

# Long-Short Idea List: 07-18-19

## 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

ALB - Albermarle Corp.



- Value stocks have been out of favor for a long-time. ALB has gotten extremely cheap and beaten up.
- With a buy signal close to registering from an oversold condition there is a decent setup for a trade with a tight stop loss.
- Buy at current levels.
- Stop level is \$63

## GOOG - Alphabet, Inc.

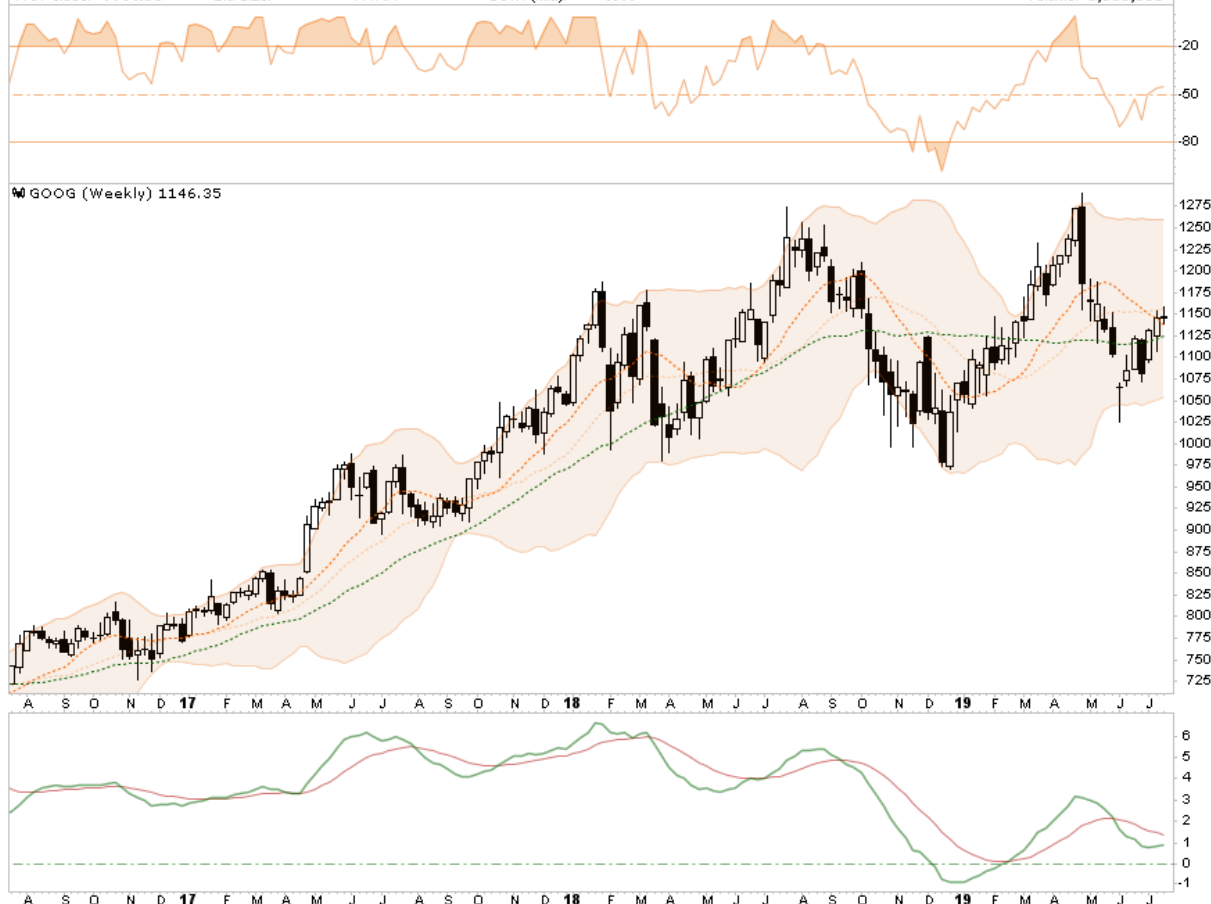
**GOOG** Alphabet Inc. - Class C Nasdaq GS

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Communication Services / Internet

Wednesday 17-Jul-2019

|                            |           |                   |                             |                          |
|----------------------------|-----------|-------------------|-----------------------------|--------------------------|
| Open: <b>1146.86</b>       | Ask:      | P/E: <b>28.75</b> | Options: <b>yes</b>         | Chg: <b>+0.13%</b>       |
| High: <b>1158.58</b>       | Ask Size: | EPS: <b>39.87</b> | Annual Dividend: <b>N/A</b> | Chg: <b>+1.45</b>        |
| Low: <b>1139.40</b>        | Bid:      | Last Size:        | Yield: <b>N/A</b>           | Last: <b>1146.35</b>     |
| Prev Close: <b>1144.90</b> | Bid Size: | VWAP:             | SCTR (Mid): <b>47.1</b>     | Volume: <b>3,309,333</b> |



- We previously recommended going long GOOG, then shorting GOOG, and last we suggested 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.
- A break above the 50-dma, currently testing, gives GOOG decent upside.
- Buy at current levels as stop loss levels are very close.
- Stop-loss is currently \$1100

**CRM - Salesforce.com**

CRM Salesforce.com, Inc. NYSE

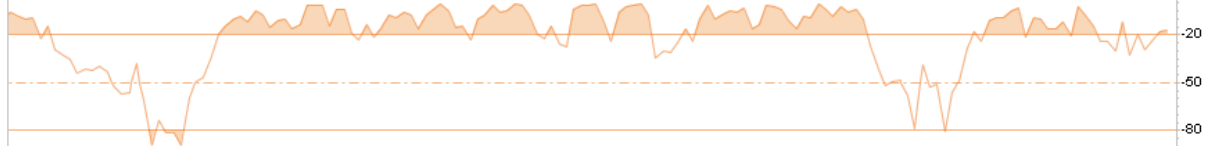
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Technology / Software

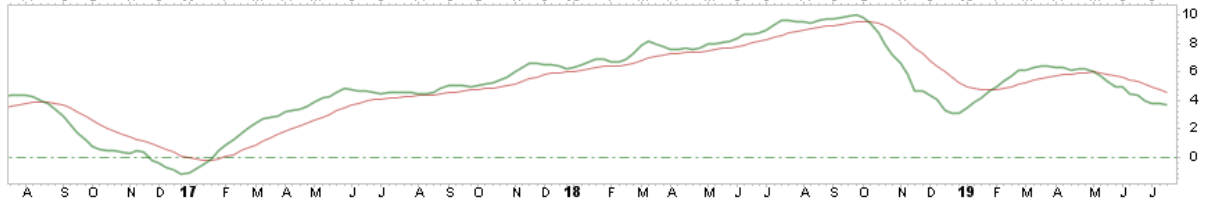
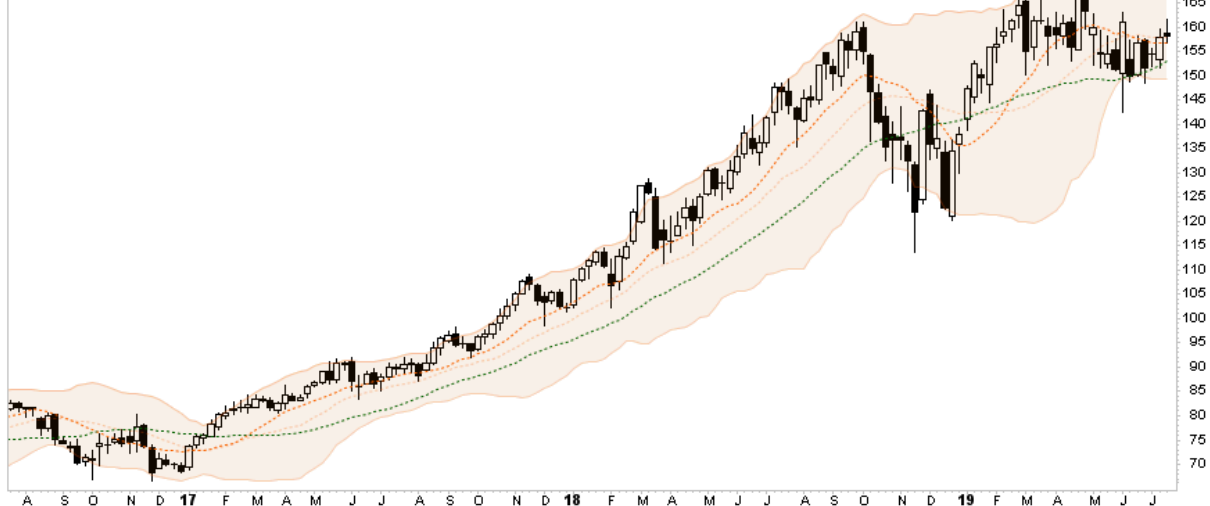
Wednesday 17-Jul-2019

|                           |           |                    |                             |
|---------------------------|-----------|--------------------|-----------------------------|
| Open: <b>158.76</b>       | Ask:      | P/E: <b>107.06</b> | Options: <b>yes</b>         |
| High: <b>161.61</b>       | Ask Size: | EPS: <b>1.48</b>   | Annual Dividend: <b>N/A</b> |
| Low: <b>156.80</b>        | Bid:      | Last Size:         | Yield: <b>N/A</b>           |
| Prev Close: <b>158.08</b> | Bid Size: | VWAP:              | SCTR (Large): <b>40.1</b>   |

|                           |
|---------------------------|
| ▲ <b>+0.10%</b>           |
| Chg: <b>+0.16</b>         |
| Last: <b>158.24</b>       |
| Volume: <b>14,674,486</b> |



CRM (Weekly) 158.24



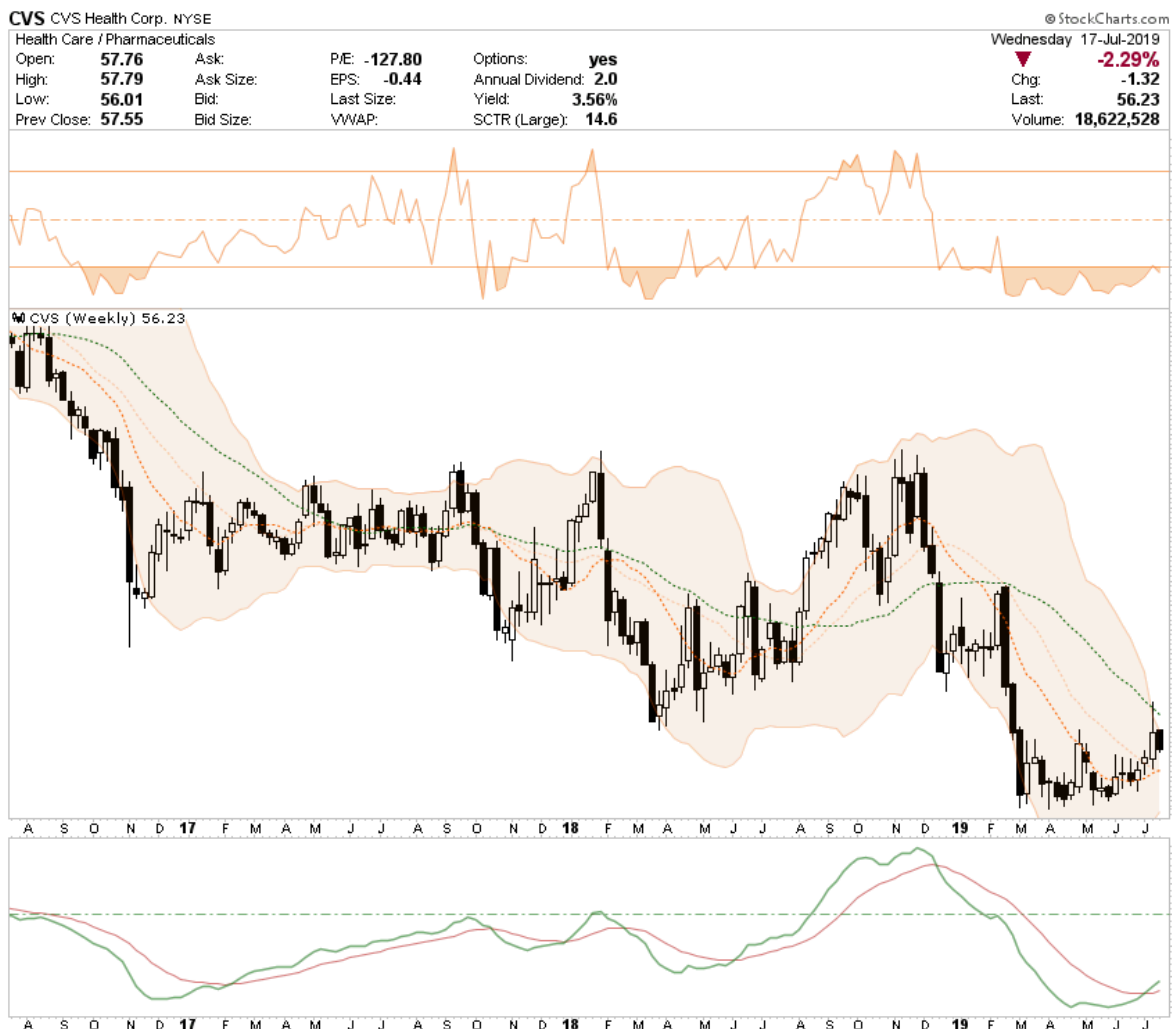
- We noted last week that CRM has been holding support and consolidating for the last few months.
- With earnings season approaching, an upside surprise could give the position a lift and stop-loss levels are very close.
- CRM broke above the 50-dma last week, which opens up old highs as a target.
- Add a position at current levels.
- Stop loss is set at \$150.

## INTC - Intel Corp.



- *After a brutal beating following last earnings, the semi-conductor space has shown some signs of life.*
- *With INTC above its 50- and 200-dma there is a potential trade with a tight stop loss.*
- *While on a sell signal currently, that signal is beginning to reverse.*
- *Buy 1/2 position at current levels.*
- *Stop loss is tight at \$47.50*

## **CVS - CVS Health Corp.**



- We recently added a position in CVS to our portfolio as the buy signal is approaching.
- CVS has now triggered a buy signal so we are re-recommending a long-position for now.
- A break above \$60 will give CVS legs to the upside.
- Buy at current levels.
- Stop is set at \$50 - honor thy stop.

## SHORT CANDIDATES

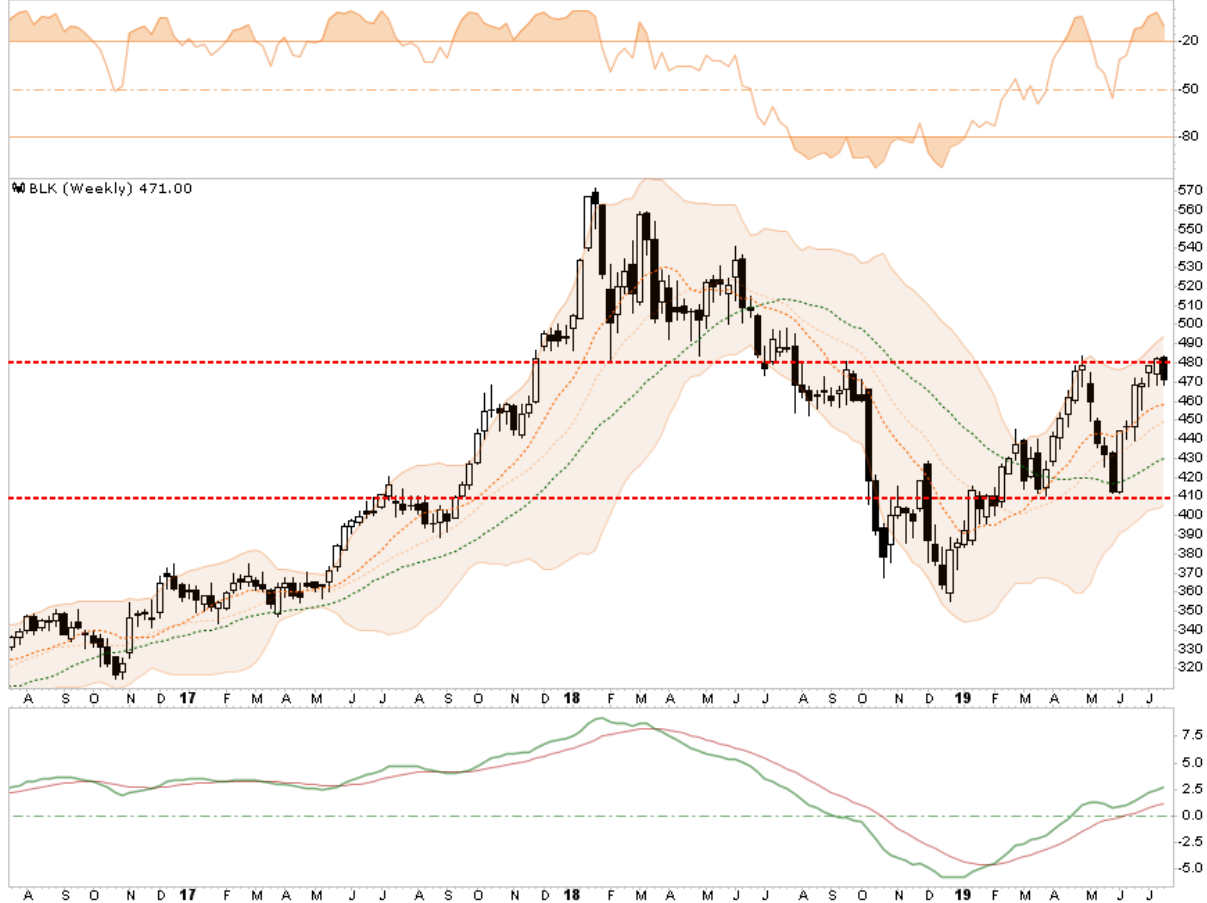
**BLK - Blackrock, Inc.**

**BLK** Blackrock, Inc. NYSE

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Financial / Asset Managers

|                           |           |                   |                               |                          |
|---------------------------|-----------|-------------------|-------------------------------|--------------------------|
| Open: <b>482.87</b>       | Ask:      | P/E: <b>17.74</b> | Options: <b>yes</b>           | Wednesday 17-Jul-2019    |
| High: <b>483.49</b>       | Ask Size: | EPS: <b>26.54</b> | Annual Dividend: <b>12.86</b> | ▼ <b>-2.38%</b>          |
| Low: <b>468.16</b>        | Bid:      | Last Size:        | Yield: <b>2.73%</b>           | Chg: <b>-11.46</b>       |
| Prev Close: <b>482.46</b> | Bid Size: | VWAP:             | SCTR (Large): <b>53.2</b>     | Last: <b>471.00</b>      |
|                           |           |                   |                               | Volume: <b>1,337,214</b> |



- *BLK is very overbought and at the top of the trading range.*
- *If the market gets sloppy over the next couple of months we will likely see downside in the shares.*
- *Short at current levels.*
- *Target for trade is \$410*
- *Stop-loss is set at \$485*

**CFG - Citizens Financial Group.**

CFG Citizens Financial Group Inc. NYSE

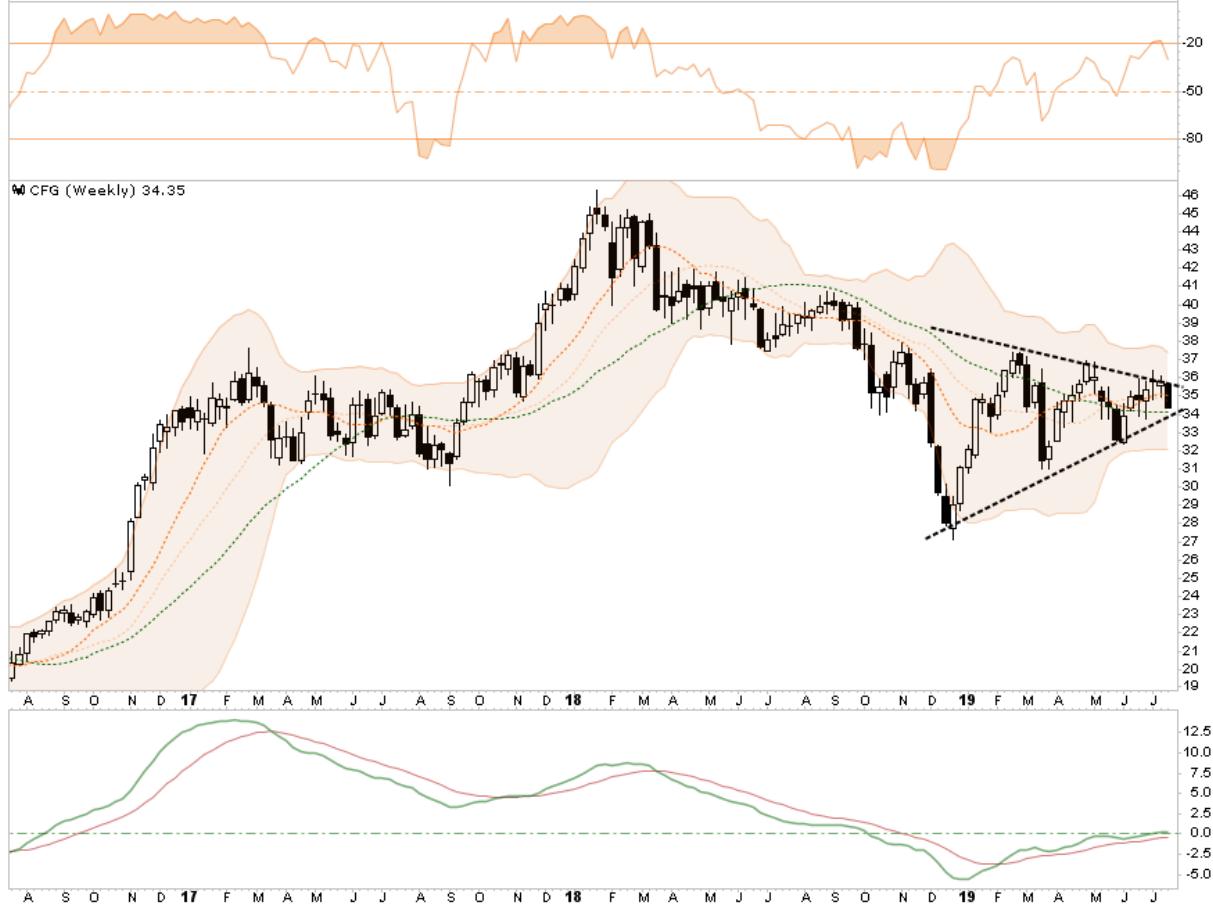
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Financial / Banks

Wednesday 17-Jul-2019

|                          |           |                         |                              |
|--------------------------|-----------|-------------------------|------------------------------|
| Open: <b>35.67</b>       | Ask:      | P/E: <b>9.37</b>        | Options: <b>yes</b>          |
| High: <b>35.67</b>       | Ask Size: | EPS: <b>3.66</b>        | Annual Dividend: <b>1.18</b> |
| Low: <b>34.33</b>        | Bid:      | Last Size: <b>3.44%</b> | Yield: <b>3.44%</b>          |
| Prev Close: <b>35.75</b> | Bid Size: | VWAP:                   | SCTR (Large): <b>20.4</b>    |

|                           |
|---------------------------|
| Chg: <b>-3.92%</b>        |
| Last: <b>34.35</b>        |
| Volume: <b>14,194,232</b> |



- *CFG has been in a long-term consolidation pattern.*
- *With a sell signal approaching and very tight parameters, there is a decent short-setup currently.*
- *Short on a break below \$34*
- *Target for trade is \$28*
- *Stop loss is \$36*

**GPC - Genuine Parts, Co.**



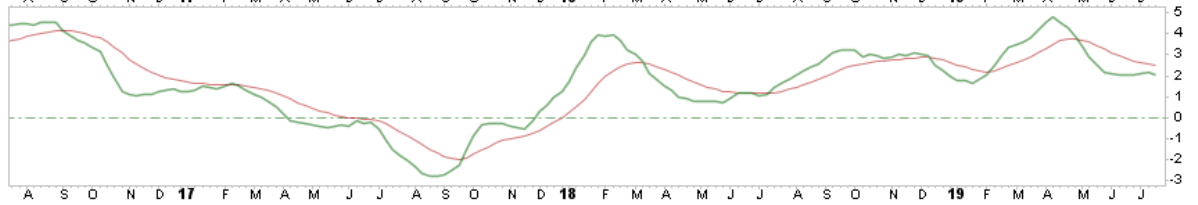
**GPC Genuine Parts Co. NYSE**

Consumer Discretionary / Auto Parts

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|                           |           |                   |                               |
|---------------------------|-----------|-------------------|-------------------------------|
| Open: <b>105.40</b>       | Ask:      | P/E: <b>18.96</b> | Options: <b>yes</b>           |
| High: <b>105.76</b>       | Ask Size: | EPS: <b>5.39</b>  | Annual Dividend: <b>2.965</b> |
| Low: <b>101.97</b>        | Bid:      | Last Size:        | Yield: <b>2.90%</b>           |
| Prev Close: <b>105.41</b> | Bid Size: | VWAP:             | SCTR (Large): <b>29.4</b>     |

Wednesday 17-Jul-2019

▼ **-3.03%**Chg: **-3.19**Last: **102.22**Volume: **2,348,091**

- *GPC has been running along its bullish trend line for quite some time.*
- *Currently on a sell signal, and struggling with support, a break of that trendline will provide a reasonable downside target.*
- *Short on a break below \$101*
- *Target is \$90*
- *Stop loss is \$105*

**SPG - Simon Property Group**

**SPG** Simon Property Group, Inc. NYSE

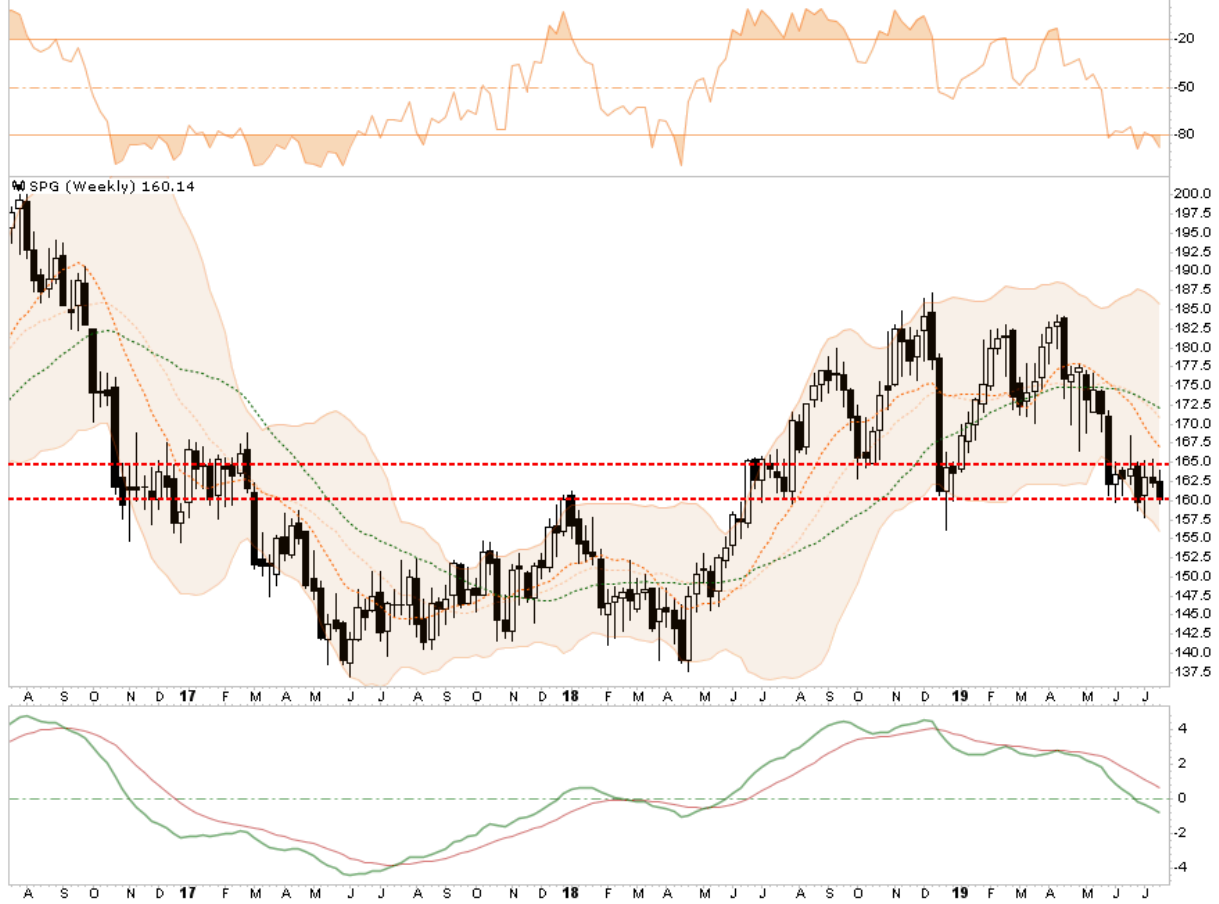
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Real Estate / Retail REITs

Wednesday 17-Jul-2019

Open: **162.55** Ask: P/E: **22.40** Options: **yes**  
High: **163.91** Ask Size: EPS: **7.15** Annual Dividend: **8.1**  
Low: **159.58** Bid: Last Size: Yield: **5.06%**  
Prev Close: **162.26** Bid Size: VWAP: SCTR (Large): **11.6**

Chg: **-1.31%**  
Last: **160.14**  
Volume: **3,284,921**



- *SPG has been struggling relative to REIT's as a whole.*
- *Currently on a fairly major sell signal and sitting on important support, shorting parameters are fairly tight.*
- *Short on break of support at \$160*
- *Stop is set at \$165*
- *Target for the trade is \$140*

**TIF - Tiffany and Co.**

**TIF** Tiffany and Co. NYSE

Consumer Discretionary / Specialty Retailers

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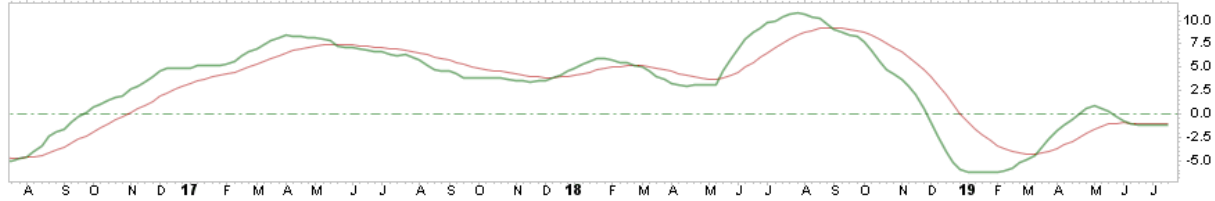
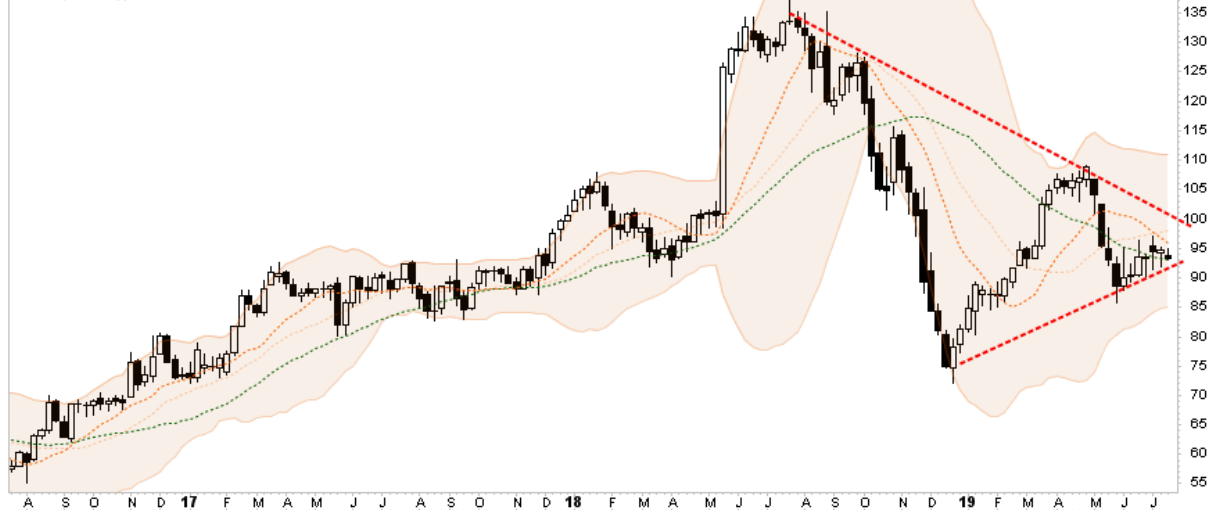
|                          |           |                         |                             |
|--------------------------|-----------|-------------------------|-----------------------------|
| Open: <b>93.89</b>       | Ask:      | P/E: <b>20.11</b>       | Options: <b>yes</b>         |
| High: <b>95.04</b>       | Ask Size: | EPS: <b>4.64</b>        | Annual Dividend: <b>2.2</b> |
| Low: <b>93.01</b>        | Bid:      | Last Size: <b>2.36%</b> | Yield: <b>2.36%</b>         |
| Prev Close: <b>94.66</b> | Bid Size: | VWAP:                   | SCTR (Large): <b>29.3</b>   |

Wednesday 17-Jul-2019

|                          |
|--------------------------|
| ▼ <b>-1.45%</b>          |
| Chg: <b>-1.37</b>        |
| Last: <b>93.29</b>       |
| Volume: <b>3,247,327</b> |



TIF (Weekly) 93.29



- *TIF is flirting with an important sell signal combined with the potential break of a downtrend.*
- *Sell short on a break of support at \$92.50*
- *Target is \$75*
- *Stop is set at \$96*