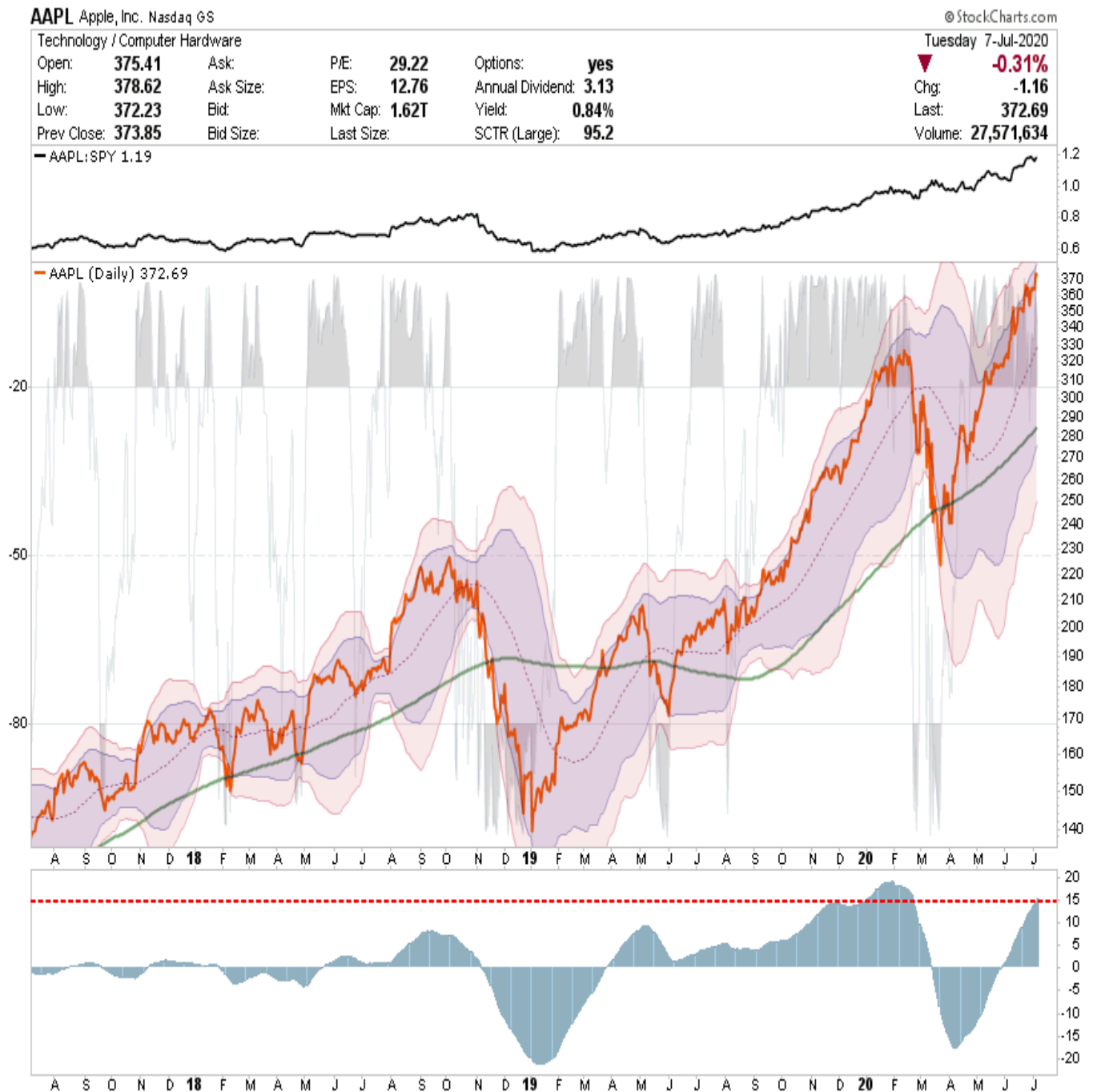


In this week's selected portfolio positions review (07-08-20), we want to review a few of the trades we made recently. We also want to discuss a couple of positions we make take action on soon.

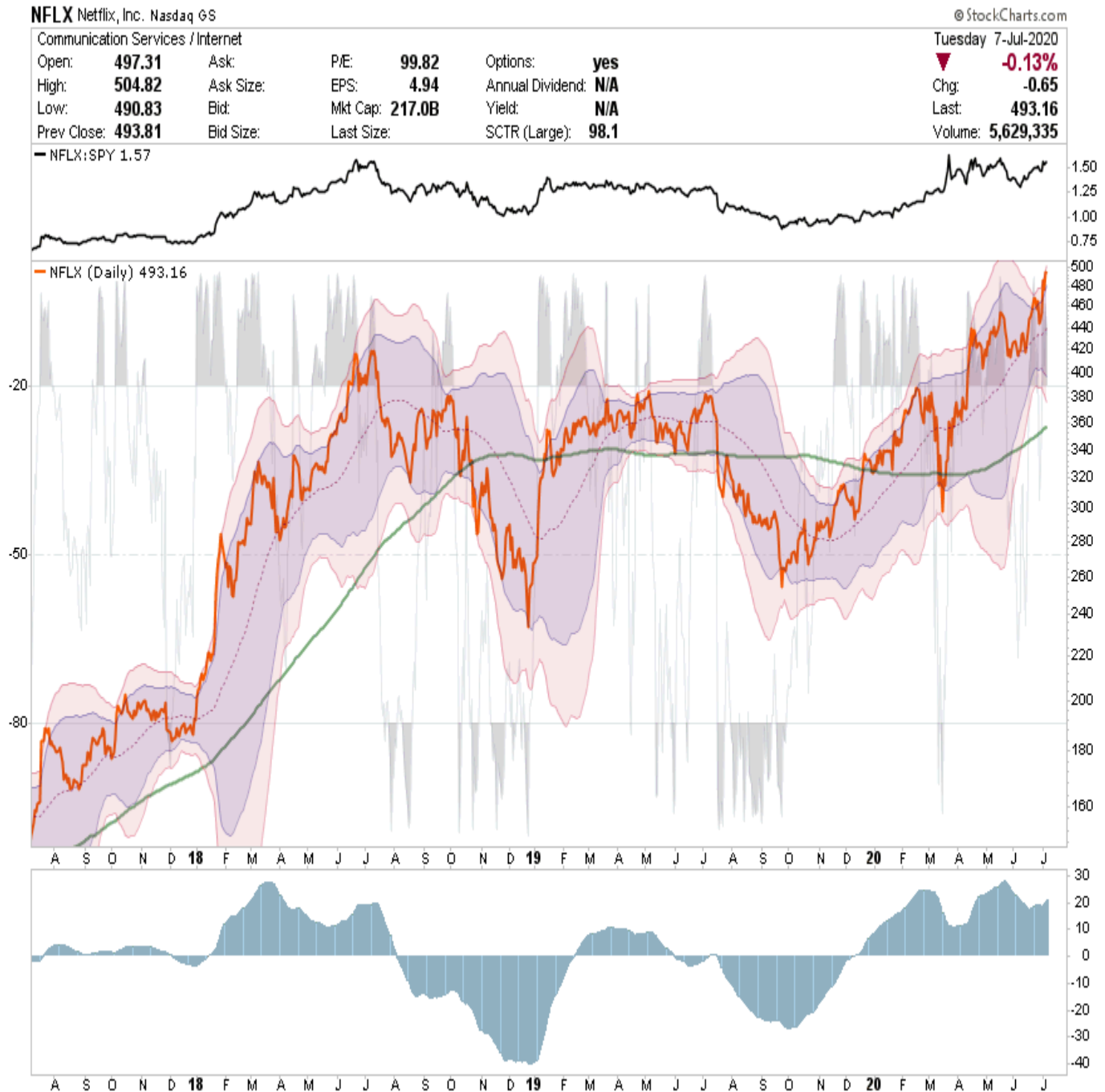
AAPL - Apple, Inc. (Looking To Take Profits)



- 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.

AMZN Amazon.com, Inc. Nasdaq GS

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Consumer Discretionary / Broadline Retailers

Open: 3058.55	Ask:	P/E: 143.31	Options: yes
High: 3069.55	Ask Size:	EPS: 20.93	Annual Dividend: N/A
Low: 2990.00	Bid:	Mkt Cap: 1.50T	Yield: N/A
Prev Close: 3057.04	Bid Size:	Last Size:	SCTR (Large): 98.9

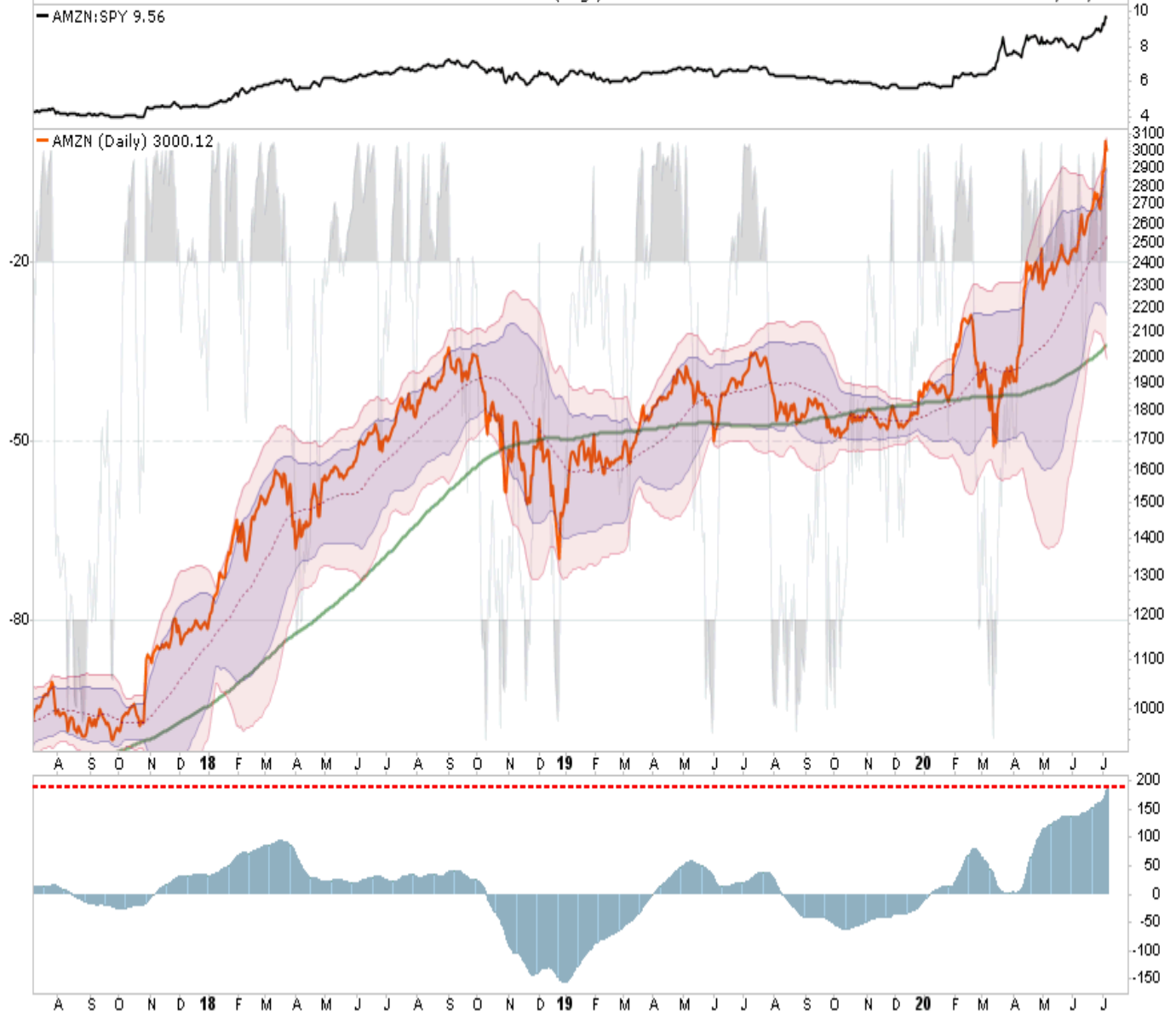
Tuesday 7-Jul-2020

▼ **-1.86%**

Chg: **-56.92**

Last: **3000.12**

Volume: **5,229,283**



- Also, like AAPL, after adding to AMZN previously, the near vertical spike in the AMZN suggests that profit taking is prudent.
- 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

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**

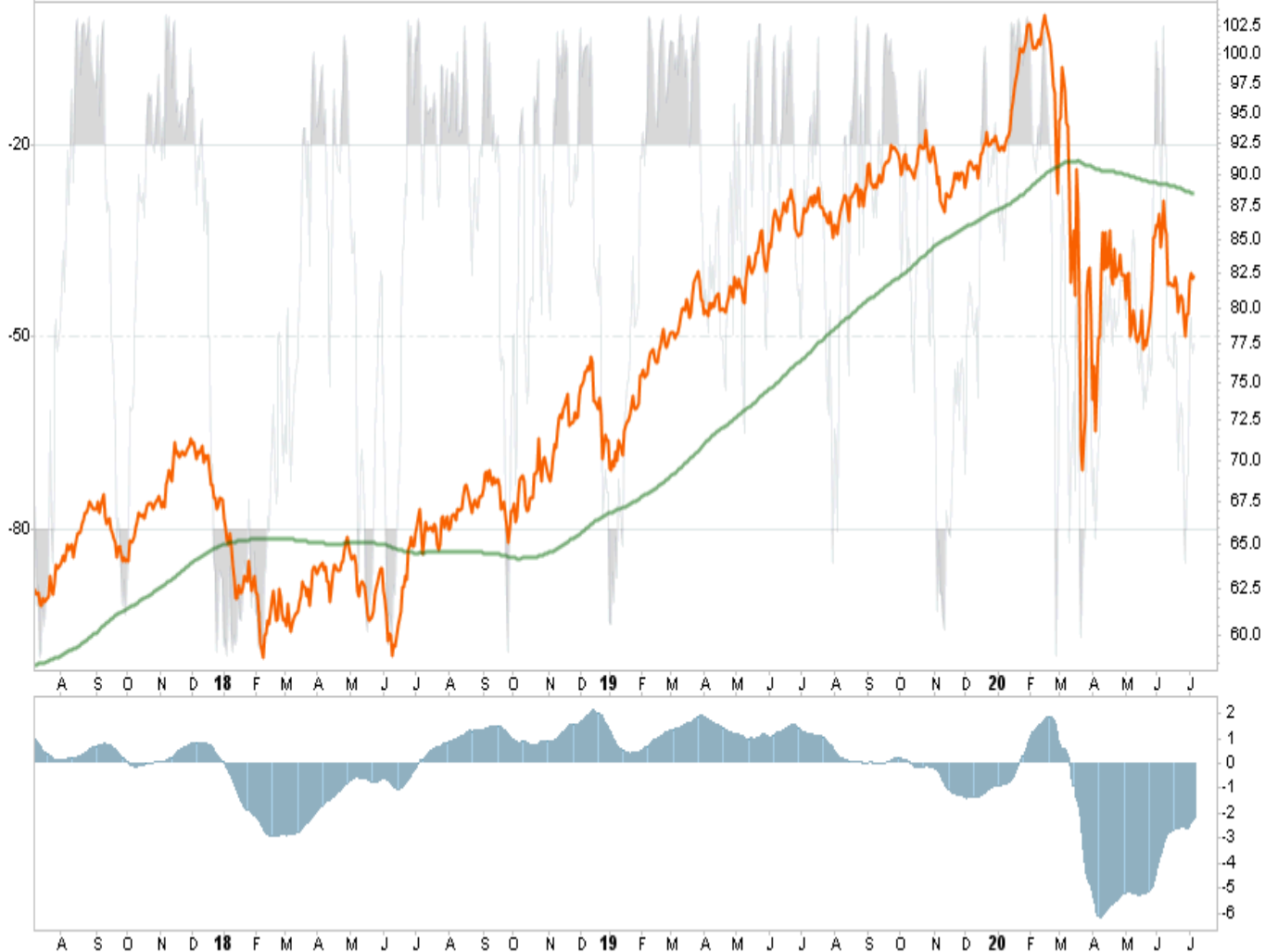
Tuesday 7-Jul-2020

▲ **+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

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**

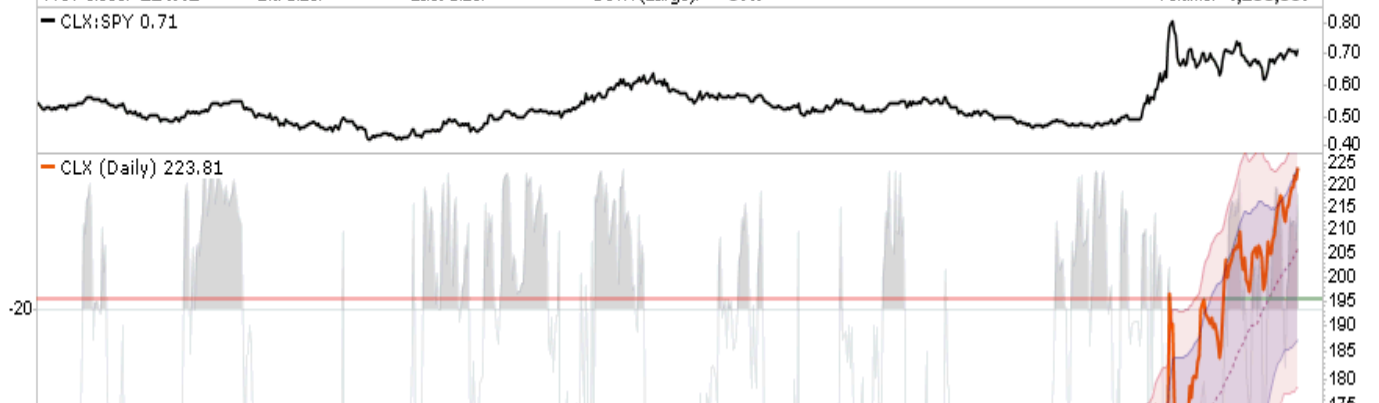
Tuesday 7-Jul-2020

▲ **+1.08%**

Chg: **+2.39**

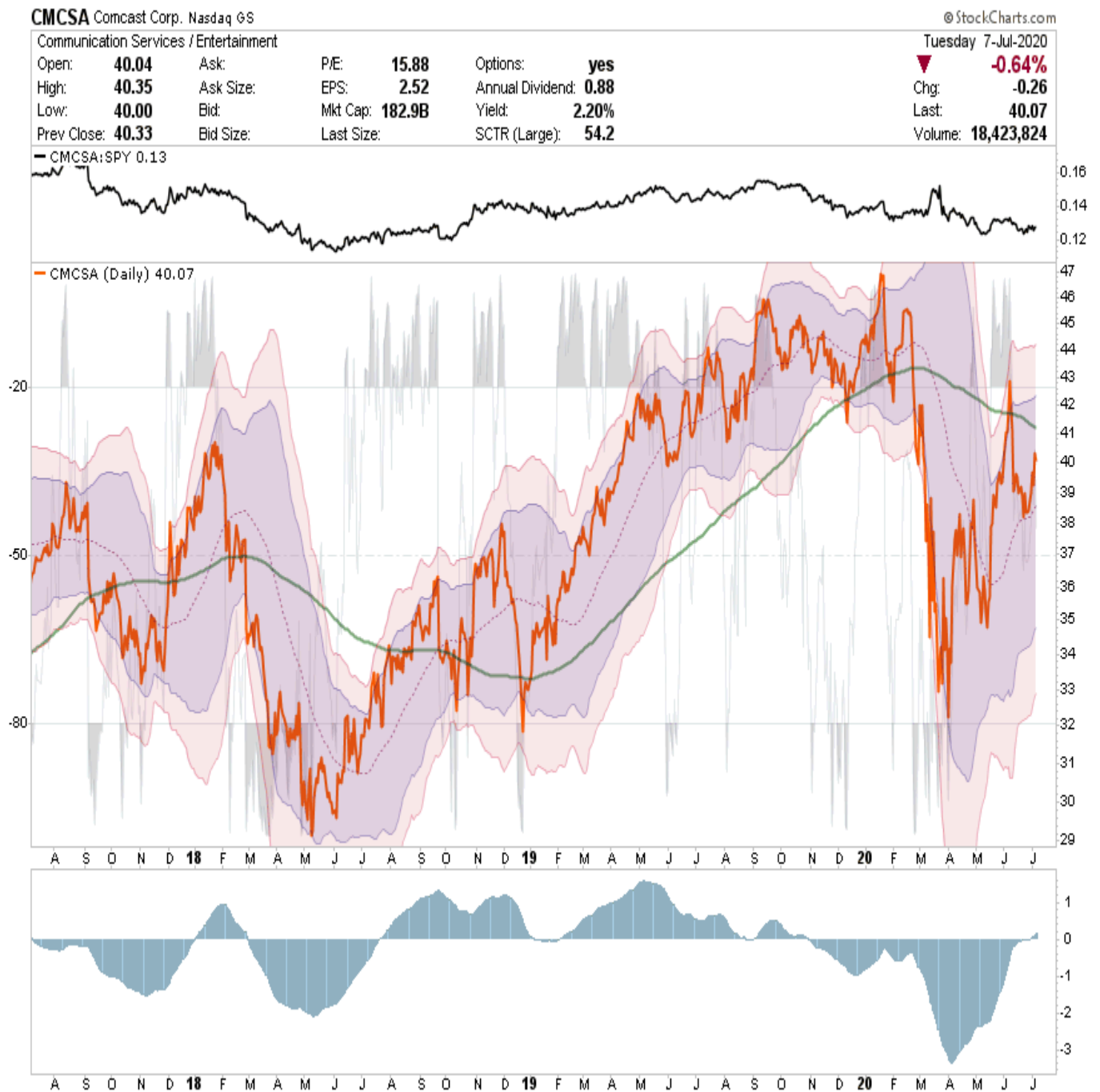
Last: **223.81**

Volume: **1,258,807**



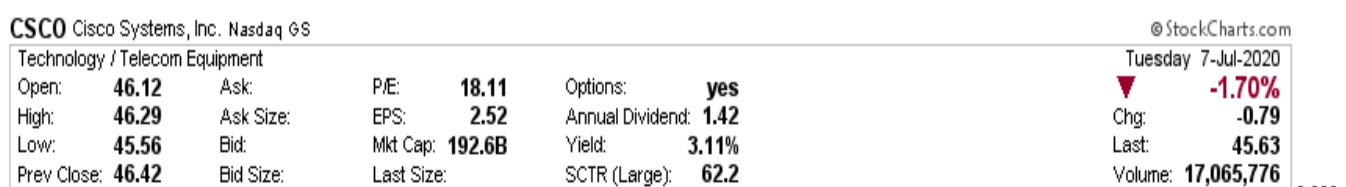
- *CLX has been a stellar performer since we added the position earlier this year.*
- *The COVID trades have been in favor, but with the extreme overbought condition we took profits in CLX recently and rebalanced the position in portfolios.*

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



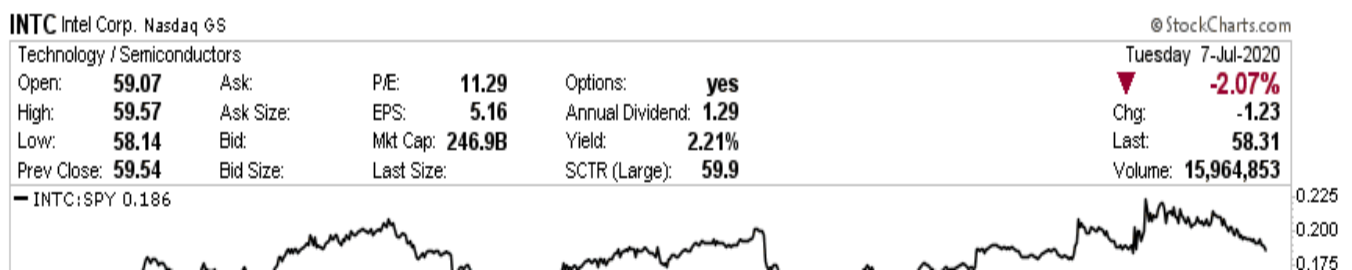
- As with CMCSA, we also added to our position in CSCO recently for virus play.
- CSCO is a bit overbought, but holding support at the 200-dma.
- We have a stop on the position at \$40.

MSFT - Microsoft Corp. (Looking To Take Profits)



- 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*