

Long-Short Idea List: 07-25-19

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

NVDA - Nvidia, Corp



- *Chip stocks have been trying to come back since their beating last year. While the trade war is not over, the technical backdrop has improved enough to warrant a trade.*
- *There is still a risk with earnings so stops are tight.*
- *With a buy signal registered, and moving averages positive we can add exposure.*
- *Buy at current levels.*
- *Stop level is \$160*

GOOG - Alphabet, Inc.

GOOG Alphabet Inc. - Class C Nasdaq GS

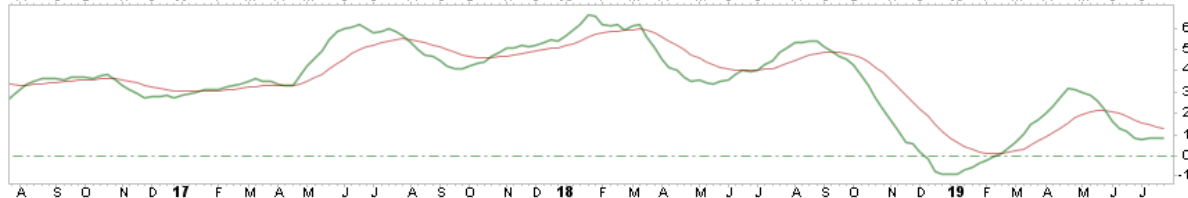
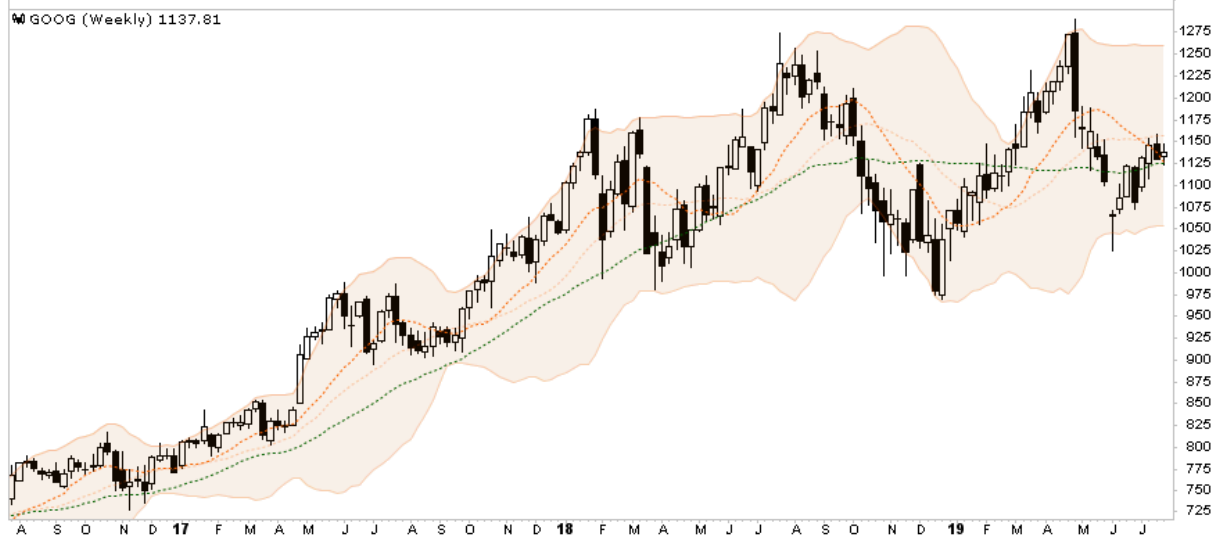
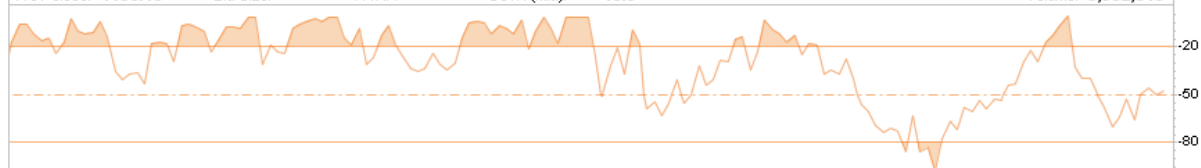
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Communication Services / Internet

Wednesday 24-Jul-2019

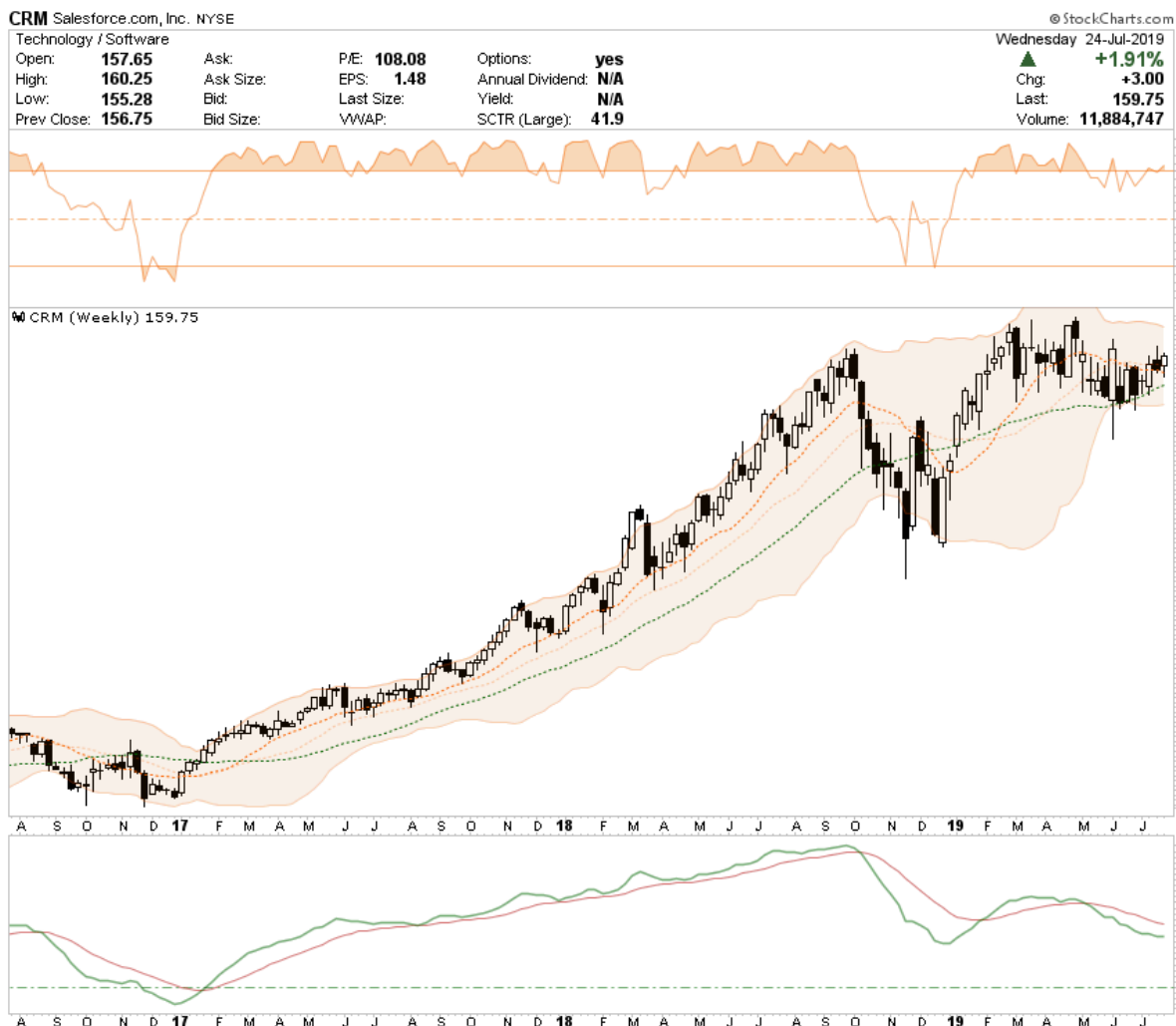
Open: 1133.45	Ask:	P/E: 28.54	Options: yes
High: 1146.90	Ask Size:	EPS: 39.87	Annual Dividend: N/A
Low: 1124.24	Bid:	Last Size:	Yield: N/A
Prev Close: 1130.10	Bid Size:	VWAP:	SCTR (Mid): 40.6

▲ +0.68%
Chg: +7.71
Last: 1137.81
Volume: 3,982,840



- Last week, we recommended a trading long in GOOG which we added to the long-short portfolio.
- GOOG has still failed to get legs under it but held up well in the face of the DOJ investigation into potential anti-trust issues.
- A break above the 50-dma, currently testing, gives GOOG decent upside.
- We are moving our stop-loss up to \$1120-1125.

CRM - Salesforce.com



- We added CRM to the Long-Short portfolio last week as well.
- 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.
- Stop loss is moved up to \$155.

DAN - Dana, Inc.

DAN Dana Inc. NYSE

Consumer Discretionary / Auto Parts

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Open: 18.69	Ask:	P/E: 7.00	Options: yes
High: 20.04	Ask Size:	EPS: 2.86	Annual Dividend: 0.4
Low: 18.42	Bid:	Last Size: 2.00%	Yield: 2.00%
Prev Close: 18.59	Bid Size:	VWAP:	SCTR (Small): 80.5

Wednesday 24-Jul-2019

▲ **+7.75%**

Chg: **+1.44**

Last: **20.03**

Volume: **4,962,549**



- *DAN has been consolidating for quite some time now and is looking to try and make a move higher.*
- *With DAN on a buy signal, look for a breakout above \$21 to add a position.*
- *Stop loss is tight at \$18 after purchase.*

EMN - Eastman Chemical Co.



- *EMN finally broke above its long-term downtrend and is back on a buy signal.*
- *Buy 1/2 position at current levels, and the second half on a break above \$85.*
- *Stop is set at \$75 - honor thy stop.*

SHORT CANDIDATES

BLK - Blackrock, Inc.

BLK Blackrock, Inc. NYSE

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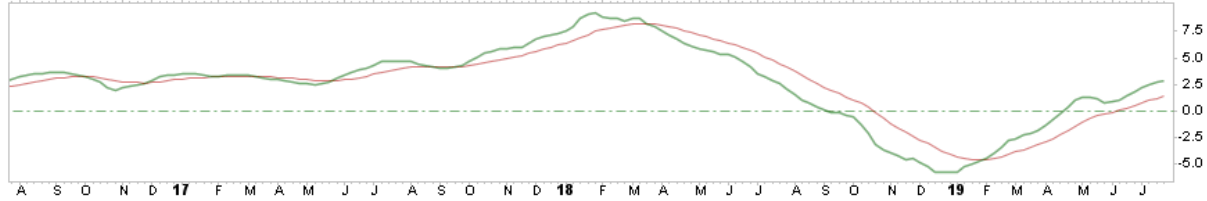
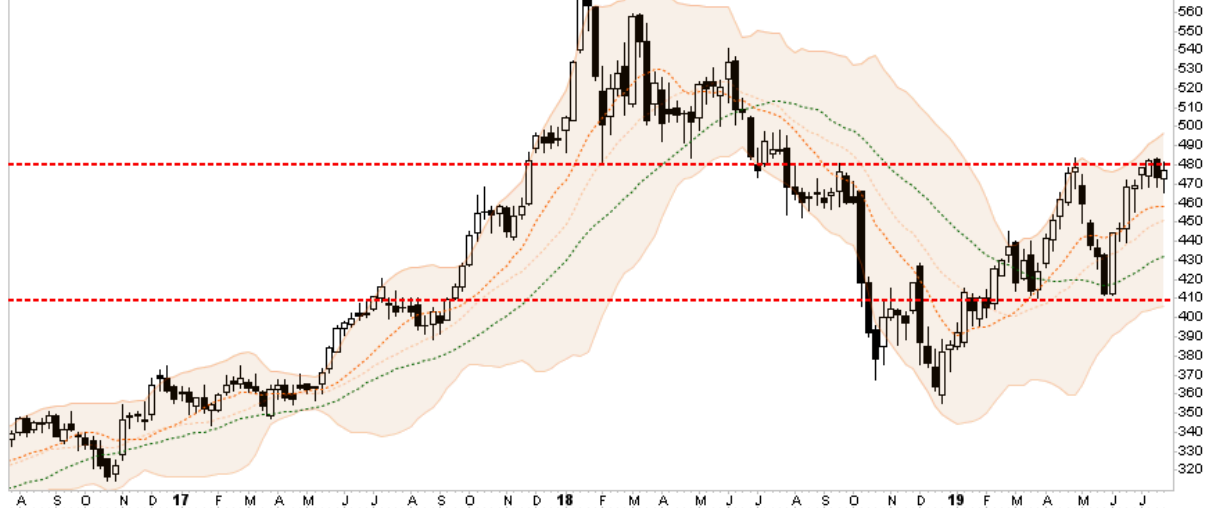
Financial / Asset Managers

Open:	472.57	Ask:		P/E:	17.98	Options:	yes
High:	481.70	Ask Size:		EPS:	26.54	Annual Dividend:	12.86
Low:	465.86	Bid:		Last Size:		Yield:	2.70%
Prev Close:	473.24	Bid Size:		VWAP:		SCTR (Large):	58.4

Wednesday 24-Jul-2019

▲ **+0.83%**Chg: **+3.91**Last: **477.15**Volume: **1,690,409**

BLK (Weekly) 477.15



- We recommended a short-position last week in BLK which is still 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

CAT - Caterpillar, Inc.

CAT Caterpillar, Inc. NYSE

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Industrial / Commercial Vehicles

Wednesday 24-Jul-2019

Open: **136.37** Ask: P/E: **12.29** Options: **yes**
 High: **138.23** Ask Size: EPS: **10.74** Annual Dividend: **3.44**
 Low: **128.45** Bid: Last Size: Yield: **2.61%**
 Prev Close: **136.23** Bid Size: VWAP: SCTR (Large): **19.6**

Chg: **-3.17%**
 Last: **131.91**
 Volume: **20,050,808**



- *CAT missed earnings pretty badly as the trade war continues.*
- *We recommended a short previously, and a break below current support will likely create another opportunity.*
- *Short on a break below \$130*
- *Target for trade is \$110-120*
- *Stop loss is \$136*

GPC - Genuine Parts, Co.

- *We stated last week that GPC had 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.*
- *GPC broke that trendline this past week and quickly headed to our target.*
- *Target is \$90 but take a little profit now.*
- *Close short at \$98 for a profit stop.*

BMJ - Bristol Meyers Squibb

BMY Bristol Myers Squibb Co. NYSE

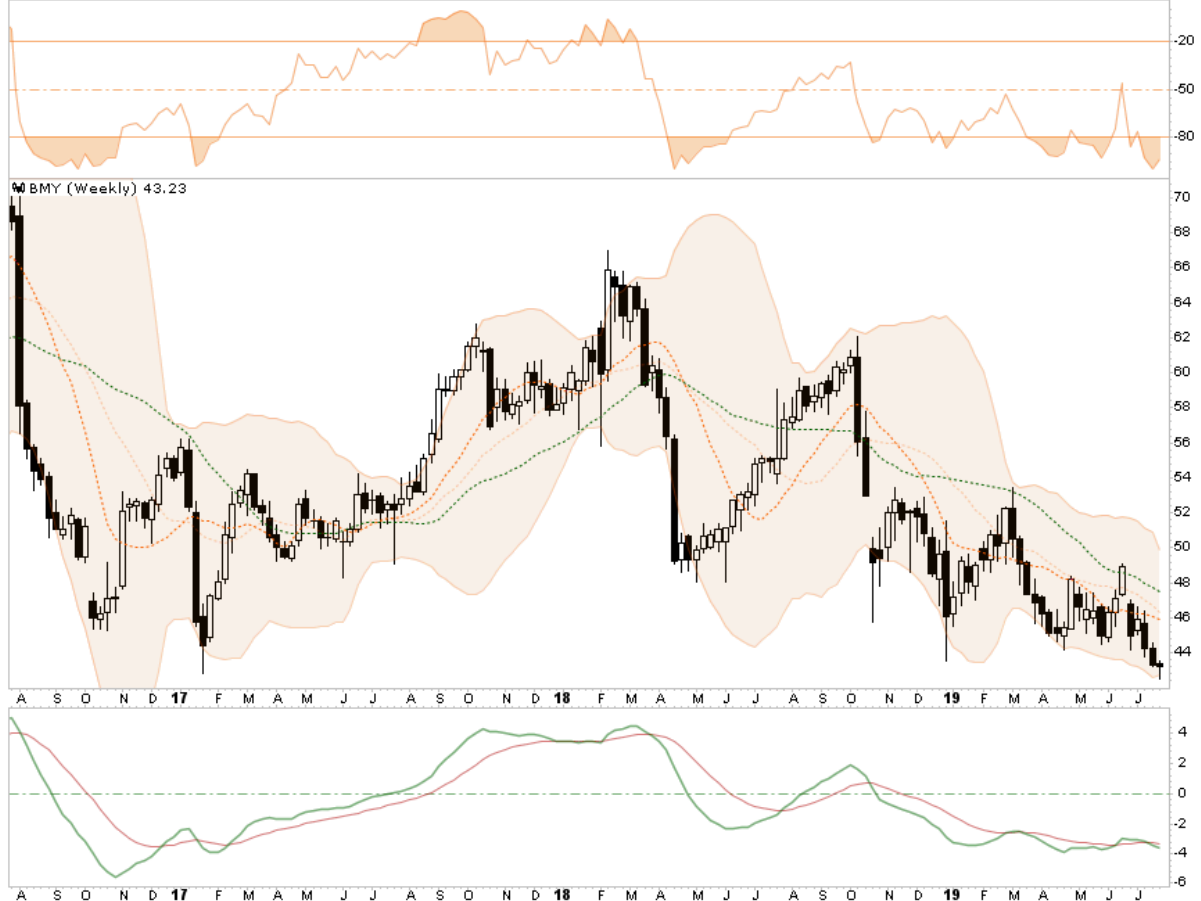
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Health Care / Pharmaceuticals

Wednesday 24-Jul-2019

Open: **43.40** Ask: P/E: **13.67** Options: **yes**
High: **43.51** Ask Size: EPS: **3.16** Annual Dividend: **1.62**
Low: **42.48** Bid: Last Size: Yield: **3.75%**
Prev Close: **43.33** Bid Size: VWAP: SCTR (Large): **3.9**

Chg: **-0.23%**
Last: **43.23**
Volume: **44,315,084**



- *BMY has been struggling for a long-time now which doesn't make it a "terrific" short candidate.*
- *However, the downtrend remains intact and the recent rallied failed which has now triggered another sell signal.*
- *Short at current levels.*
- *Stop is set at \$46*
- *Target for the trade is <\$40*

BAM - Brookfield Asset Management

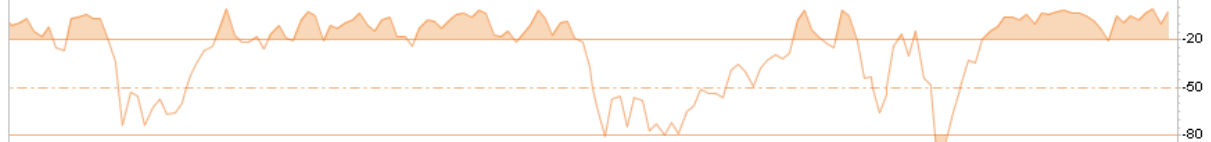
BAM Brookfield Asset Management Inc. NYSE

Real Estate / Real Estate Development

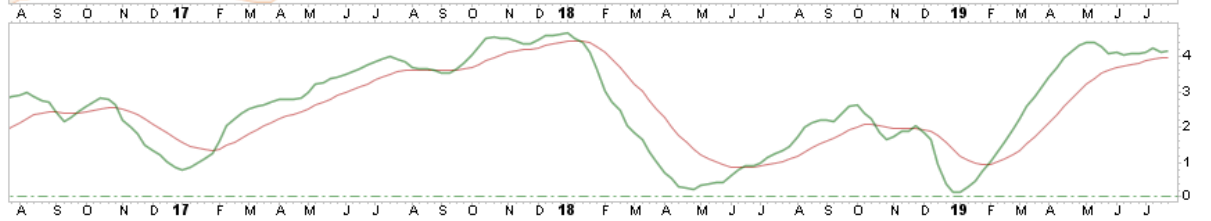
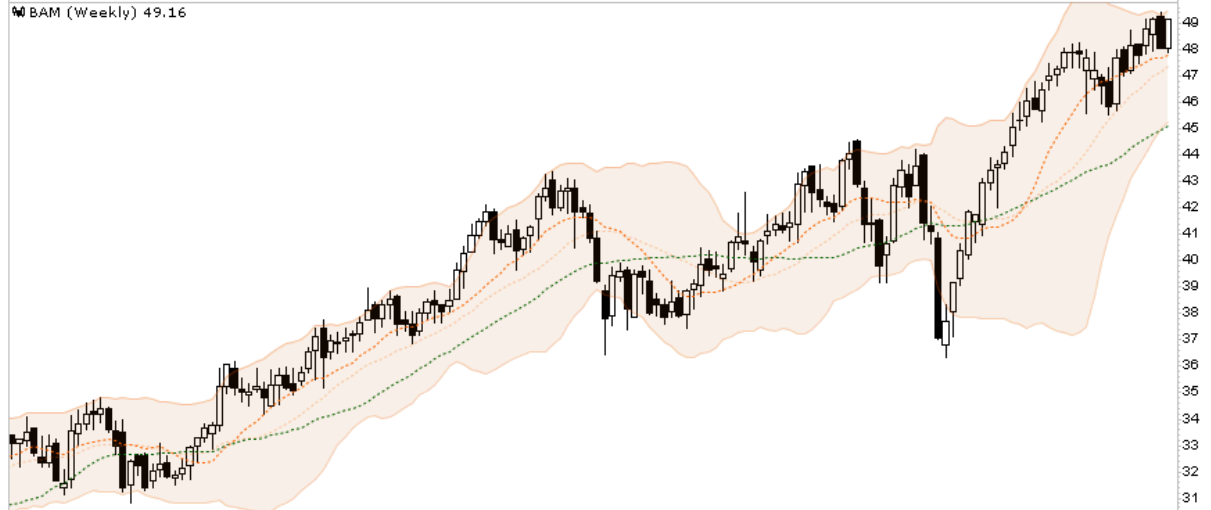
Open: 48.07	Ask:	P/E: 14.74	Options: yes
High: 49.17	Ask Size:	EPS: 3.34	Annual Dividend: 0.62
Low: 47.88	Bid:	Last Size:	Yield: 1.26%
Prev Close: 48.07	Bid Size:	VWAP:	SCTR (Mid): 68.5

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Wednesday 24-Jul-2019

▲ **+2.27%**Chg: **+1.09**Last: **49.16**Volume: **3,528,835**

BAM (Weekly) 49.16



- *BAM is extremely extended and is working to hold support with a "sell signal" approaching.*
- *Parameters are fairly tight for a trade.*
- *Sell short on a break of support at \$48*
- *Target is \$45 initial with \$40 as the main target.*
- *Stop is set at \$49.50*