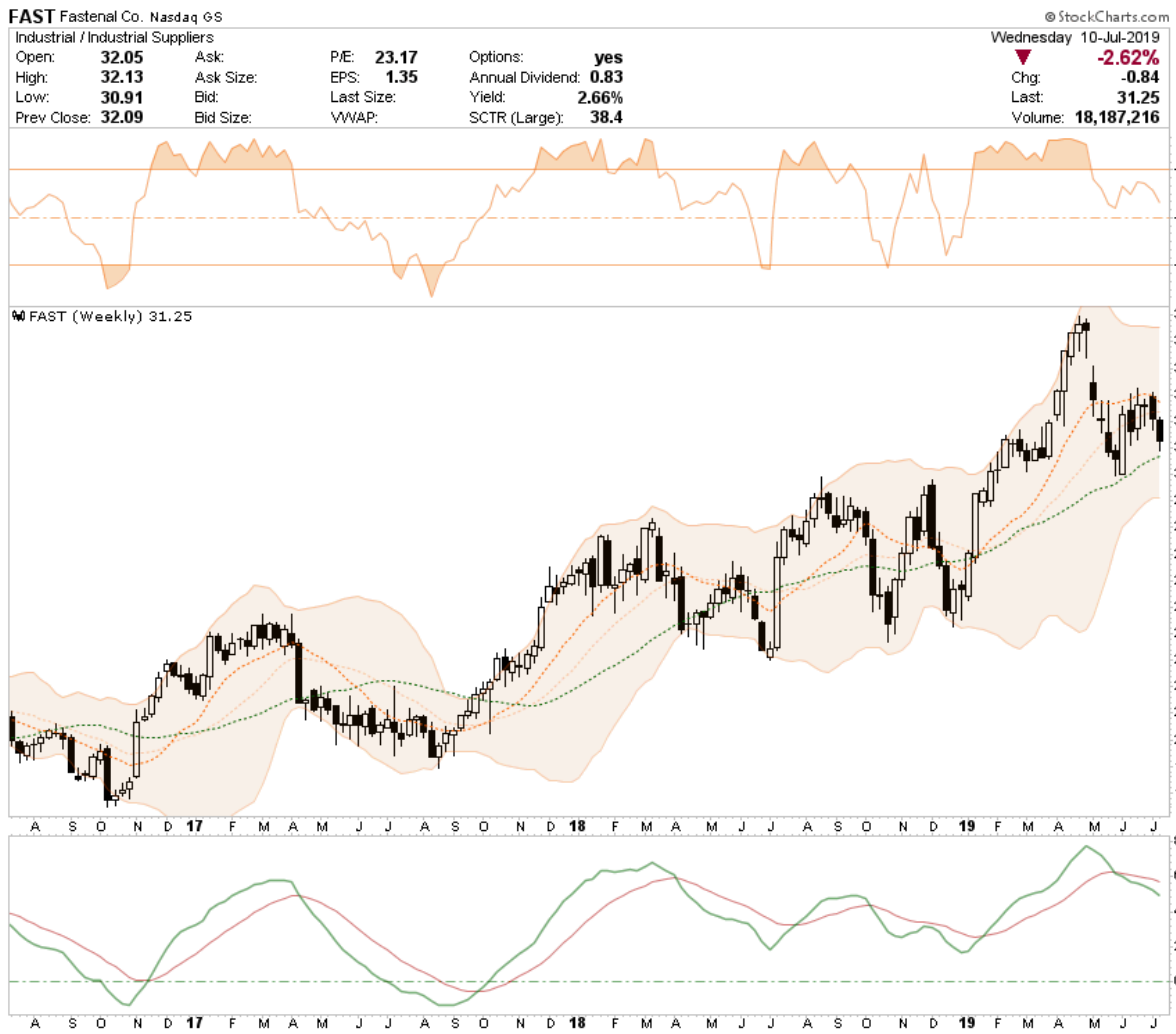


CRM (Weekly) 156.27



- 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.



- *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.**



- 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

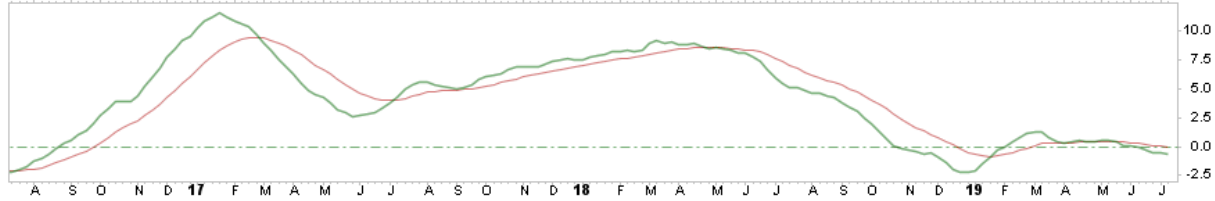
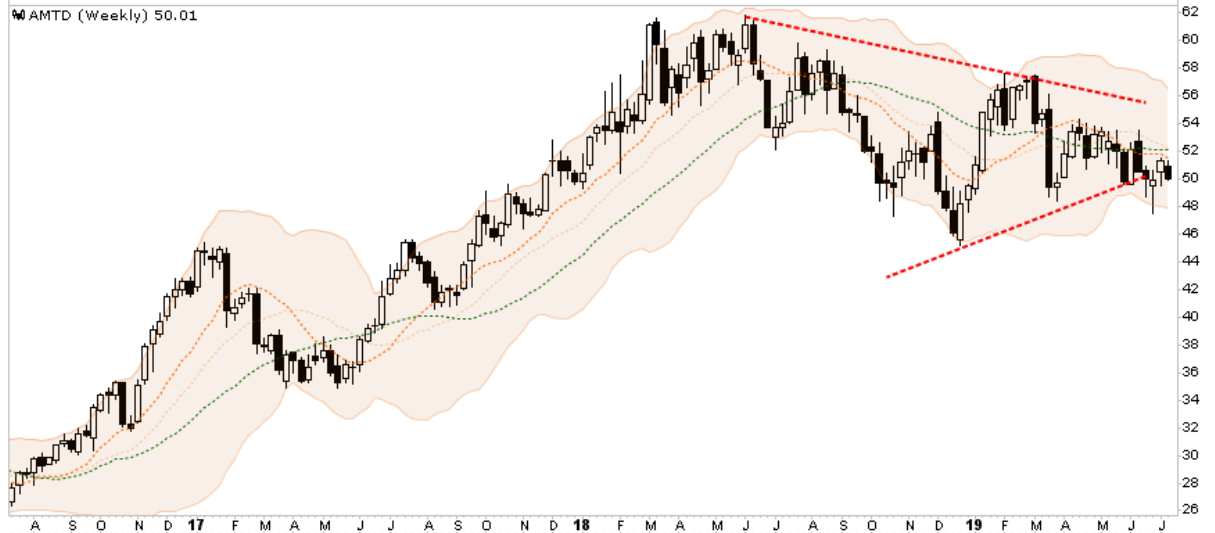
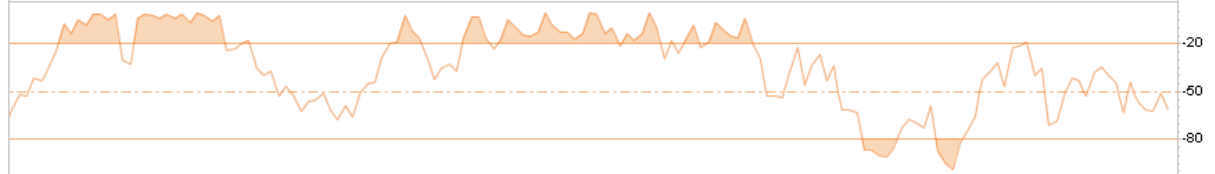
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Financial / Investment Services

Wednesday 10-Jul-2019

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

Chg: <b>-1.22</b>
Last: <b>50.01</b>
Volume: <b>7,148,387</b>



- 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** Caterpillar, Inc. NYSE

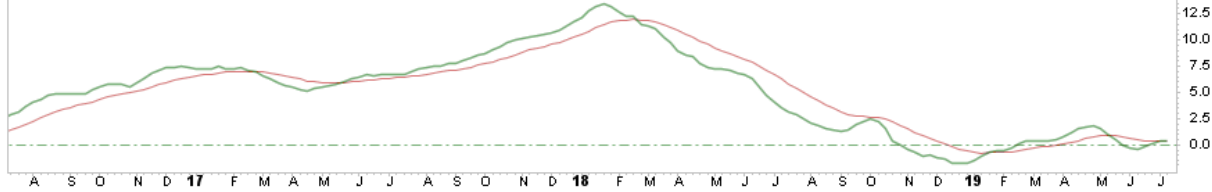
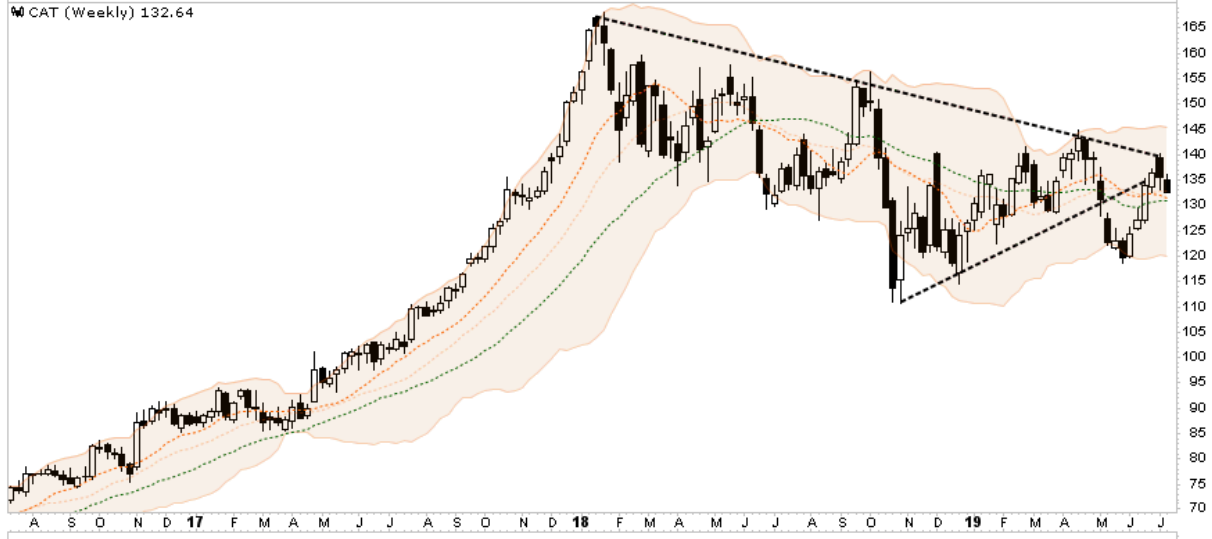
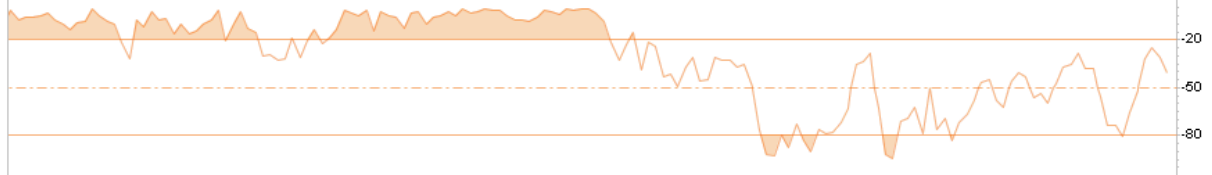
Industrial / Commercial Vehicles

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Open:	<b>135.15</b>	Ask:		P/E:	<b>12.36</b>	Options:	<b>yes</b>
High:	<b>136.13</b>	Ask Size:		EPS:	<b>10.74</b>	Annual Dividend:	<b>3.44</b>
Low:	<b>132.55</b>	Bid:		Last Size:		Yield:	<b>2.59%</b>
Prev Close:	<b>135.49</b>	Bid Size:		VWAP:		SCTR (Large):	<b>27.6</b>

Wednesday 10-Jul-2019

Chg:	<b>-2.10%</b>
Last:	<b>132.64</b>
Volume:	<b>9,288,001</b>



- 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** Broadcom Inc. Nasdaq GS

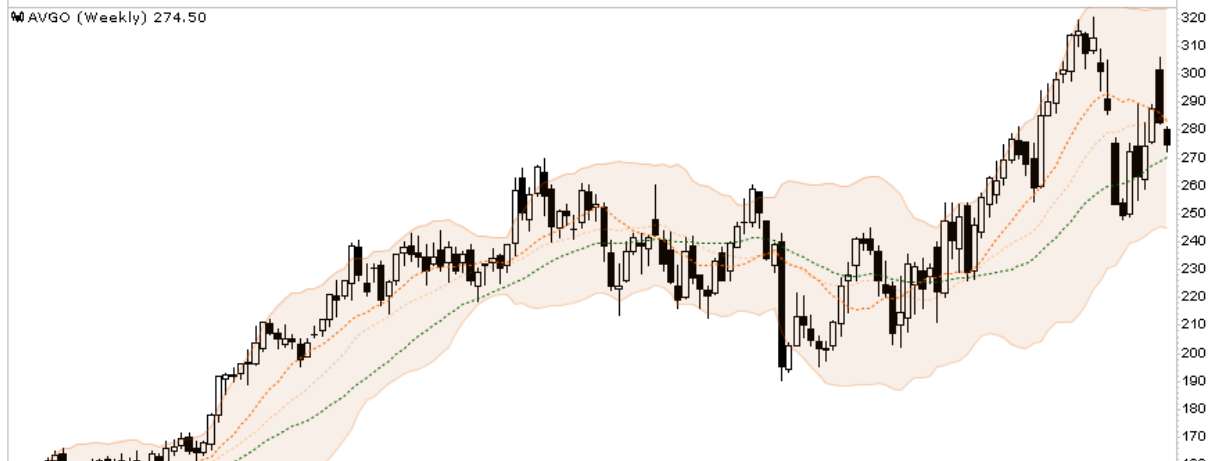
Technology / Semiconductors

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Open:	<b>280.00</b>	Ask:		P/E:	<b>32.67</b>	Options:	<b>yes</b>
High:	<b>281.19</b>	Ask Size:		EPS:	<b>8.40</b>	Annual Dividend:	<b>8.8</b>
Low:	<b>272.41</b>	Bid:		Last Size:		Yield:	<b>3.21%</b>
Prev Close:	<b>282.66</b>	Bid Size:		VWAP:		SCTR (Large):	<b>34.4</b>

Wednesday 10-Jul-2019

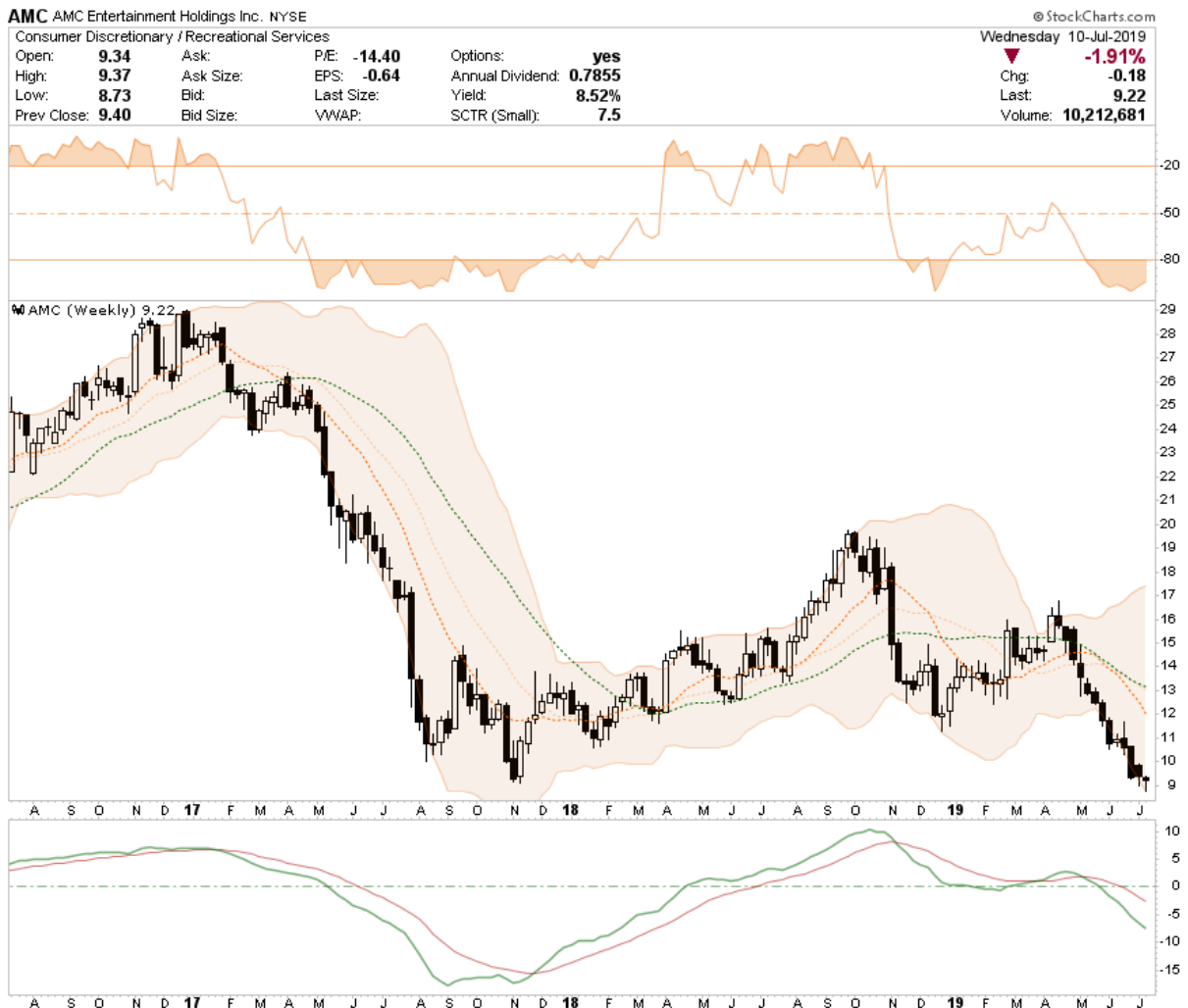
Chg:	<b>-2.89%</b>
Last:	<b>274.50</b>
Volume:	<b>9,052,957</b>





- *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**

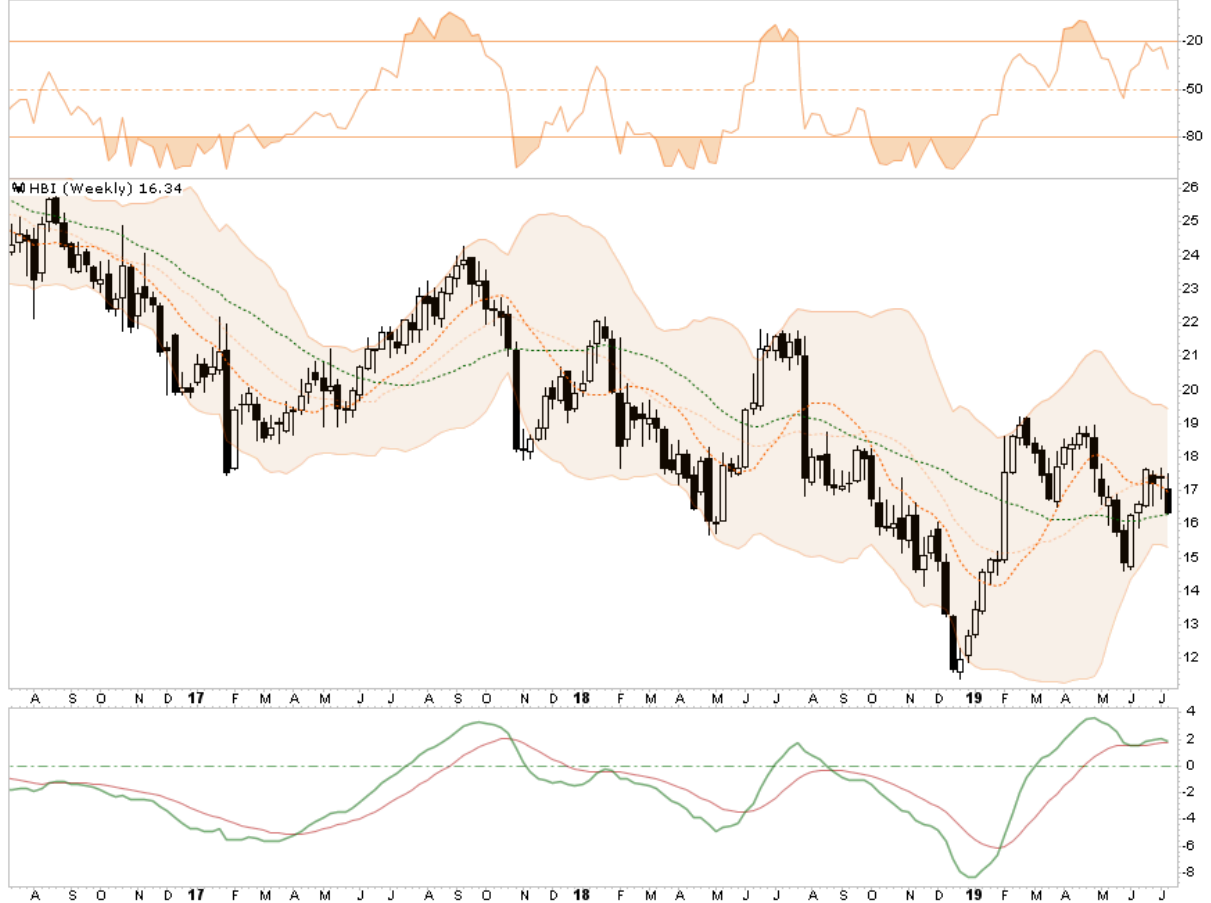
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Consumer Discretionary / Clothing &amp; Accessories

Wednesday 10-Jul-2019

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

Chg: <b>-1.04</b>	<b>-5.98%</b>
Last: <b>16.34</b>	
Volume: <b>13,326,194</b>	



- 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
-