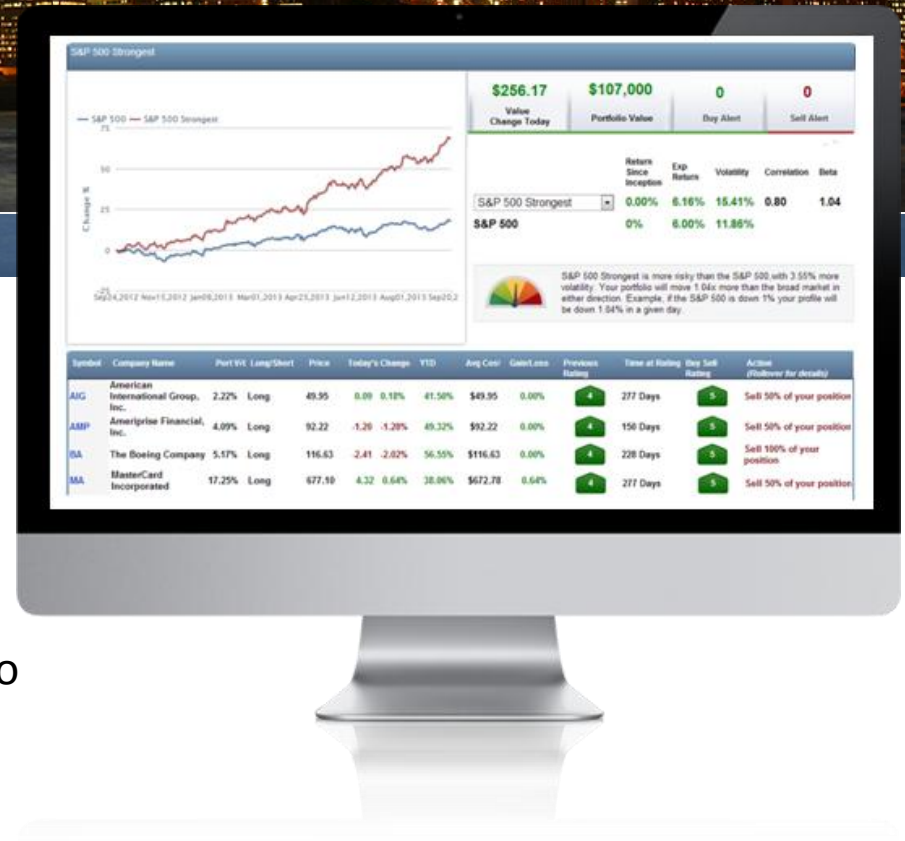


Protect, Preserve and Grow



Working Document – How to use ChartLabPro

History suggests that reducing exposure to stocks when the S&P 500 shows signs of weakness and allocating to equities when the S&P 500 is strong will help out-perform the broad market over a market cycle.

The theory behind this philosophy is investors can minimize downside volatility by reducing equity exposure when the S&P 500 moves to a technically weakened state and increase equity exposure as S&P 500 shows signs of technical strength.

We are not trying to call market tops or bottoms; however, we do want to isolate risk in less favorable markets and participate as markets are increasing in strength. Additionally, to protect gains in our portfolio, we do want to reduce equity exposure as the S&P 500 becomes overbought. By adhering to this process, it will help reduce large portfolio drawdown's and allow for greater compounding returns.

Equally, if not more important than security selection, in the investment process, is risk management. As we previously mentioned in Step 1, we want to avoid large draw-downs by managing risk. As a guideline, many institutional investors believe individual stocks with an allocation greater than a 5%, is considered a concentrated position.

ChartLabPro.com believes that security selection is the second most vital element of the portfolio construction process, next to risk management. The final step in this process is identifying the strongest stocks within the S&P 500 that are not currently overbought.

Remember, one size does not fit all investment objectives. Everyone has a different tolerance for risk. For longer term investors you will most likely endure more volatility for greater return, while shorter term investors will seek to keep their volatility at a minimum. Long term investors who are expanding duration (1 year or greater) may want to hold onto a stock unless it moves to a sell. Shorter term investors (1 to 6 months) will want to reduce equity exposure on each down grade in rating. Keep in mind, each person has a different objective, and will want to apply a downgrade in ratings, or a change in counter- trend in a varied manner.

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6. [Setting up email alerts](#)
7. Home Page & Commentary
 7. [S&P 500 Update, Stock Alerts, Sector Rotation Alerts](#)
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Technical analysis is the study of investor behavior and its effect on the subsequent price action of financial instruments. Humans are predictable in nature which lends to high probability trends and price action.

The primary belief behind technical analysis and why it works; is that a market's price action reflects all relevant information. For example, geo-political economic headlines, fundamental valuations and current news events, which impact price movements, are incorporated into daily, weekly and monthly trends. Price action also tends to repeat itself because investors collectively gravitate toward patterned behavior.

Based on the premise that all relevant information is reflected by price, it is up to the astute Technician to disseminate this information by way of trend identification, anticipating inflection points in price and generating high probability trade ideas.

Technical Analysis versus Fundamental Analysis

We believe that fundamental analysis (P/E ratios, intrinsic values) goes hand in hand with technical analysis and both must be incorporated when investing. Yet, if fundamental factors remain constant (earnings, revenue, management and growth forecasts) historical price trends will lend its self to price movements via the markets technical's.

More importantly, the ever growing percentage of volume/liquidity brought to the market place by hedge funds, systematic trading systems and professional discretionary trading desks require price action analysis as opposed to fundamental analysis (which has an enormous lag effect).

We firmly believe and have seen hundreds of examples through the years that technical analysis generates lead time ahead of a majority of fundamental news/analysis.

Greg Troccoli
Co-Founder Partner

Greg is has been providing institutional quality technical analysis for over 25 years. A majority of Greg's career was spent at Prudential Securities, where he held the position of Chief Technical Analyst, covering all global markets. He also worked at Bear Stearns, and more recently Deutsche Bank-Americas. Greg's research has been utilized by over 3,500 institutions worldwide, including eight central banks, proprietary trading desks and a large contingent of retail investors and financial advisors. Greg is regularly featured in the media. He is a weekly contributor on CNBC's Fast Money, Closing Bell, Bloomberg TV and Yahoo Finance.

Brett Golden
President and Co-Founder

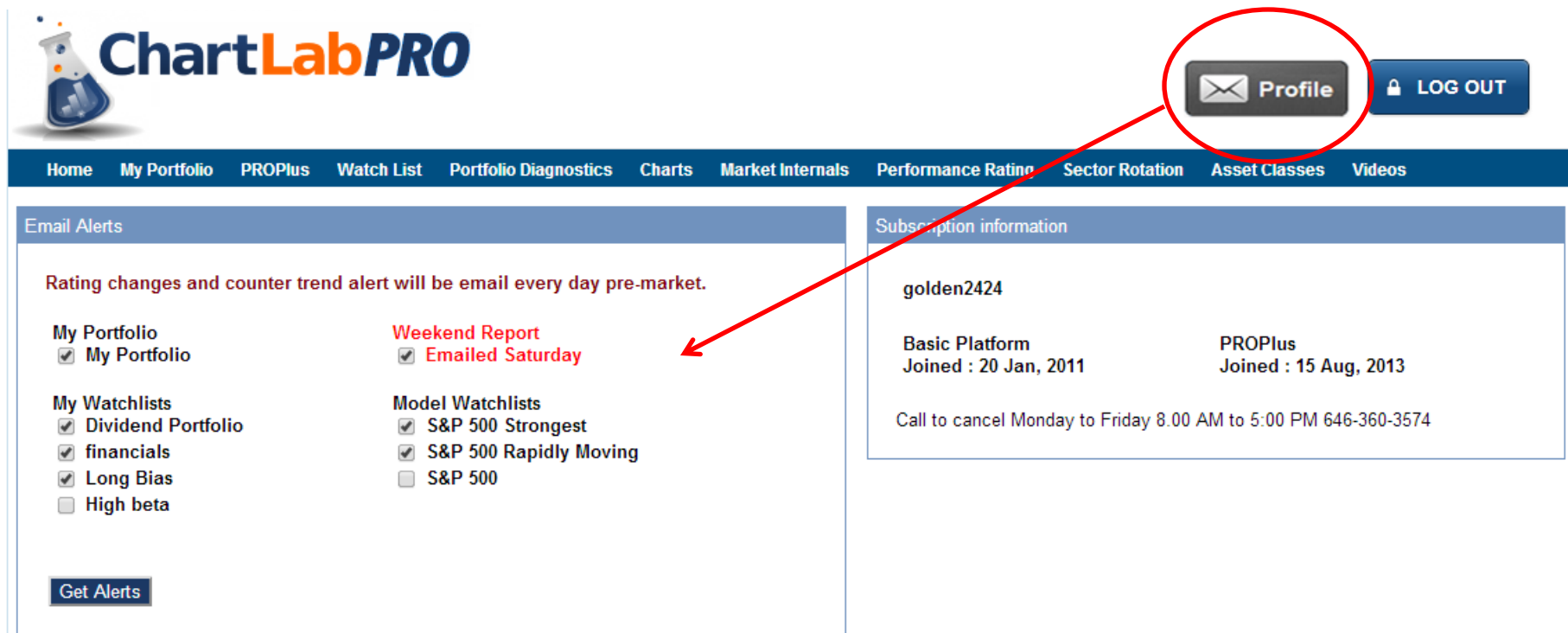
Brett Golden is President of ChartLabPro.com and Co-founder. Previously he was a principal for SouthPort Harbor Associates raising capital for Hedge Funds. Previous to SouthPort Harbor, Brett started Colonial Capital Partners, raising several hundreds of millions for hedge funds and public/private companies. He began his career at his family's investment firm, First Colonial Securities Group, which oversaw several billion dollars in client assets. During his tenure he was responsible for the creation and operation of ColonialDirect.com an online broker, which was a subsidiary of First Colonial. Following the acquisition of First Colonial, Brett joined the start-up firm, Advisor Software, created by the Founder and Chairman of Barra.

Louis Lukac
Partner-Co-Founder
Head of Algorithmic Trading

Louis Lukac, is former Director of futures research for Prudential Securities and a long time registered Commodity Trading Advisor (CTA). Louis has been involved in developing, testing and trading algorithmic systems for over 20 years. Louis' formal training in trading system design and testing is well grounded and began while a graduate student at Purdue University. He is the author of many journal articles on trading system design and market efficiency issues.

Algorithmic systems employ computer assisted trading strategies based principally on technical analysis. Technical analysis uses internal market data (e.g., price, volume, open interest, sentiment) to determine price trends. No discretionary intervention has been utilized although ChartLab does reserve the right to utilize its discretion in extraordinary circumstances. The algorithmic program uses a wide spectrum of strategies including trend following, countertrend, and pattern recognition approaches developed and streamlined over many years of research. Additionally, this program incorporates a threshold level decision process developed initially by Louis Lukac and enhanced through further research by Brett Golden. The program attempts to optimize position signals on a daily basis based on the relative duration of trends in multiple markets and market sectors. Market sector allocations are based on several criteria, including historical profitability, sector balance, and liquidity.

- Email Alerts are located under the Profile Tab
- Users may receive email alerts for both S&P 500 stocks and ETF's located on the sector rotation or asset classes pages. Make sure you populate your watch list or portfolio to receive alerts on names you are interested in.
- You can also select the Weekend Report that summarizes the prior weeks market event
- Emails will be sent pre-market open



ChartLabPRO

Home My Portfolio PROPlus Watch List Portfolio Diagnostics Charts Market Internals Performance Rating Sector Rotation Asset Classes Videos

Profile LOG OUT

Email Alerts

Rating changes and counter trend alert will be email every day pre-market.

My Portfolio
 My Portfolio

My Watchlists
 Dividend Portfolio
 financials
 Long Bias
 High beta

Weekend Report
 Emailed Saturday

Model Watchlists
 S&P 500 Strongest
 S&P 500 Rapidly Moving
 S&P 500

Subscription information

golden2424

Basic Platform
 Joined : 20 Jan, 2011


PROPlus
 Joined : 15 Aug, 2013

Call to cancel Monday to Friday 8.00 AM to 5:00 PM 646-360-3574


Get Alerts

- **S&P 500 Update** – The S&P 500 update will provide automated verbiage based upon the S&P 500 Buy/Sell Ratings and Counter Trend indicator. This is updated daily if there is any changes.
- **My Alerts** - The Alerts section will provide alert s for all S&P 500 companies and a select group of ETF’s. The alert section will notify you of any upgrades or downgrades in ratings that are held in your “My Portfolio” or any ”Watch List” that you have created. Additionally, the section will proved alerts for the counter trend as well.
- **Sector Alerts** – Sector Alerts will notify you of all SPDR’s Sector ETF’s that have been upgraded or downgraded along with counter trend changes.


Alerts



S&P 500 Update




My Alerts




Sector Alerts

The S&P 500 was just downgraded from a Strong Buy to a Buy, this rating is still strong, however, for very conservative investors look to reduce the weakest rated stock in your portfolio to minimize downside volatility. You may also want to reduce the higher beta names in your portfolio that can be found here. [More details...](#)



Neutral

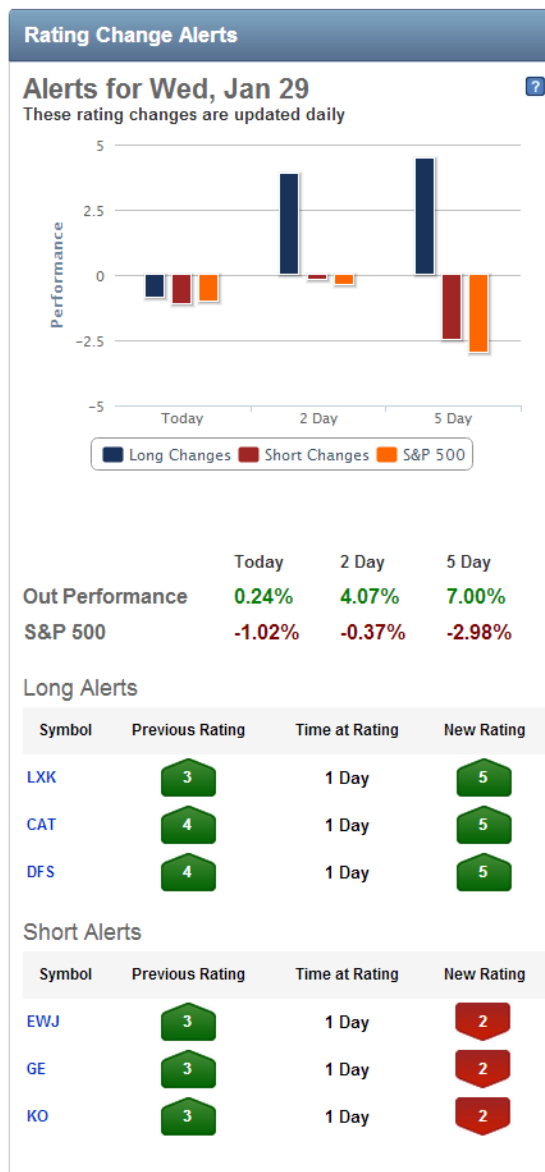
 S&P 500 Downgrade

Rating Changes Alerts

You will find 3 Buy and 3 Sell alerts each day. These are just to give you a glimpse without searching for new rating changes.

The Out Performance row is the percentage change between the sum of the 3 long positions and the 3 sell positions total return.

Remember, these alerts are not meant to be pair trades and have no specific hierarchy on why they are being supplied on the home page.



Market Research - Provides once a week broad market technical analysis. This technical analysis is based on a weekly chart time frame.

Morning Coffee & Afternoon Tea – Provides insight on daily Global markets, economic data points and suggestions on how to discover ideas throughout ChartLabPro.

Recent Articles



Market Research

Monday 27 (JAN)

[Continue reading →](#)



Morning Coffee

Wed 29 8:00

[Continue reading →](#)



Afternoon Tea

Wednesday 29 2:00

[Continue reading →](#)



Happy Hour

Tuesday 23rd 5:30

Apple Earnings

[Continue reading →](#)

My Portfolio & Watch List Functionality

Home
My Portfolios & Watch list
Idea Wizard (New)
PROPlus
Charts
Market Internals
Performance Rating
Sector Rotation
Asset Classes
Videos

Portfolio
Add/Edit

Legend: S&P 500 Strongest, S&P 500 Rapidly Moving, S&P 500, Dividend Portfolio, financials, Long Bias, High beta

S&P 500	Gold	Nasdaq	VIX
\$1,791.75	\$119.67	\$4,120.37	\$16.53
+17.55	-2.80	+68.93	-0.82
0.99%	-2.29%	1.70%	-4.73%

Today's overview: January Thursday 30th

So far this week the Fixed Income market have been seeing the most strength according to our rating value. Conversely, the Large cap market remains weak and under pressure.

So far this week the Japan market remains weak and under pressure in the Global Markets

- My Watchlists Performance
- One and five day watchlist performance
- Stocks with the greatest rating value increase in my watchlists
- Stocks with the greatest rating value decrease in my watchlists

Add WatchList Create or Edit WatchList

PORTFOLIO NAME	VOLATILITY	CORRELATION	BETA	RETURN SINCE INCEPTION	CREATED	POSITIVE RATING CHANGES	NEGATIVE RATING CHANGES
Chartlab Model Portfolios							
S&P 500 Strongest	19.44%	0.94	1.08	N/A	N/A	✔ None	✘ None
S&P 500 Rapidly Moving	25.56%	0.82	1.24	N/A	N/A	✔ L XK 3 to 5, CAT 4 to 5, See more	✘ None
S&P 500	17.07%	1.00	1.01	N/A	N/A	✔ None	✘ None
My Portfolios							
Dividend Portfolio	13.21%	-0.32	-0.25	-11.20%	2012-08-08	✔ None	✘ HAL 3 to 2, AVB 2 to 1, See more
financials	29.31%	0.88	1.52	40.08%	2012-10-11	✔ None	✘ AIG 3 to 2
Long Bias	21.71%	0.90	1.15	16.88%	2012-10-18	✔ None	✘ AN 3 to 2, SNI 3 to 1, See more
High beta	32.14%	0.58	1.09	76.55%	2013-11-15	✔ None	✘ None
My Watchlist							
My Portfolio	22.92%	0.73	0.99	-100.00%	N/A	✔ CAT 4 to 5	✘ NUE 3 to 2, GE 3 to 2, See more

Showing 1 to 8 of 8 entries

First Previous 1 Next Last

My Portfolio & Watch List Functionality



Stocks with the greatest rating value increase within the users universe.

This displays the greatest rating value increase within the last 5 days.

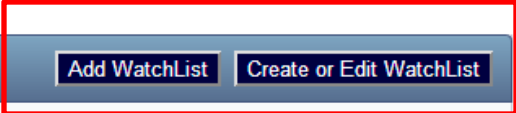


Stocks with the greatest rating value decrease within the users universe.

This displays the greatest rating value decrease within the last 5 days.

My Portfolio & Watch List Functionality

Adding a watch list or editing a existing watch list



PORTFOLIO NAME	VOLATILITY	CORRELATION	BETA	RETURN SINCE INCEPTION	CREATED	POSITIVE RATING CHANGES	NEGATIVE RATING CHANGES
Chartlab Model Portfolios							
S&P 500 Strongest	19.44%	0.94	1.08	N/A	N/A	✓ None	✗ None
S&P 500 Rapidly Moving	25.56%	0.82	1.24	N/A	N/A	✓ LXX 3 to 5,CAT 4 to 5,See more	✗ None
S&P 500	17.07%	1.00	1.01	N/A	N/A	✓ None	✗ None
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My Portfolio							
My Portfolio	22.92%	0.73	0.99	-100.00%	N/A	✓ CAT 4 to 5	✗ NUE 3 to 2,GE 3 to 2,See more

Adding a position to a portfolio, add symbol, shares and price and then click add

Double click Avg. Cost to change the cost basis.

Double click quantity to change the number of shares.

Position Size of total Portfolio

To Add a Short Position add a 9_) minus sign.

Symbol: <input type="text"/> shares: <input type="text"/> Price: <input type="text"/> Add Symbol				Search Symbol: <input type="text"/>		Create/Edit Watchlist										
SYMBOL	COMPANY NAME	PROFILE	NEWS	PORT WT	L/S	LAST PRICE	TODAY'S CHANGE	YTD	AVG COST	GAIN/LOSS	PREVIOUS RATING	TIME AT RATING	BUY SELL RATING	ACTION (ROLL FOR DETAILS)	QUANTITY	
AIG	American International Group, Inc.			13.8%	Long	49.02	1.07	2.23%	-3.98%	35	40.06%	3	2 Days	2	Sell 100%	250
BAC	Bank of America Corporation			19.13%	Long	16.99	0.31	1.83%	9.09%	9.21	84.42%	4	77 Days	5	Remain Long	1000
CI	CIGNA Corporation			0.1%	Long	87.69	1.81	2.11%	0.24%	73.74	18.92%	4	80 Days	5	<div style="border: 1px solid black; padding: 5px;"> <p>GS went to a hold at \$163.9 on 2014-01-29 from a buy. Be cautious, this name is a hold and at this juncture is showing signs</p> <p>Caution - Start reducing some exposure</p> <p>Sell 100% of your position</p> </div>	250
GS	The Goldman Sachs Group, Inc.			18.68%	Long	165.89	1.99	1.21%	-6.41%	120.08	38.15%	4	1 Day	3		115
JPM	JPMorgan Chase & Co.			15.83%	Long	56.22	0.69	1.24%	-3.86%	41.77	34.59%	4	1 Day	3	Remain Long	500
MET	MetLife, Inc.			6.46%	Long	49.86	1.01	2.07%	-7.53%	43	15.95%	5	6 Days	3		
WFC	Wells Fargo & Company			26.01%	Long	46.20	0.61	1.34%	1.76%	35.23	31.14%	4	76 Days	5		

Company Profile

News

Rollover action for greater details

Remove a position

My Portfolio
Add/Edit

S&P 500	Gold	Nasdaq	VIX
\$1,794.19	\$119.76	\$4,123.12	\$17.29
+19.99	-2.71	+71.69	-0.06
1.13%	-2.21%	1.77%	-0.35%

\$3,391.04	\$191,681.77	0	1
Change Today	Value Today	Buy Alert	Sell Alert

FB \$61.08 +7.55 (+14.10%)

FB has been rated a strong buy for 49 Days and is up 3.28% since being rated a (5) Strong Buy. FB is neither overbought nor oversold, at this juncture remain long.

FB pattern is in a **Negative Double Top** since Dec 10, 2013 and has been in a **bullish intermediate term trend** since Jul 06, 2013. Longer term investors who's holding period is greater than 6 month to 1 year will want to pay attention to the intermediate term period.

Above 50 day moving average: No 53.61
Average Volume: 69469696

Above 100 day moving average: Yes 49.69
Volume Alert: No

[Show Portfolio View](#)

Symbol:
shares:
Price:
Add Symbol
Search Symbol:
Create/Edit Portfolio
Old Portfolio view

SYMBOL	COMPANY NAME	PROFIL	NEWS	PORT WT	L/S	LAST PRICE	TODAY'S CHANGE	YTD	AVG COST	GAIN/LOSS	PREVIOUS RATING	TIME AT RATING	BUY SELL RATING	ACTION (ROLL FOR DETAILS)	QUANTITY	
AAPL	Apple Inc.	+		13.04%	Long	499.78	-0.97	-0.19%	-10.92%	549.02	-8.97%	4	3 Days	3	Caution - Start reducing some exposure	50
BA	The Boeing Company	+		3.3%	Long	126.53	-3.25	-2.50%	-7.30%	136.67	-7.42%	5	2 Days	4	Sell 50% of your position	50
BAC	Bank of America Corporation	+		0.88%	Long	16.93	0.25	1.50%	8.73%	15.6	8.53%	4	78 Days	5	Remain Long	100
EWJ	iShares MSCI Japan Index	+		6.07%	Long	11.64	0.02	0.13%	-4.16%	11.92	-2.39%	3	3 Days	2	Sell 100%	1000
EWZ	iShares MSCI Brazil Capped	+		2.07%	Long	39.64	0.43	1.10%	-11.28%	43.93	-9.77%	2	57 Days	1	Look for a oversold bounce	100
FB	Facebook	+		3.19%	Long	61.08	7.55	14.10%	11.77%	57.77	5.73%	4	50 Days	5	Remain Long	100

By Clicking on the symbol it will provide a relative percentage chart comparing that security to the S&P 500 on a rolling 12 month basis.

The verbiage provides the time at the rating, the pattern and an intermediate term trend calculated by using a 3 and 13 Exponential Moving average on a weekly chart.

Volatility: This will measure your portfolio's 12 month volatility of the underlining securities. Volatility is a statistical measure of the dispersion of returns for a given security, market index or portfolio. Volatility can either be measured by using the standard deviation or variance between returns from that same security or market index. Commonly, the higher the volatility, the riskier the security.

PORTFOLIO NAME	VOLATILITY	CORRELATION	BETA	RETURN SINCE INCEPTION	CREATED	POSITIVE RATING CHANGES	NEGATIVE RATING CHANGES
Chartlab Model Portfolios							
S&P 500 Strongest	19.44%	0.94	1.08	N/A	N/A	✓ None	✗ None
S&P 500 Rapidly Moving	25.56%	0.82	1.24	N/A	N/A	✓ L XK 3 to 5,CAT 4 to 5,See more	✗ None
S&P 500	17.07%	1.00	1.01	N/A	N/A	✓ None	✗ None
My Model Portfolios							
Dividend Portfolio	13.21%	-0.32	-0.25	-11.20%	2012-08-08	✓ None	✗ HAL 3 to 2,AVB 2 to 1,See more
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High beta	32.14%	0.58	1.09	76.55%	2013-11-15	✓ None	✗ None
My Portfolio							
My Portfolio	22.92%	0.73	0.99	-100.00%	N/A	✓ CAT 4 to 5	✗ NUE 3 to 2,GE 3 to 2,See more

Correlation: A statistical measure of how two securities move in relation to each other. The correlation of each portfolio will demonstrate how each position is correlated to each other and against the S&P 500.

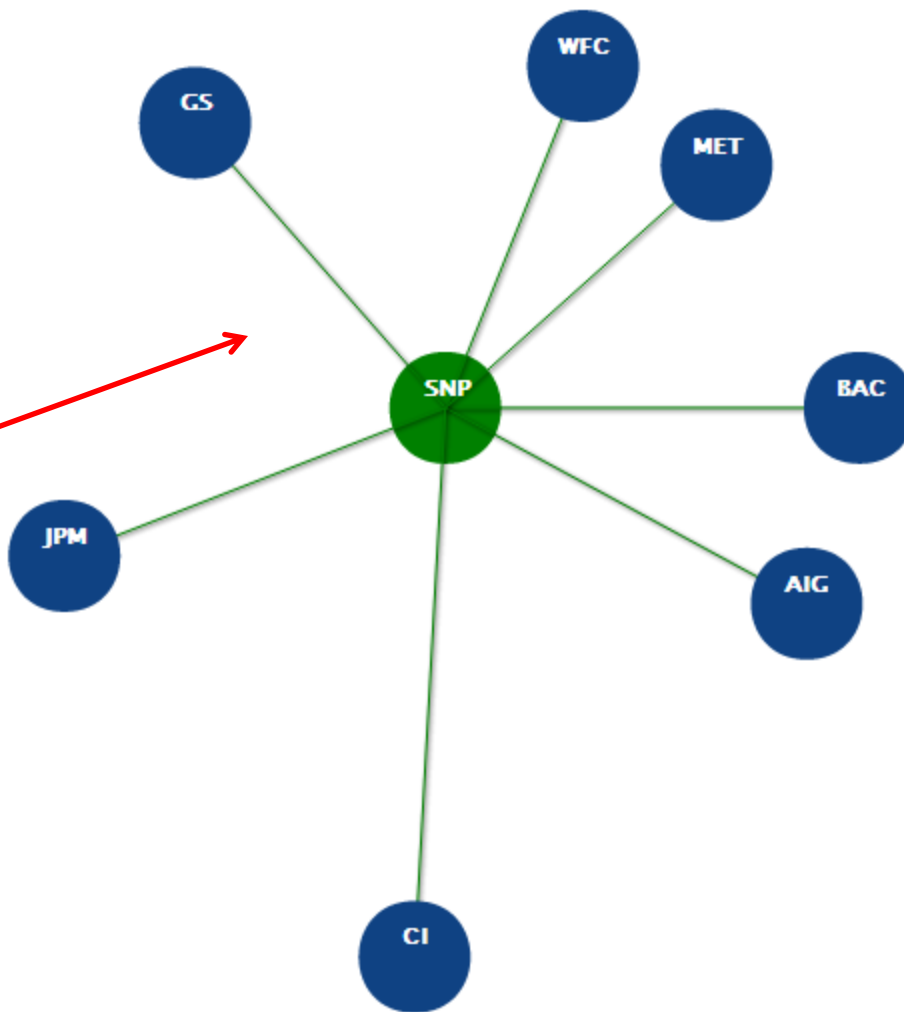
Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

 Add WatchList Create or Edit WatchList 								
PORTFOLIO NAME	VOLATILITY	CORRELATION	BETA	RETURN SINCE INCEPTION	CREATED	POSITIVE RATING CHANGES	NEGATIVE RATING CHANGES	
Chartlab Model Portfolios								
S&P 500 Strongest	19.44%	0.94	1.08	N/A	N/A	✓ None	✗ None	
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Long Bias	21.71%	0.90	1.15	16.88%	2012-10-18	✓ None	✗ AN 3 to 2,SNI 3 to 1,See more	
High beta	32.14%	0.58	1.09	76.55%	2013-11-15	✓ None	✗ None	
My Portfolio								
My Portfolio	22.92%	0.73	0.99	-100.00%	N/A	✓ CAT 4 to 5	✗ NUE 3 to 2,GE 3 to 2,See more	

Watchlist financials Correlation to the S&P 500

By clicking on the portfolios correlation link you can discover how each position is correlated.

PORTFOLIO NAME	VOLATILITY	CORRELATION
Chartlab Model Portfolios		
S&P 500 Strongest	19.44%	0.94
S&P 500 Rapidly Moving	25.56%	0.82
S&P 500	17.07%	1.00
My Model Portfolios		
Dividend Portfolio	13.21%	-0.32
financials	29.31%	0.88
Long Bias	21.71%	0.90
High beta	32.14%	0.58
My Portfolio		
My Portfolio	22.92%	0.73



Beta: The beta is a measure of a stock's price volatility in relation to the rest of the market. In other words, how does the stock's price move relative to the overall market. So, in theory a stock with a beta of 1 would move in conjuncture with the market, while a beta with a .50 will move less. Beta has its limitations because it will not forecast volatility and looks back at historical volatility for its calculation.

Good vs. Bad Volatility

We obviously would like higher beta names in a rising market and low beta names in a market moving lower. By using the Risk Scan, we can search for higher beta names with the strongest rating value in a rising market. Conversely, to protect our capital in a deteriorating market, we can scan for lower beta names with the highest rating value.

						Add WatchList		Create or Edit WatchList	
PORTFOLIO NAME	VOLATILITY	CORRELATION	BETA	RETURN SINCE INCEPTION	CREATED	POSITIVE RATING CHANGES	NEGATIVE RATING CHANGES		
Chartlab Model Portfolios									
S&P 500 Strongest	19.44%	0.94	1.08	N/A	N/A	✓ None	✗ None		
S&P 500 Rapidly Moving	25.56%	0.82	1.24	N/A	N/A	✓ L XK 3 to 5,CAT 4 to 5,See more	✗ None		
S&P 500	17.07%	1.00	1.01	N/A	N/A	✓ None	✗ None		
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High beta	32.14%	0.58	1.09	76.55%	2013-11-15	✓ None	✗ None		
My Portfolio									
My Portfolio	22.92%	0.73	0.99	-100.00%	N/A	✓ CAT 4 to 5	✗ NUE 3 to 2,GE 3 to 2,See more		

My Portfolio

S&P 500
\$1,778.83
-15.36
-0.86%

Gold
\$120.19
+0.43
0.36%

Nasdaq
\$4,093.05
-30.08
-0.73%

VIX
\$18.56
+1.27
7.35%

\$14,653.32
Change Today

\$575,684.24
Value Today

3
Buy Alert

9
Sell Alert

Peers Relative Performance
STD Above/Below 50 day Moving Average

1 Week | 1 Month | YTD

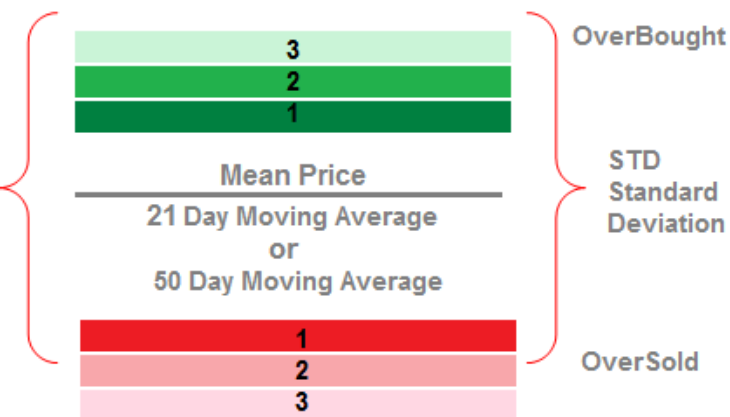
[See portfolio management](#)

Symbol: shares: Price: Add Symbol Search Symbol: Create/Edit Portfolio New Portfolio View

SYMBOL	NEWS	LAST PRICE	TODAY'S CHANGE	AVG COST	YTD	STD ABOVE / BELOW 21 MA (CLICK)	5 WEEK RANGE	SHORT TERM	SUPPORT	RESISTANCE	RATING (CLICK)	QUANTITY
HAR		104	1.62% 1.66	1	27.06%	+4.51			\$97.41	\$105.38	5	1
FB		61.59	0.83% 0.51	16.745	12.70%	+2.97			\$60.19	\$62.23	5	1
EA		25.76	-1.04% -0.27	18.22	12.29%	+2.87			\$25.48	\$26.40	4	1

The Watch list offers the user the ability to view a stocks Standard Deviation on two time frames (Moving Averages). The 21 MA and the 50 MA. The 21 MA can be found on the grid which can be clicked on to view the 50 MA and it's relative peers.

Standard Deviation



Standard deviation is a widely used measure of variability or diversity used in statistics and probability theory. It shows how much variation or "dispersion" there is from the average (mean, or expected value). A low standard deviation indicates that the data points tend to be very close to the mean, whereas high standard deviation indicates that the data points are spread out over a large range of values.

Mean is The simple mathematical average of a set of two or more numbers. The mean for a given set of numbers can be computed in more than one way, including the arithmetic mean method, which uses the sum of the numbers in the series, and the geometric mean method. However, all of the primary methods for computing a simple average of a normal number series produce the same approximate result most of the time.

Mean Reversion: A theory suggesting that prices and returns eventually move back towards the mean or average. This mean or average can be the historical average of the price or return or another relevant average such as the growth in the economy or the average return of an industry.

- Over Bought = 3.5 to 4 Standard Deviations above the Mean
- Over Sold = 3 to 4 Standard Deviations below the Mean

NOTE: Looking at Standard Deviation from the mean should not be used exclusively as a trade strategy, however, it can be a good tool to determine mean reversion. Using STD as a overbought/oversold metric is a shorter term tool. Ideally, STD should be used for short term traders or option traders going our several days in duration. For longer term trend followers, please defer to our counter trend for selling overbought positions.

[See Counter Trend Here](#)

Charting Page Features

Support & Resistance



LEVELS: ?		
SUPPORT		
\$11.83	\$11.71	\$11.59
RESISTANCE		
\$12.07	\$12.19	\$12.31

Please Note: ChartLabPro.com applies trend lines and horizontal price levels to determine support and resistance. We provide 3 levels in case a security has a 2 or 3 standard deviation move in a given day.

Support and resistance is a concept in technical analysis that the movement of the price of a security will tend to stop and reverse at certain predetermined price levels.

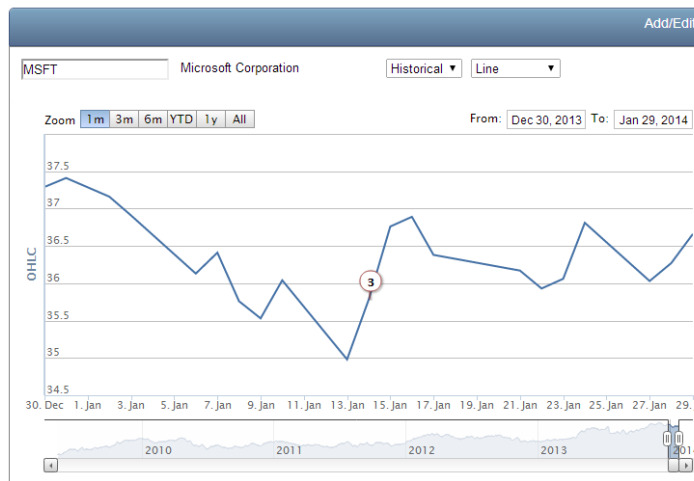
A **support level** is a price level where the price tends to find support as it is going down. This means the price is more likely to "bounce" off this level rather than break through it. However, once the price has passed this level, by an amount exceeding some noise, it is likely to continue dropping until it finds another support level.

A **resistance level** is the opposite of a support level. It is where the price tends to find resistance as it is going up. This means the price is more likely to "bounce" off this level rather than break through it. However, once the price has passed this level, by an amount exceeding some noise, it is likely that it will continue rising until it finds another resistance level.

Various methods of determining support and resistance exist. Once you have the chart of entity under consideration, there are many ways to ascertain these levels. Some of the most prevalent methods are;

- Horizontal Price Levels
- Trend Lines
- Moving Averages
- Fibonacci Retracement Levels

Charting Page Features



- ### News
- 3:20 PM 01/30 EST CNBC [\[video\] MSFT's never-ending CEO search nears end](#)
 - 2:59 PM 01/30 EST New York Times [Another Option for an Upgrade From Windows XP](#)
 - 2:37 PM 01/30 EST Engage [New Microsoft app brings recipes and grocery lists to your Windows Phone](#)
 - 2:33 PM 01/30 EST Bloomberg [NFL Creates Digital Video Service With Microsoft Among Partners](#)
 - 1:38 PM 01/30 EST Forbes [How Advertisers Can Use Your Personal Information To Get You To Pay Higher Prices](#)

MSFT: \$36.76(0.27) [PROPlus View](#)

RATING

CURRENT RATING **Neutral**

Current Rating

Previous Rating **Jan 13, 2014**

MSFT has been rated a neutral for 17 Days and is up 4.8% since being rated a (3) Neutral. Wait to add or buy MSFT when the rating increases to a 4 and look to reduce your position with a move to a 2.

[Company Profile](#) [Key Statics](#) [Next Earnings](#)

COUNTER TREND

Neutral

TREND

SHORT TERM	NEUTRAL
MEDIUM TERM	VERY BEARISH
LONG TERM	NEUTRAL

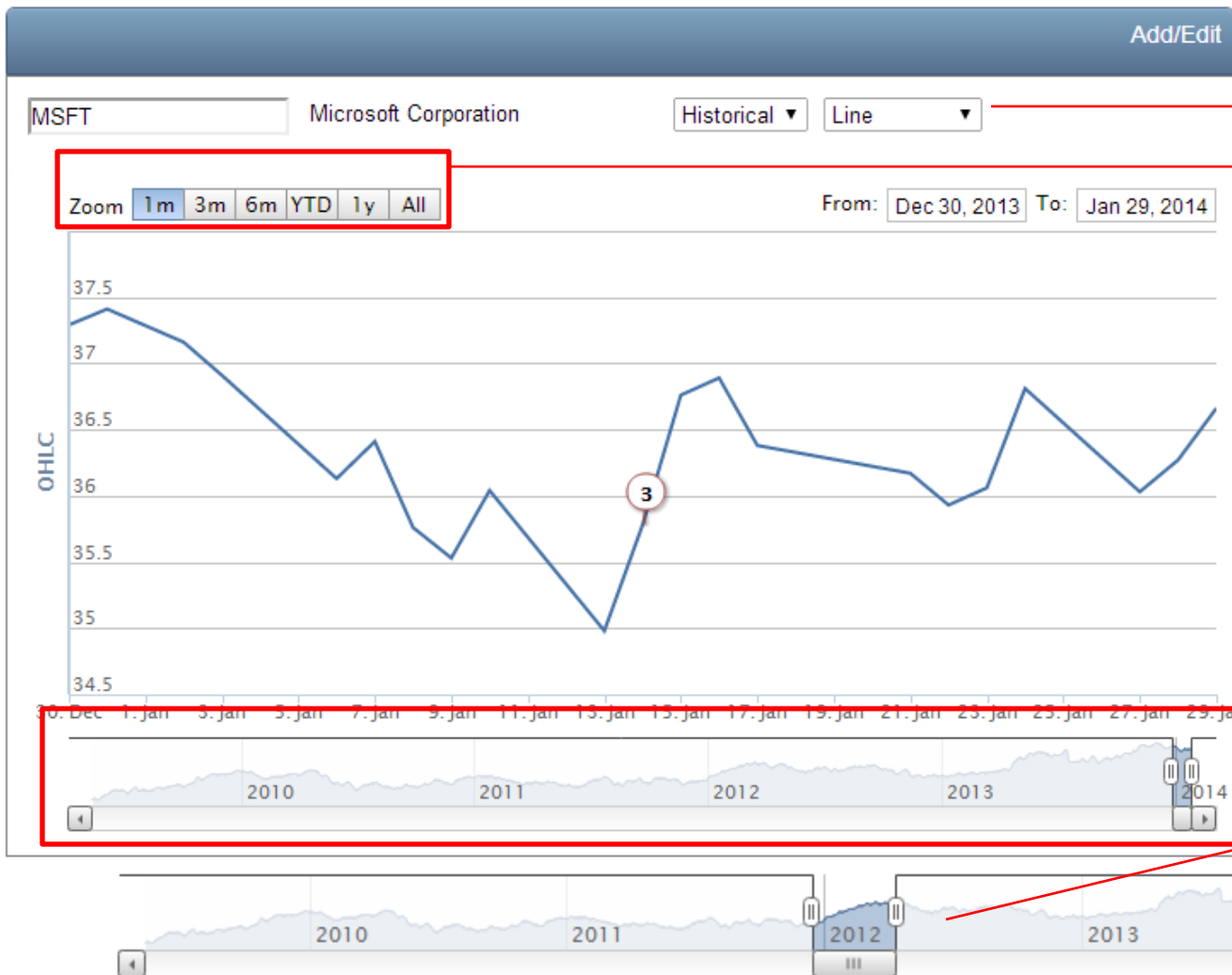
LEVELS

SUPPORT	\$36.08	\$35.5	\$35.1
RESISTANCE	\$37.06	\$37.46	\$38.04

Volume Alerts Normal Date: Jan 29, 2014

Pattern Alerts Negative : DownTrend Initiated: Dec 30, 2013

Charting Page Features



Candle Stick Chart

1 Month
3 Month
6 month
Year to Date
All Date to 2008

Zoom and Scroll
to specific time
periods

Charting Page Features

MSFT		Last Price \$ 36.76	52 Week High \$ 38.98	52 Week Low \$ 27.1
Next Earning Release : 25-Apr-14				
24-Jan-14	Reiterated	FBR Capital	Mkt Perform	\$38 → \$40
24-Jan-14	Reiterated	Deutsche Bank	Buy	\$40 → \$42
23-Jan-14	Upgrade	Deutsche Bank	Hold → Buy	\$32 → \$40
10-Jan-14	Upgrade	Barclays	Equal Weight → Overweight	\$35 → \$42
25-Nov-13	Reiterated	FBR Capital	Mkt Perform	\$32 → \$38
25-Oct-13	Reiterated	RBC Capital Mkts	Sector Perform	\$34 → \$37

MSFT		Last Price \$ 36.76	52 Week High \$ 38.98	52 Week Low \$ 27.1
Valuation Measures		Trading and stock history		
Market Cap(intraday)	307.25B	Beta	0.72	
Enterprise Value(Aug 21 3013)	57.60B	52-Week Change	31.89%	
Trailing P/E(ttm, intraday)	13.78	S&P500 52 Week Change	19.34%	
Trailing Annual Dividend Yield	2.70%	52-Week High(Jul 23, 2013)	38.98	
PEG Ratio(5 yr expected)	1.79	52-Week Low(Aug 30, 2012)	27.10	
Price/Sales(ttm)	3.75	50-Day Moving Average	36.74	

MSFT: \$36.76(0.27) PROPlus View

RATING Neutral

CURRENT RATING

Current Rating

SELL BUY

Previous Rating Jan 13, 2014

SELL BUY

MSFT has been rated a neutral for 17 Days and is up 4.8% since being rated a (3) Neutral. Wait to add or buy MSFT when the rating increases to a 4 and look to reduce your position with a move to a 2.

+ Company Profile
+ Key Statics
Next Earnings

Charting Page Features

MSFT Last Price \$ **36.76** 52 Week High \$ 38.98 52 W

Microsoft Corporation (Microsoft) develops, licenses, and supports software, services, and hardware division offers Windows operating system; Windows Services suite of applications and Web services, in SkyDrive; Surface RT and Pro devices; and PC accessories. The company's Server and Tools division provides cloud-based services, and solutions; and training and certification to developers and information technology professionals. The company's products include Windows Server operating systems, Windows Azure, Microsoft SQL Server, Windows Embedded, Visual Studio, System Center products, Microsoft consulting services, and Premier products. Microsoft's Online Services division offers online information and content, including Bing, Bing Ads, and Microsoft Business division provides software and online services, such as Microsoft Office system components including SharePoint, Exchange, Lync, Yammer, and Microsoft Office project and office Visio; and Microsoft Dynamics including Microsoft Dynamics ERP and Dynamics CRM, as well as Microsoft Office Web Apps and Microsoft Dynamics online service offerings. Microsoft's Entertainment and Devices division offers products and services designed to connect people. Its products include Xbox entertainment platform, including Xbox 360 gaming and entertainment products, Xbox 360, Xbox 360 video games, and Xbox 360 accessories; Xbox LIVE; Skype; and Windows Phone. Microsoft distributes its products and services primarily through original equipment manufacturers, distributors, and retailers, or through online. Microsoft Corporation was founded in 1975 and is headquartered in Redmond, Washington.

Add to my Watch List (Select Watchlist) ▼ Add now or Add to portfolio

- (Select Watchlist)
- Dividend Portfolio
- financials
- Long Bias
- High beta

MSFT: \$36.76(0.27) PROPlus View

RATING **Neutral**

CURRENT RATING

Current Rating

SELL BUY

Previous Rating Jan 13, 2014

SELL BUY

MSFT has been rated a neutral for 17 Days and is up 4.8% since being rated a (3) Neutral. Wait to add or buy MSFT when the rating increases to a 4 and look to reduce your position with a move to a 2.

+ Company Profile + Key Statics + Next Earnings

Company Profile allows you to add the position from the chart page or Performance Rating page to your watch list or Portfolio.

Charting Page Features

TREND

SHORT TERM		BEARISH
MEDIUM TERM		BULLISH
LONG TERM		VERY BULLISH

Short Term is 1 to 3 weeks

Intermediate Term is 1 to 3 months

Long Term is 3 to 12 months

TREND ?

SHORT TERM		NEUTRAL
MEDIUM TERM		VERY BEARISH
LONG TERM		NEUTRAL

LEVELS ?

SUPPORT	\$36.08	\$35.5	\$35.1
RESISTANCE	\$37.06	\$37.46	\$38.04

Long term investors (1 to 3 years) will want to focus on longer term trends as you are rarely looking to rebalance your portfolio.

Short Term Moving Average are better for active traders. However, moving averages work well in the initial cross over, but provide little conviction on shorter term moving averages as volatility can whip saw the price action.

Note: The same set of moving average will perform differently for different asset classes. This is because volatility will defer from asset classes.

Volume Alerts Normal
Date: Jan 29, 2014

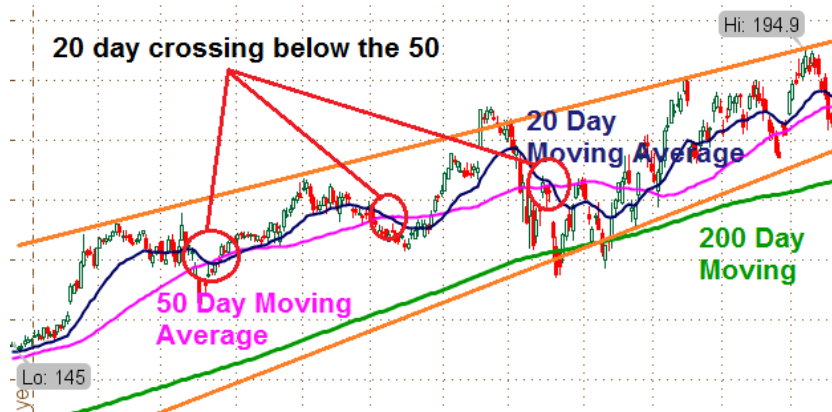
- Jan 24, 2014 - Positive 46.75% increase in volume.
- Jan 24, 2014 - Positive 46.75% increase in volume.
- Jan 24, 2014 - Positive 46.75% increase in volume.
- Dec 05, 2013 - Negative 60.99% increase in volume.

[See statistical volume chart](#)

Pattern Alerts Negative : DownTrend
Initiated: Dec 30, 2013

- DownTrend : Dec 30, 2013 Till Jan 15, 2014
- Triangle Bottom : Dec 06, 2013 Till Jan 02, 2014
- Triangle Bottom : Dec 05, 2013 Till Jan 06, 2014
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- DownTrend : Nov 25, 2013 Till Jan 24, 2014
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- Uptrend : Jul 27, 2012 Till Aug 09, 2012
- Uptrend : Jul 25, 2012 Till Aug 16, 2012

Here is an example of a medium term, bullish crossover for the 20 & 50 day.



Charting Page Features

Short Term 1 to 3 weeks

Indicator	Alert	Description	Individual Indicators Rating	Score for indicator
MACD	Bullish MACD Crossover	MACD fastline has crossed over the MACD smoothed line	Bullish	0.50
MACD	Bearish MACD Crossover	MACD fastline has crossed below the MACD smoothed line	Bearish	-0.50
MACD	Bearish MACD Crossover at Center	MACD fastline has crossed below the MACD smoothed line at center	Bearish	-0.50
MACD	Bullish MACD Crossover at Center	MACD fastline has crossed over the MACD smoothed line at center	Bullish	0.50
RSI	RSI Bullish Crossover	RSI has crossed over 50	Bullish	0.50
RSI	RSI Bearish Crossover	RSI has crossed below 50	Bearish	-0.50
RSI	RSI Over Bought	RSI has been above 70 for a minimum of 3 trading sessions	Bullish	0.50
RSI	RSI Over Sold	RSI has been below 30 for a minimum of 3 trading sessions	Bearish	-0.50
EMA	3 above 9	last two trading sessions	Bullish	0.50
EMA	3 below 9	last two trading sessions	Bearish	-0.50
EMA	5 above 13	last two trading sessions	Bullish	0.50
EMA	5 below 13	last two trading sessions	Bearish	-0.50
EMA	5 above 20	last two trading sessions	bullish	0.50
EMA	5 below 20	last two trading sessions	Bearish	-0.50

Intermediate Term 1 to 3 months

Indicator	Alert	Description	Individual Indicators Rating	Score for indicator
EMA	13 above 20	last two trading sessions	Bullish	0.50
EMA	13 above 50	last two trading sessions	Bullish	0.50
EMA	20 below 13	last two trading sessions	Bearish	-0.50
EMA	50 below 13	last two trading sessions	Bearish	-0.50

Long Term 3 to 12 months

Indicator	Alert	Description	Individual Indicators Rating	Score for indicator
EMA	13 above 20	last two trading sessions	Bullish	0.50
EMA	13 below 20	last two trading sessions	Bearish	-0.50
EMA	50 above 200	last two trading sessions	Bullish	0.50
EMA	50 below 200	last two trading sessions	Bearish	-0.50



ChartLabPro.com uses a very simple process for determining the three trend lengths with a grading score.

Please note: These trends are not signals and users should defer to our Buy/Sell rating first.

Charting Page Features

Volume Alerts

Volume alerts are triggered based on the 5 year historical average volume. If a stock sees a 45% increase in volume, the alerts will be down in a green or red alert.

Green is positive price action on unusual volume.

Red is negative price action on unusual volume.

The alert will show the user the historical volume alerts based on the stocks historical move.

Pattern Alerts

Patterns alerts will display the stocks pattern and when it was initiated. You should always double check a pattern to determine the path of the price action along with the Buy/Sell rating. Users can even see patterns of the Buy/sell ratings. [See here](#)

TREND ?

SHORT TERM	█	NEUTRAL
MEDIUM TERM	█	VERY BEARISH
LONG TERM	█	NEUTRAL

LEVELS ?

SUPPORT	\$36.08	\$35.5	\$35.1
RESISTANCE	\$37.06	\$37.46	\$38.04

▼ Volume Alerts

Normal
 Date: Jan 29, 2014

Jan 24,2014 - Positive 46.75% increase in volume.

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[See statistical volume chart](#)

▼ Pattern Alerts

Negative : DownTrend
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DownTrend : Dec 30,2013 Till Jan 15,2014

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Charting Page Features Pattern Recognition



▼ Pattern Alerts

Negative : DownTrend
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Uptrend : Jul 25,2012 Till Aug 16,2012

Double Top

The double top is a frequent price formation at the end of a bull market. It appears as two consecutive peaks of approximately the same price on a price-versus-time chart of a market. The two peaks are separated by a minimum in price, a *valley*. The price level of this minimum is called the neck line of the formation. The formation is completed and confirmed when the price falls below the neck line, indicating that further price decline is imminent or highly likely.

The double top pattern shows that demand is outpacing supply (buyers predominate) up to the first top, causing prices to rise. The supply-demand balance then reverses; supply outpaces demand (sellers predominate), causing prices to fall. After a price valley, buyers again predominate and prices rise. If traders see that prices are not pushing past their level at the first top, sellers may again prevail, lowering prices and causing a double top to form. It is generally regarded as a bearish signal if prices drop below the neck line.

The time between the two peaks is also a determining factor for the existence of a double top pattern. If the tops appear at the same level but are very close in time, then the probability is high that they are part of the consolidation and the trend will resume.

Volume is another indicator for interpreting this formation. Price reaches the first peak on increased volume then falls down the valley with low volume. Another attempt on the rally up to the second peak should be on a lower volume.

Charting Page Features Pattern Recognition



▼ Pattern Alerts Negative : DownTrend
Initiated: Dec 30, 2013

DownTrend : Dec 30, 2013 Till Jan 15, 2014

Triangle Bottom : Dec 06, 2013 Till Jan 02, 2014

Triangle Bottom : Dec 05, 2013 Till Jan 05, 2014

DownTrend : Nov 29, 2013 Till Jan 28, 2014

DownTrend : Nov 25, 2013 Till Jan 24, 2014

Uptrend : Nov 18, 2013 Till Dec 10, 2013

Uptrend : Jul 27, 2012 Till Aug 09, 2012

Uptrend : Jul 25, 2012 Till Aug 16, 2012

Double Bottom

A double bottom is the end formation in a declining market. It is identical to the double top, except for the inverse relationship in price. The pattern is formed by two price minima separated by local peak defining the neck line. The formation is completed and confirmed when the price rises above the neck line, indicating that further price rise is imminent or highly likely.

Most of the rules that are associated with double top formation also apply to the double bottom pattern. Volume should show a marked increase on the rally up while prices are flat at the second bottom.

Charting Page Features Pattern Recognition



Pattern Alerts	Negative : DownTrend Initiated: Dec 30, 2013
DownTrend : Dec 30, 2013 Till Jan 15, 2014	
Triangle Bottom : Dec 06, 2013 Till Jan 02, 2014	
Triangle Bottom : Dec 05, 2013 Till Jan 05, 2014	
DownTrend : Nov 29, 2013 Till Jan 28, 2014	
DownTrend : Nov 25, 2013 Till Jan 24, 2014	
Uptrend : Nov 18, 2013 Till Dec 10, 2013	
Uptrend : Jul 27, 2012 Till Aug 09, 2012	
Uptrend : Jul 25, 2012 Till Aug 16, 2012	

Falling Wedge

The falling wedge pattern is characterized by a chart pattern which forms when the market makes lower lows and lower highs with a contracting range. When this pattern is found in a downward trend, it is considered a reversal pattern, as the contraction of the range indicates the downtrend is losing steam. When this pattern is found in an uptrend, it is considered a bullish pattern, as the market range becomes narrower into the correction, indicating that the downward trend is losing strength and the resumption of the uptrend is in the making.

In a falling wedge, both boundary lines slant down from left to right. The upper descends at a steeper angle than the lower line. Volume keeps on diminishing and trading activity slows down due to narrowing prices. There comes the breaking point, and trading activity after the breakout differs. Once prices move out of the specific boundary lines of a falling wedge, they are more likely to move sideways and saucer-out before they resume the basic trend.

Charting Page Features Pattern Recognition



Pattern Alerts Negative : DownTrend
Initiated: Dec 30, 2013

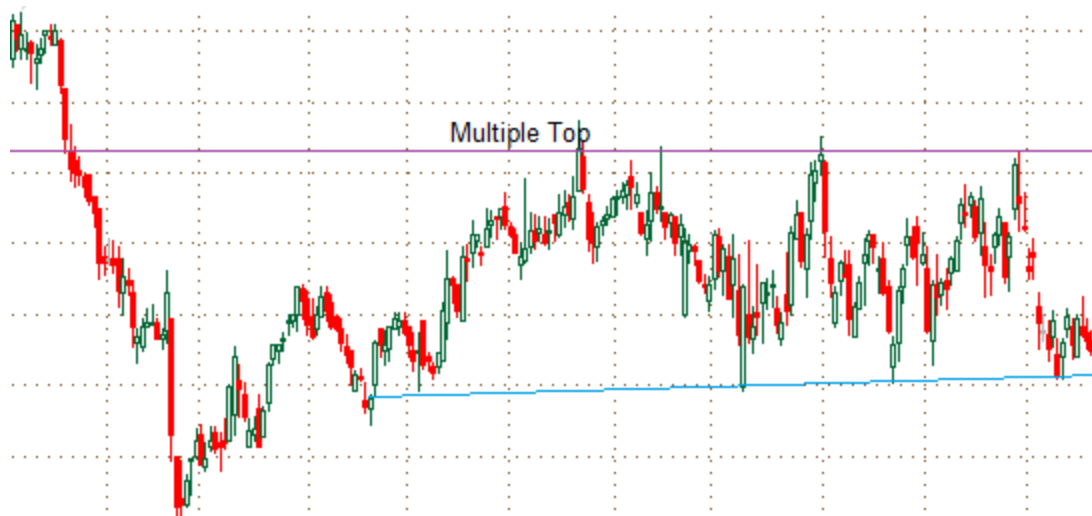
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- Uptrend : Jul 27, 2012 Till Aug 09, 2012
- Uptrend : Jul 25, 2012 Till Aug 16, 2012

Rising Wedge

The rising wedge pattern is characterized by a chart pattern which forms when the market makes higher highs and higher lows with a contracting range. When this pattern is found in an uptrend, it is considered a reversal pattern, as the contraction of the range indicates that the uptrend is losing strength. When this pattern is found in a downtrend, it is considered a bearish pattern, as the market range becomes narrower into the correction, indicating that the correction is losing strength, and that the resumption of the downtrend is in the making.

In a rising wedge, both boundary lines slant up from left to right. Although both lines point in the same direction, the lower line rises at a steeper angle than the upper one. Prices usually decline after breaking through the lower boundary line. As far as volumes are concerned, they keep on declining with each new price advance or wave up, indicating that the demand is weakening at the higher price level. A rising wedge is more reliable when found in a bearish market. In a bullish trend what seems to be a Rising Wedge may actually be a Flag or a Pennant (stepbrother of a wedge) requiring about 4 weeks to complete.

Charting Page Features Pattern Recognition



Negative : DownTrend
Initiated: Dec 30, 2013

▼ Pattern Alerts

- DownTrend : Dec 30, 2013 Till Jan 15, 2014
- Triangle Bottom : Dec 06, 2013 Till Jan 02, 2014
- Triangle Bottom : Dec 05, 2013 Till Jan 05, 2014
- DownTrend : Nov 29, 2013 Till Jan 28, 2014
- DownTrend : Nov 25, 2013 Till Jan 24, 2014
- Uptrend : Nov 18, 2013 Till Dec 10, 2013
- Uptrend : Jul 27, 2012 Till Aug 09, 2012
- Uptrend : Jul 25, 2012 Till Aug 16, 2012

Ascending Triangle

The ascending triangle is formed when the market makes higher lows and the same level highs. These patterns are normally seen in an uptrend and viewed as a continuation pattern as buying demand gain more and more control, running up to the top resistance line of the pattern. While you normally will see this pattern form in an uptrend, if you do see it in a downtrend it should be paid attention to as it can act as a powerful reversal signal.

The chart below offers an example of an ascending triangle.

Charting Page Features Pattern Recognition



Pattern Alerts	Negative : DownTrend Initiated: Dec 30, 2013
DownTrend : Dec 30, 2013 Till Jan 15, 2014	
Triangle Bottom : Dec 06, 2013 Till Jan 02, 2014	
Triangle Bottom : Dec 05, 2013 Till Jan 05, 2014	
DownTrend : Nov 29, 2013 Till Jan 28, 2014	
DownTrend : Nov 25, 2013 Till Jan 24, 2014	
Uptrend : Nov 18, 2013 Till Dec 10, 2013	
Uptrend : Jul 27, 2012 Till Aug 09, 2012	
Uptrend : Jul 25, 2012 Till Aug 16, 2012	

Descending Triangle

The descending triangle is formed when the market makes lower highs and the same level lows. These patterns are normally seen in a downtrend and viewed as a continuation pattern as the bears gain more and more control running down to the bottom support line of the pattern. While you normally will see this pattern form in a downtrend, if you do see it in an uptrend it should be paid attention to as it can act as a powerful reversal signal.

Charting Page Features Pattern Recognition



Pattern Alerts	Negative : DownTrend Initiated: Dec 30, 2013
DownTrend : Dec 30, 2013 Till Jan 15, 2014	
Triangle Bottom : Dec 06, 2013 Till Jan 02, 2014	
Triangle Bottom : Dec 05, 2013 Till Jan 06, 2014	
DownTrend : Nov 29, 2013 Till Jan 28, 2014	
DownTrend : Nov 25, 2013 Till Jan 24, 2014	
Uptrend : Nov 18, 2013 Till Dec 10, 2013	
Uptrend : Jul 27, 2012 Till Aug 09, 2012	
Uptrend : Jul 25, 2012 Till Aug 16, 2012	

Head & Shoulders

Head and Shoulders formation consists of a left shoulder, a head, and a right shoulder and a line drawn as the neckline. The left shoulder is formed at the end of an extensive move during which volume is noticeably high. After the peak of the left shoulder is formed, there is a subsequent reaction and prices slide down to a certain extent which generally occurs on low volume. The prices rally up to form the head with normal or heavy volume and subsequent reaction downward is accompanied with lesser volume. The right shoulder is formed when prices move up again but remain below the central peak called the Head and fall down nearly equal to the first valley between the left shoulder and the head or at least below the peak of the left shoulder. Volume is lesser in the right shoulder formation compared to the left shoulder and the head formation. A neckline is drawn across the bottoms of the left shoulder, the head and the right shoulder. When prices break through this neckline and keep on falling after forming the right shoulder, it is the ultimate confirmation of the completion of the Head and Shoulders Top formation. It is quite possible that prices pull back to touch the neckline before continuing their declining trend.

Charting Page Features Pattern Recognition



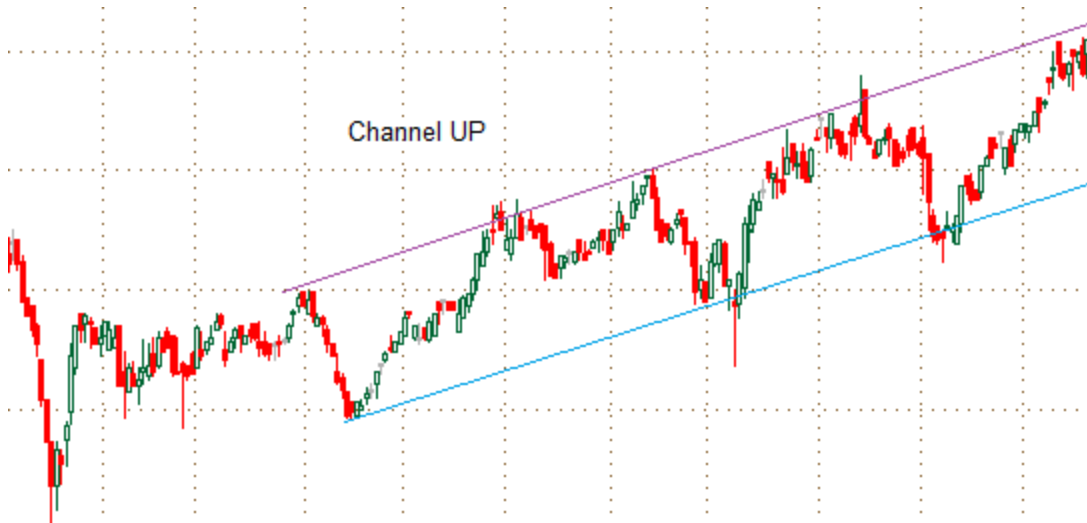
Pattern Alerts	Negative : DownTrend Initiated: Dec 30, 2013
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Uptrend : Jul 27, 2012 Till Aug 09, 2012	
Uptrend : Jul 25, 2012 Till Aug 16, 2012	

Inverse Head and Shoulders

This formation is simply the inverse of a Head and Shoulders Top and often indicates a change in the trend and the sentiment. The formation is upside down in which volume pattern is different than a Head and Shoulder Top. Prices move up from first low with increase volume up to a level to complete the left shoulder formation and then falls down to a new low. It follows by a recovery move that is marked by somewhat more volume than seen before to complete the head formation. A corrective reaction on low volume occurs to start formation of the right shoulder and then a sharp move up that must be on quite heavy volume breaks through the neckline.

Another difference between the Head and Shoulders Top and Bottom is that the Top Formations are completed in a few weeks, whereas a Major Bottom (Left, right shoulder or the head) usually takes a longer, and as observed, may prolong for a period of several months or sometimes more than a year.

Charting Page Features Pattern Recognition

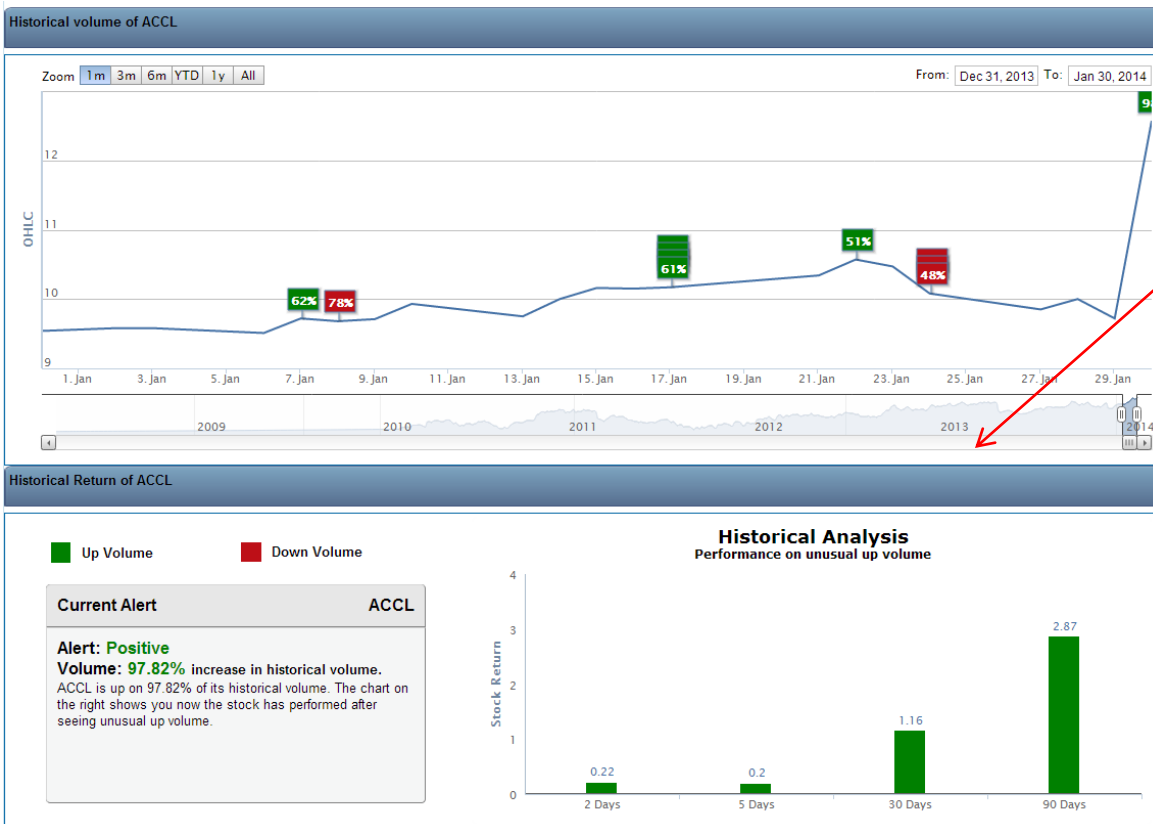


Pattern Alerts	Negative : DownTrend Initiated: Dec 30, 2013
DownTrend : Dec 30, 2013 Till Jan 15, 2014	
Triangle Bottom : Dec 06, 2013 Till Jan 02, 2014	
Triangle Bottom : Dec 05, 2013 Till Jan 05, 2014	
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A **price channel** is a pair of parallel trend lines that form a chart pattern for a stock or commodity. Channels may be horizontal, ascending or descending. When prices pass through and stay through a trend line representing support or resistance, the trend is said to be broken and there is a "breakout".

Charting Page Features

Volume Alert



Volume Alerts Normal
Date: Jan 29, 2014

Jan 24, 2014 - Positive 46.75% increase in volume.

Jan 24, 2014 - Positive 46.75% increase in volume.

Jan 24, 2014 - Positive 46.75% increase in volume.

Dec 05, 2013 - Negative 60.99% increase in volume.

[See statistical volume chart](#)

Volume Statics:

Even though ChartLabPro does not put much credence on volume as an indicator. We do provide the volume alerts and the statistical history of when there is unusual volume .

In the statistical analysis we show how the stock preformed 2 days, 5 days. 30 days and 90 Days after a volume trigger has historically been triggered.

Buy/Sell Rating

Rating Value (Buy/Sell): The Buy/Sell rating is based on historical price series. We do not measure intra day price to reduce intra day price moves. ChartLabPro.com rather look for longer term stable trends to capture the most upside. Ideally, we will remain long a Strong Buy until we have one of two events; 1.) Overbought, 2.) Downgrade of rating

We only calculate End-of-day pricing. All ratings are updated prior to the open of the market.

The best risk to reward is when a 4 moves to a 5. Contrary to popular belief a stock has much more upside potential once a 5 than any other rating move.

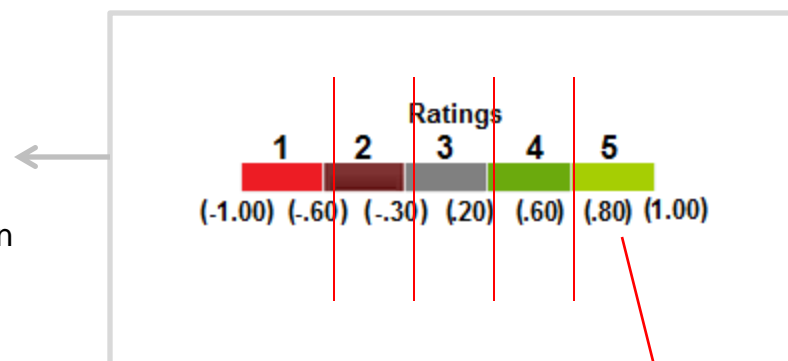
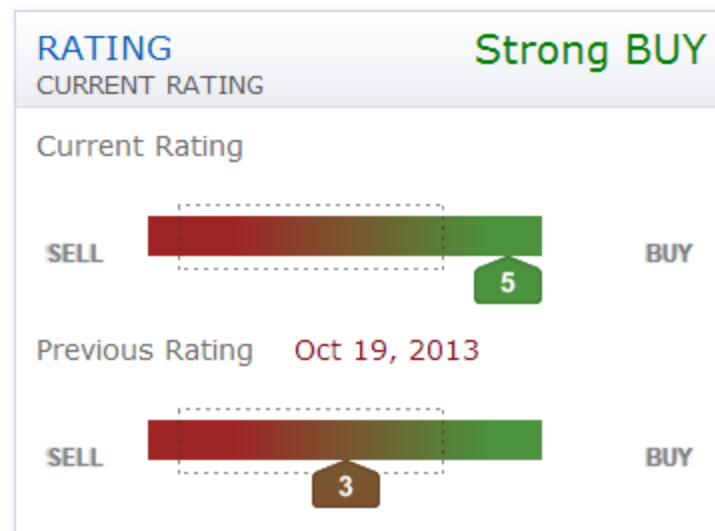
1 = Strong Sell 2 = Sell 3 = hold 4 = Buy 5 = Strong Buy

Granular Rating Break Down

To give investors additional insight we provide a granular break down into the rating value.

Example, not all Strong Buy's (5 ratings) are rated the same.

Strong Buys start at a .65 on the granular breakdown and go up to a 1.00 being the strongest. This is helpful if a Strong Buy has remain a Strong Buy for an extended period and you want to determine if entering a position to the long side is warranted. [See ProPlus](#)



1.00 is the Strongest of the Strong Buys

Examples of what to look for to apply the rating Changes.

Example 1. A Slow Rise from an Oversold Level



A decrease in ratings a 5 to 3 downgrade is a sell because of the large drop in ratings.

Never buy on weakness. This stock is a Strong Sell and Approaching Oversold

The stock had every opportunity to push lower at the approaching oversold, however, the stock slowly increased from a 1, 2, 3, 4. In this scenario starting a buy at a 4 is a logical choice.

Examples of what to look for to apply the rating Changes.

Example 2. A Slow Rise from a Strong Sell



Never buy on weakness.
This stock is a Strong Sell.

The stock had every opportunity to push lower at the a Strong Sell, however, the stock slowly increased from a 1, 2, 3, 4. In this scenario starting a buy at a 4 is a logical choice.

Examples of what to look for to apply the rating Changes.

No Trade, low probability of higher equity prices.

Here you have the stock gyrating between a hold and a sell. There is no increase rating change to act on.



Examples of what to look for to apply the rating Changes.

Example 3. Slow and steady 4 to 5



Price action slightly sold off from Approaching Overbought and downgraded to a Strong Buy to a Hold. It slowly made its way back to a buy. In this scenario starting a buy at a 5 to make sure of further follow through is a logical choice.

Examples of what to look for to apply the rating Changes.

Example 4. A Rapid Rise from a Strong Sell



The stock had every opportunity to push lower at a Strong Sell (1), however, it quickly reversed, gain strength from a 1, 2, 3, 4. In this scenario starting a buy at a 4 is a logical choice.

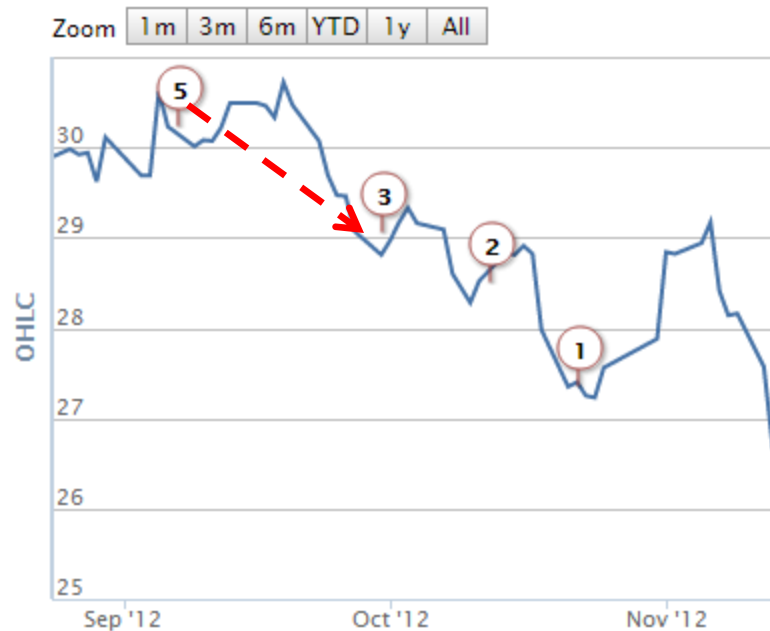
Important to note: As long as the rating remains in a Strong Buy (5) you can remain long in order to capture the greatest upside.

Examples of what to look for to apply the rating Changes.

Example 5. Minimizing Downside Volatility

Since every investor has a difference tolerance for risk, users must determine their own best risk management .

A down grade from a 5 to 3 should always be a sell based on the downside pressure.



Important
Risk
Management

A quantitative investment approach

Examples of what to look for to apply the rating Changes.

Example 6. Minimizing Downside Volatility

Below the user would have purchased this position at \$700 & \$720. However, the position was downgraded to a Buy from Strong Buy at \$790.

There are two ways to approach this trade:

1. **Conservative** investors would reduce exposure of 25% to 50% on this downgrade to lock in partial gains and remain cautious.
2. **Aggressive** Investors should remain long despite the downgrade because a 4 is still strong and there is a gain in the trade of 7 percent to cushion losses. Look to sell if the Stock is downgraded to a 3.



Important
Risk
Management

Examples of what to look for to apply the rating Changes.

Example 7. Minimizing Downside Volatility

Below the user would have purchased this position at \$550 & \$580.

There are two ways to approach this trade:

1. **Conservative** investors should reduce 50% exposure at Approaching Overbought and sell the rest on the Downgrade to a Buy from Strong Buy.
2. **Aggressive** Investors will reduce some exposure at Approaching Overbought. However, aggressive investors will be willing to wait for further weakness. Hence a continued downgrade from a 4 to a 3 will warrant selling the rest of the position.




Important
Risk
Management


Helpful Hint: Don't fall in the trap and feel compelled to always deploy capital to the market. Don't fight the market!

Below we have a downgrade of the S&P 500 from a Buy to a Hold. Remember, we only want to apply new capital as the S&P 500 moves to a Stronger position, regardless of any individual security being upgraded. Even though, a signal stock is upgraded, we want to the rate of success , and with a high correlation to the S&P 500, we want to wait for the index to regain it's strength with a upgrade.


Alerts



S&P 500 Update





My Alerts



Sector Alerts

The S&P 500 was just downgraded from a Buy to a Hold. This rating is moderately weak and implies little conviction in the direction of the S&P 500; however, for very conservative investors look to reduce the weakest rated stock in your portfolio to minimize downside volatility. You may also want to reduce the higher beta names in your portfolio that can be found here. For longer term investors, wait for an upgrade before allocating new capital. [More details...](#)

 **S&P 500 Downgrade**



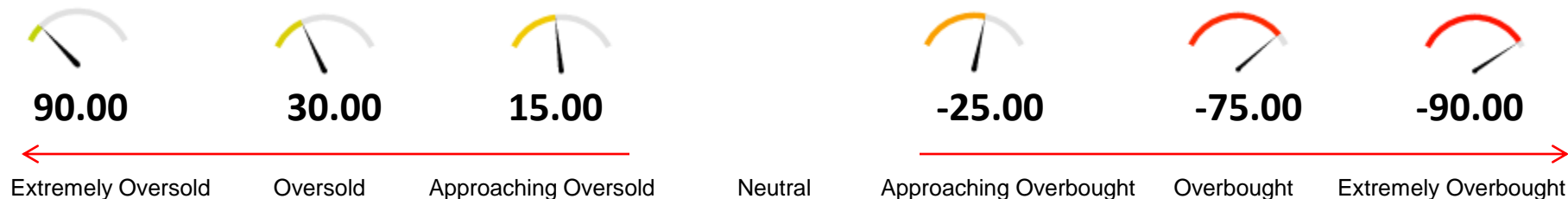
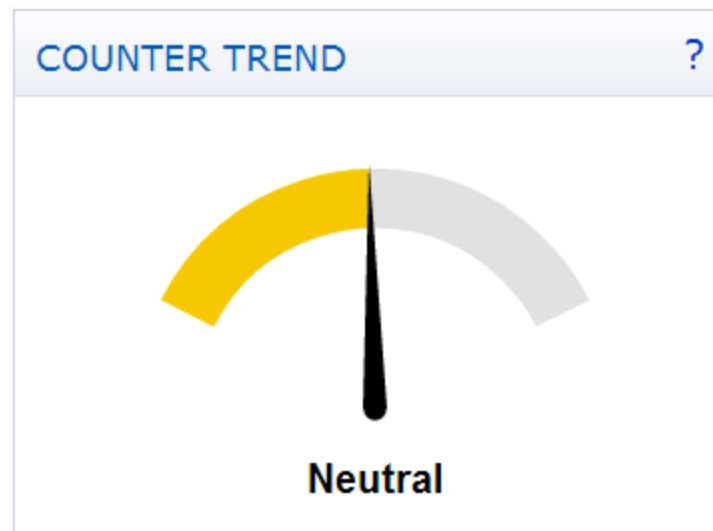
Neutral

Charting Page Features

Counter Trend

The Counter Trend measures the exhaustion of buyers or sellers in the market place. You will only see an overbought counter trend if you have a Strong Buy. In theory when a security or market is very strong and experiencing upward price trajectory, this is caused by demand outpacing current supply, pushing prices up as less and less supply is available. However, this could present a risk even though a security is very strong and buyers are seeking new supply at higher prices.

The risk: We believe in reversion to the mean, where ultimately prices become extremely extended from their mean. When prices deviate too far too fast this creates the risk of possible large gap downward price moves with the slightest negative catalyst. This is why we recommend reducing exposure if an investor was to buy a security once it moves to a strong buy or (5) and selling as the stock hits an overbought level to capture significant profits. Remember, prices can remain overbought and move to extremely overbought.



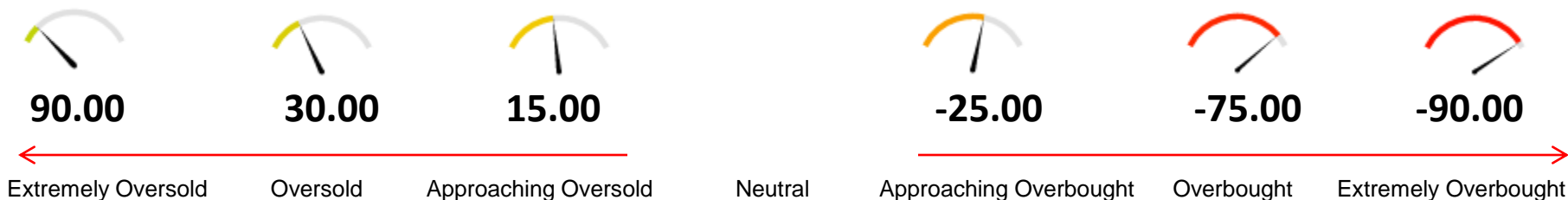
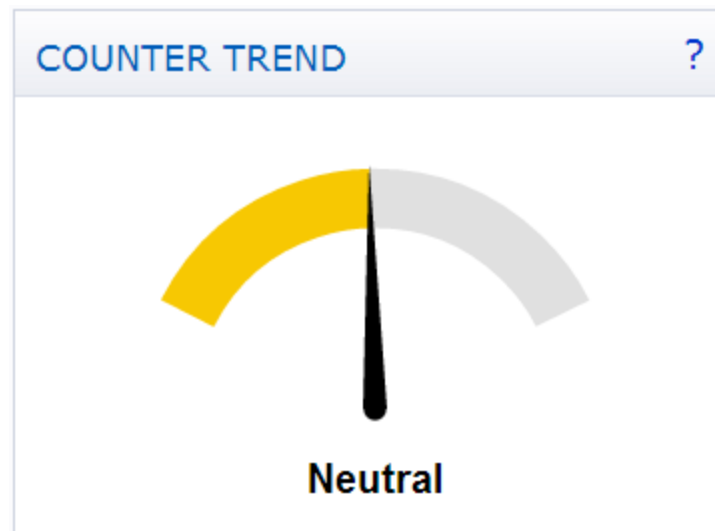
Charting Page Features

Counter Trend

Each investor has a different appetite for risk. So use the Counter Trend levels to determine where you should start to reduce risk.

Example, the system defaults to sell 50% at approaching overbought, the more aggressive the investor, the less they will want to reduce at approaching overbought and keep more exposure and wait to reduce more risk at a potential overbought level.

Please Note: ETF's VS. Stocks. ETF's and Index's will typically top out at an overbought reading of -70 reading. Being an average vs. a signal security provides different buying behavior. It is not unusual to see individual securities reaching a more overbought level with a counter trend reaching -80.



Charting Page Features

Counter Trend Example

Default Sell 50%
Moderately Aggressive Investors Sell 25%
Long Term to Very Aggressive Sell 0%

Default Sell 100%
Moderately Aggressive Investors Sell 50%
Long Term to Aggressive Sell 25%



Theory behind Sector Rotation

What Is Sector Rotation?

Sector rotation is an investment strategy involving the movement of money from one industry sector to another in an attempt to beat the market. It sprouted as a theory from National Bureau of Economic Research (NBER) data on economic cycles dating back to 1854. It's thanks to this cadre of government and academic economists that we know the start, end and duration of each business cycle. You may have heard of the NBER before: they're the ones that announce that a recession has officially ended - three years after the fact. The data may be slow to develop, and a bit dry, but a little digging can provide insight that investors can use to make decisions. It's important to remember that past performance in the stock market does not always mean future success, and a particular sector may, or may not, be in favor at any time. That said, let's look at the data that can help investors decide what they should be invested in during any given market cycle.

Market Cycle in Four Stages

Markets move up and down just like the economy. For the purpose of this discussion, we will divide that cycle into four stages:

1. *Market bottom* - This is represented by diving prices, culminating in a long-term low.
2. *Bull market* - This begins as the market rallies from the market bottom.
3. *Market top* - Just as it sounds, this stage hits the top as the bull market starts to flatten out.
4. *Bear market* - Here we go down again. This is the precursor to the next market bottom. Most of the time, financial markets attempt to predict the state of the economy, anywhere from three to six months into the future. That means the market cycle is usually well ahead of the economic cycle. This is crucial to remember because as the economy is in the pits of a recession, the market begins to look ahead to a recovery.

Theory behind Sector Rotation

Economic Cycle in Four Stages

Here is a list, in the same order as above, of four basic stages of the economic cycle, and some associated telltale signs - again, keep in mind that these usually trail the market cycle by a few months. *Full Recession* This is not a good time for businesses or the unemployed. GDP has been retracting, quarter-over-quarter, interest rates are falling, consumer expectations have bottomed and the yield curve is normal. Sectors that have historically profited most in this stage include:

- Cyclical and transports (near the beginning)
- Technology
- Industrials (near the end)

Early Recovery

This is when things start to pick up. Consumer expectations are rising, industrial production is growing, interest rates have bottomed and the yield curve is beginning to get steeper. Historically, successful sectors at this stage include:

- Industrials (near the beginning)
- Basic materials
- Energy (near the end)

Late Recovery

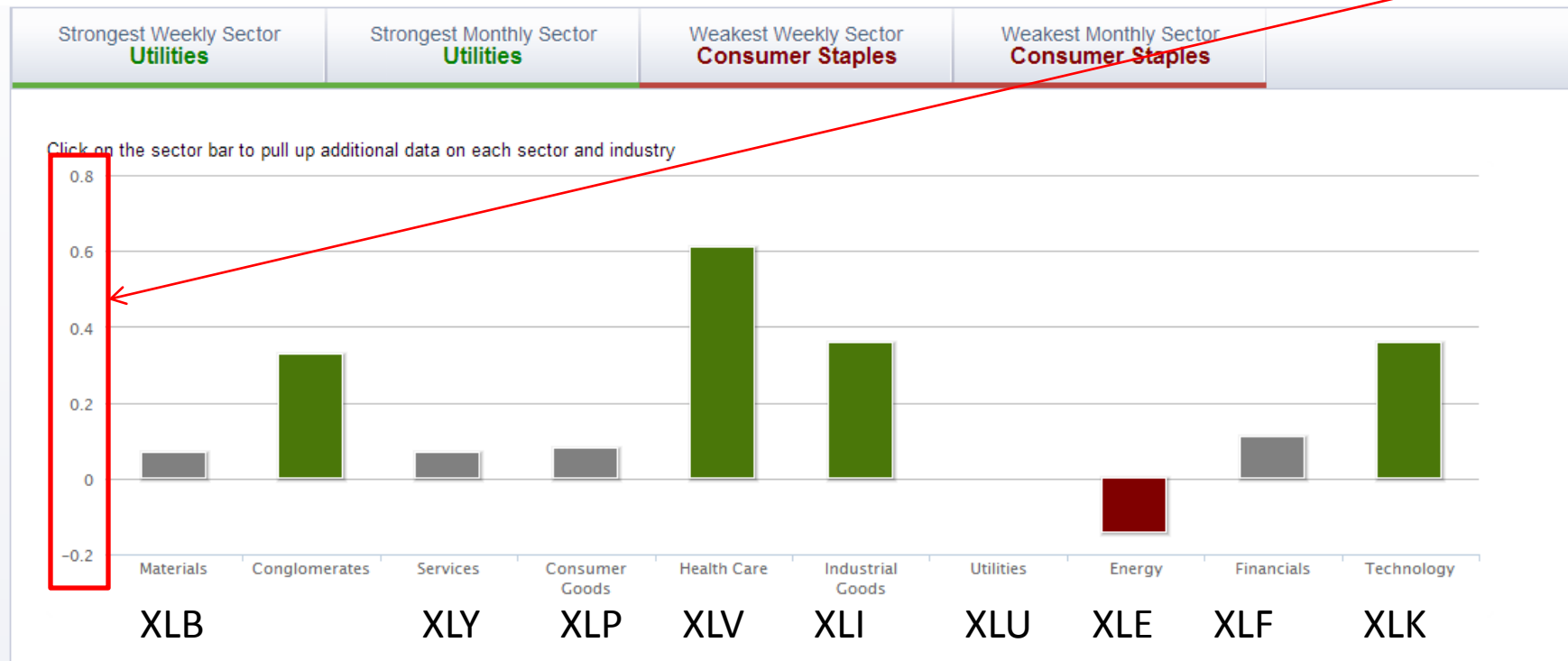
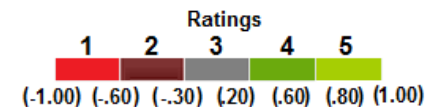
In this stage, interest rates can be rising rapidly, with a flattening yield curve. Consumer expectations are beginning to decline, and industrial production is flat. Historically profitable sectors in this stage include:

- Energy (near the beginning)
- Staples
- Services (near the end)

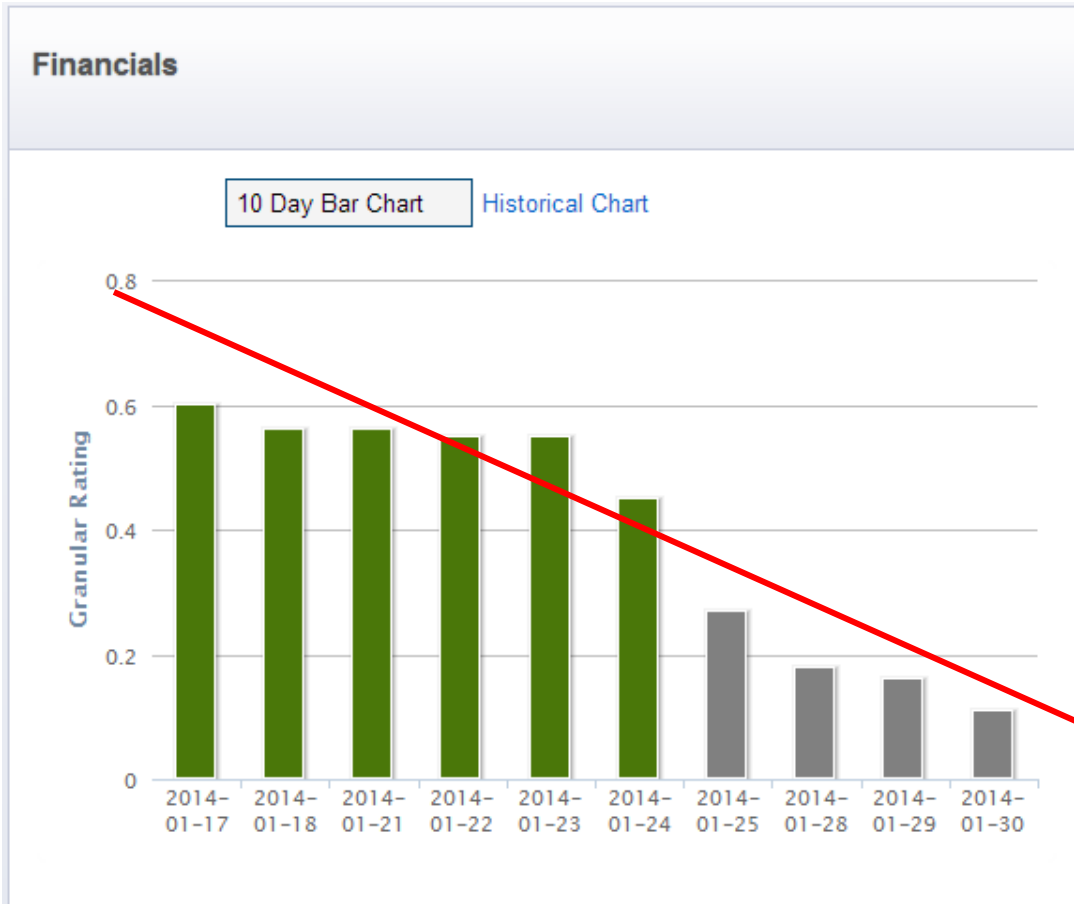
Early Recession

This is where things start to go bad for the overall economy. Consumer expectations are at their worst, industrial production is falling, interest rates are at their highest, and the yield curve is flat or even inverted. Historically, the following sectors have found favor during these rough times:

- Services (near the beginning)
- Utilities
- Cyclical and transports (near the end)

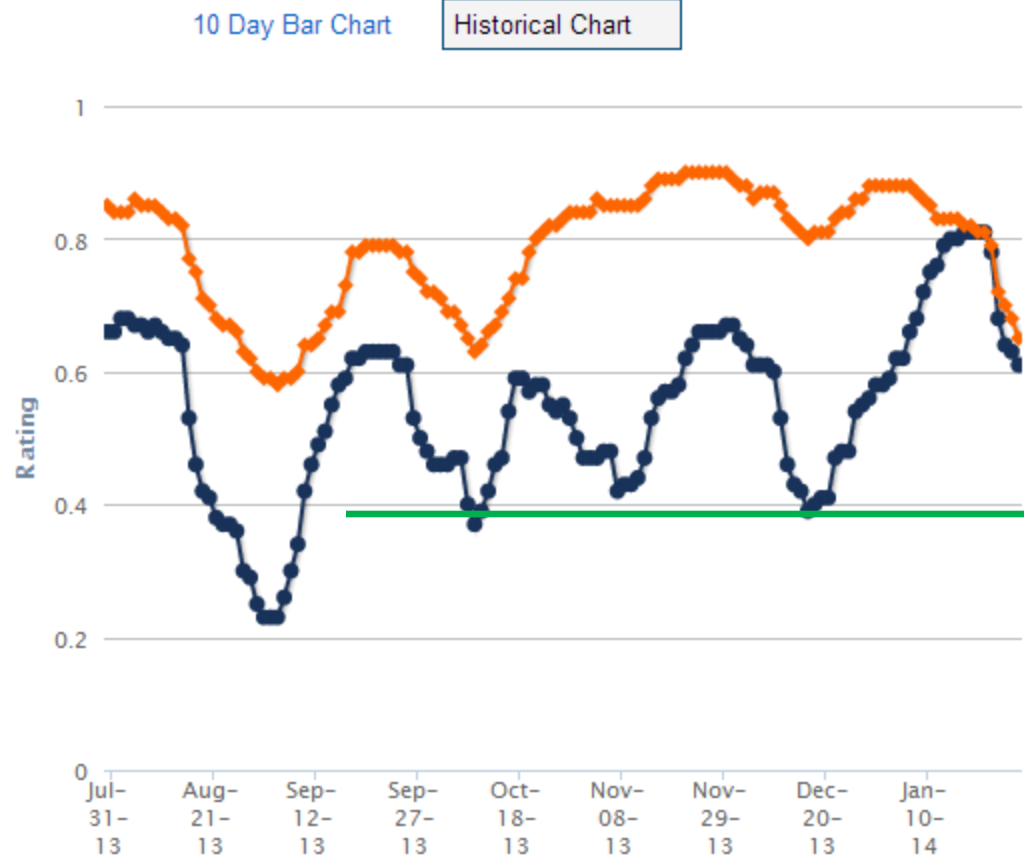


- Sectors are displayed by their granular rating value as seen on the Y-Access
- Click on any sector to display their 10 day and 6 month rating value
- Each Sector is represented by SPDRS Sector ETF's



- Once you click on the sector, you can see the 10 Day rating value to determine the direction of the sectors strength.
- This example we are seeing decreased strength in XLF and want to avoid this sector until we see a stabilization of the bars and a increase.

Health Care



- The historical Chart shows the rating value of the sector (Blue line) compared to the S&P 500 (Orange line). Investors can often find rating value patterns and trends.
- In this example the Blue bar is bottoming off the .40 rating value.

Health Care Sector- Rating

HEALTH CARE PLANS (0.39)	HOSPITALS (0.87)	MEDICAL INSTRUMENTS & SUPPLIES (0.55)	DRUGS - GENERIC (0.97)	SPECIALIZED HEALTH SERVICES (0.17)
DRUG RELATED PRODUCT (0.74)	BIOTECHNOLOGY (0.82)	DRUG DELIVERY (1.00)	DRUG MANUFACTURERS - (0.93)	
MEDICAL APPLIANCES & EQUIPMENT (0.75)	DRUG MANUFACTURERS - (0.35)			



- Once we determine if the sector is a buy and moving in the right direction we can find the strongest industry.
- We can see from the heat map above that Drug Delivery is the strongest Industry.
- By clicking on the industry, you can explore the individual stocks within that group.

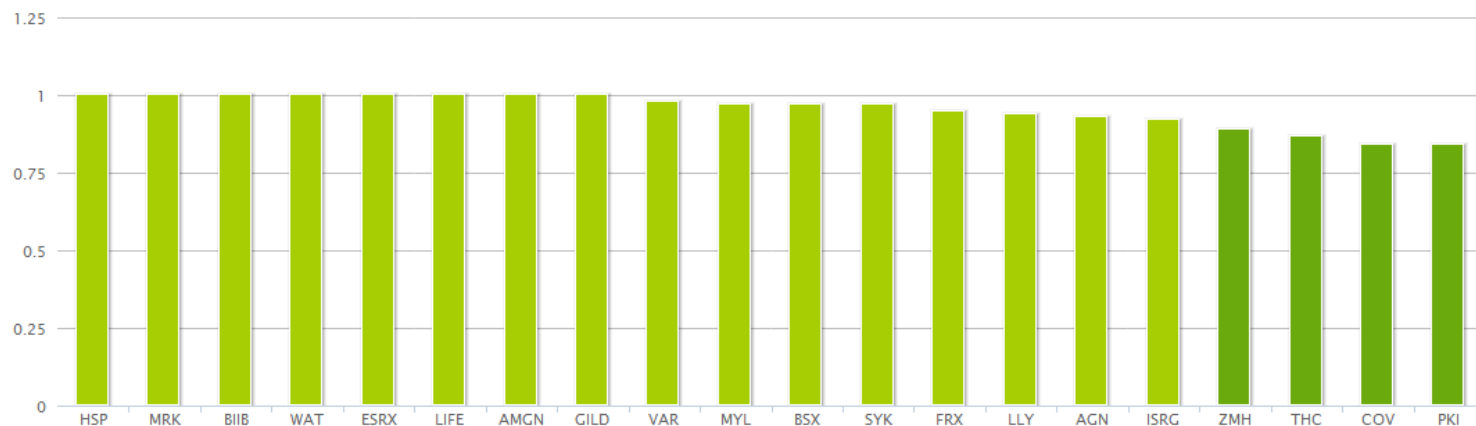
A quantitative investment approach

Health Care Sector- Rating

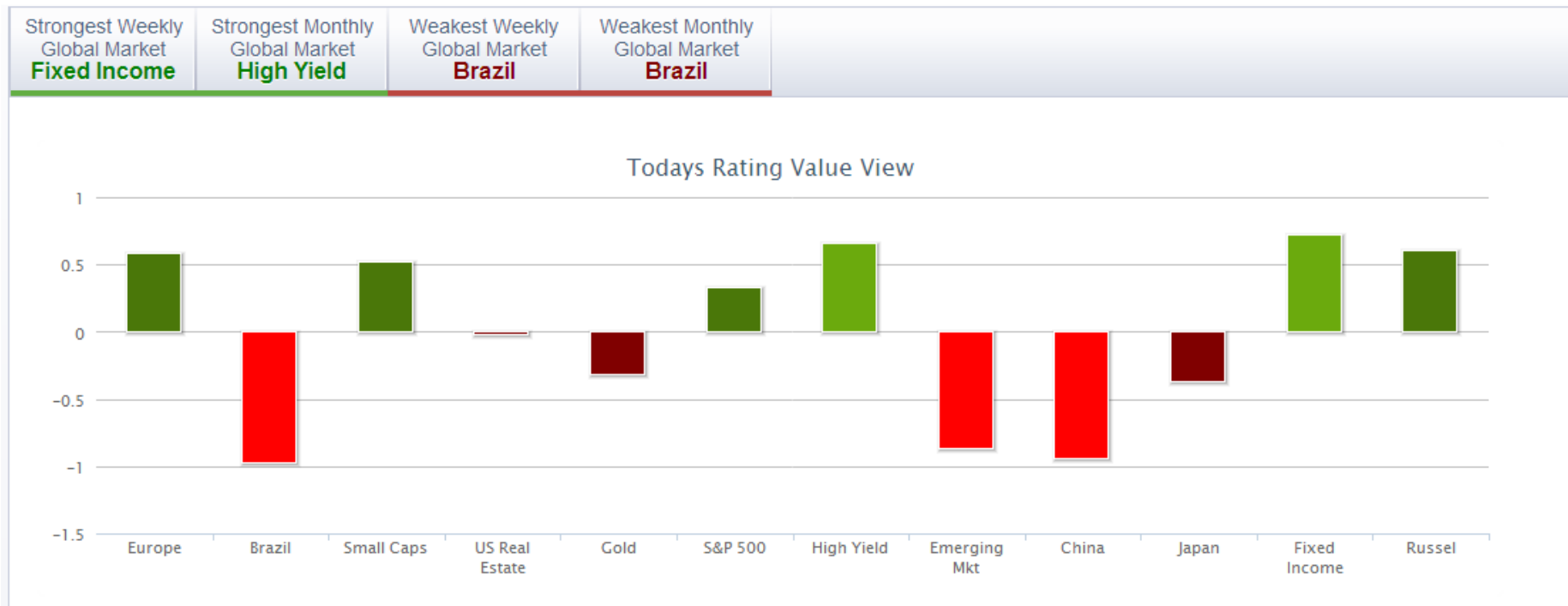
HEALTH CARE PLANS (0.39)	HOSPITALS (0.87)	MEDICAL INSTRUMENTS & SUPPLIES (0.55)	DRUGS - GENERIC (0.97)	SPECIALIZED HEALTH SERVICES (0.17)
DRUG RELATED PRODUCT (0.74)	BIOTECHNOLOGY (0.82)			
MEDICAL APPLIANCES & EQUIPMENT (0.75)	DRUG MANUFACTURERS - (0.35)	DRUG DELIVERY (1.00)	DRUG MANUFACTURERS - (0.93)	

Sub-Sector

Click on the bar to see stock's details:



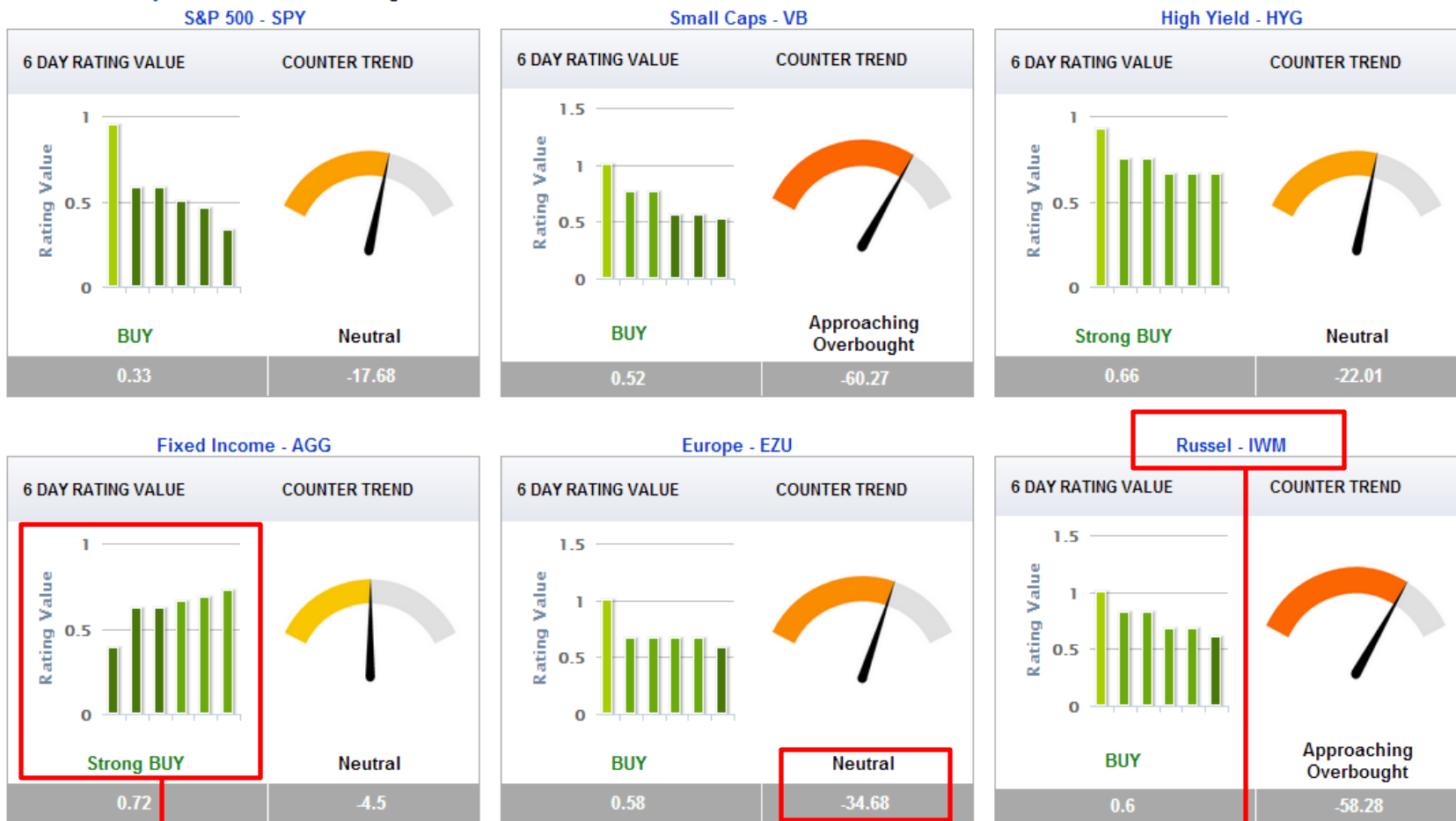
- The Strongest Stocks are listed Left to right, click on any stock to view their charts.



The Asset Class page provides the most liquid global ETFs.

As seen on the Y –axis you will find the granular rating value of each ETF.

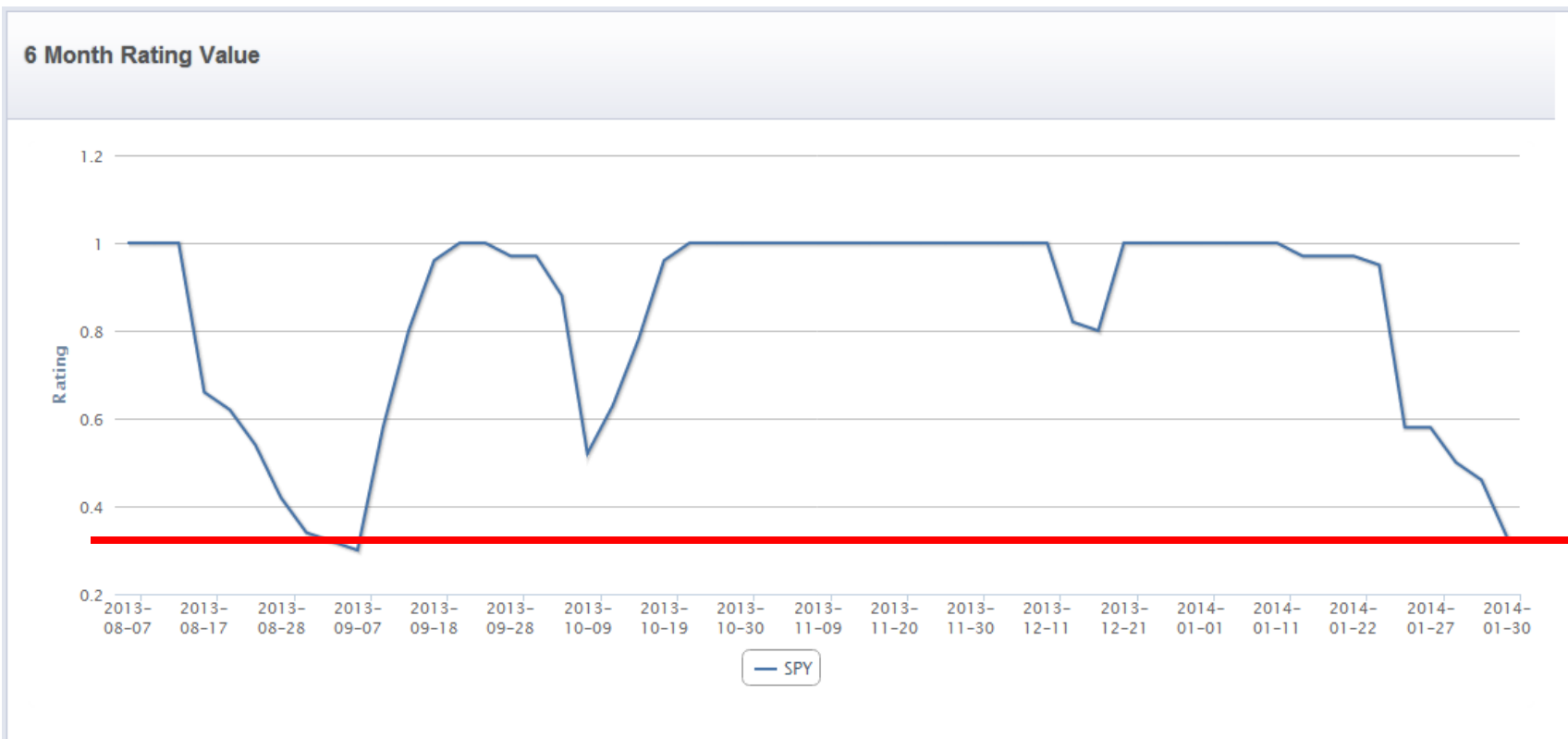
Click asset class [symbol](#) to see 6 month Rating Value



7 day granular rating Value – Strength Gauge

Granular Counter Trend Value (see Counter Trend section)

Click on ETF to see 6 Month Rating Value – Next Page



Discover patterns within the 6 month rating value

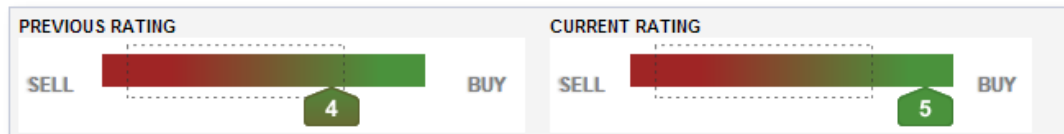
Market Internals is the main destination for S&P 500 ratings to be displayed.

S&P 500 1,794.19 +19.99

(+1.13%)

[Compare company to S&P 500](#)

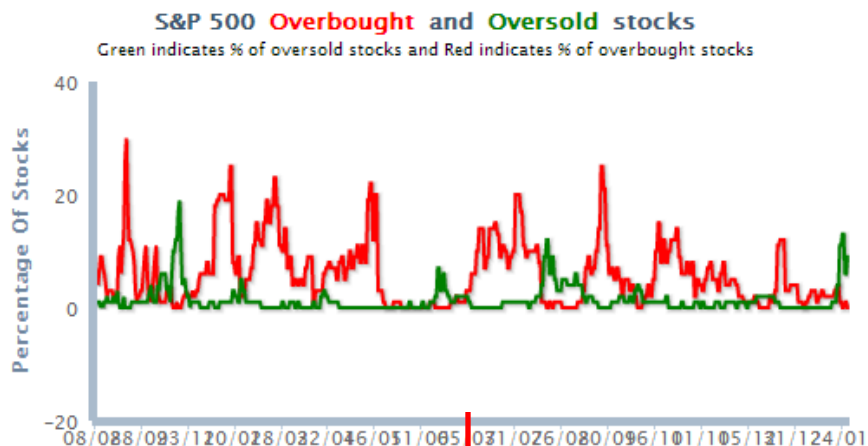
Add to Graph



S&P 500 Upgrade – Buy Equities
[See page 68. The Process, this is the most opportune time to get long equities.](#)

S&P 500 Overbought – Reduce all equity exposure

Market Internals is the main destination for S&P 500 ratings to be displayed.



This graph represents the % of stocks overbought within the S&P 500 represented in red. The Green line represents % of stocks oversold within the S&P 500.

Bonds/ Commodities	Current	1 Week Ago	OverSold/OverBought
Silver	N	N	
Copper	N	N	
Crude Oil	N	N	
Heating Oil	N	N	
Gasoline	N	N	
Natural Gas	OB	OB	

This field is showing bonds/commodities that are currently overbought or oversold.

- N = Neutral or not overbought or oversold
- OB = Overbought
- OS = Oversold

The Standard Deviation Above the 50 Day Moving Average.

Quarter Date Return.

% of days positive over the last 90 days.

Overbought S&P 500 ?

Ticker	Price	STD Above 50-Day Avg	QTD	% of Time Positive
ATK	136.63	1.61	12.29	60
MCK	177.23	1.88	9.81	30
STZ	77.59	1.37	10.24	20
LUV	21.22	1.14	12.63	30
LMT	148.66	0.56	0.00	70
HRS	69.77	1.40	-0.06	50
CAH	68.96	0.24	3.22	20
ETFC	20.35	0.51	3.62	50
NOC	113.25	-0.24	-1.19	50
TMO	114.99	0.87	3.27	50

Oversold S&P 500 ?

Ticker	Price	STD Above 50-Day Avg	QTD	% of Time Positive
DO	49.00	-2.87	-13.91	40
VXX	45.66	0.96	7.31	60
ELD	44.25	-2.71	-3.85	20
EWZ	39.64	-2.41	-11.28	30
AVP	14.93	-4.20	-13.30	60
BIG	26.91	-1.65	-16.66	40
JCP	5.77	-1.97	-36.94	40
CTL	29.16	-2.96	-8.45	10
FE	31.16	-1.65	-5.52	40
JBL	18.26	-0.48	4.70	60

Unusual Volume based on a 5 year average.

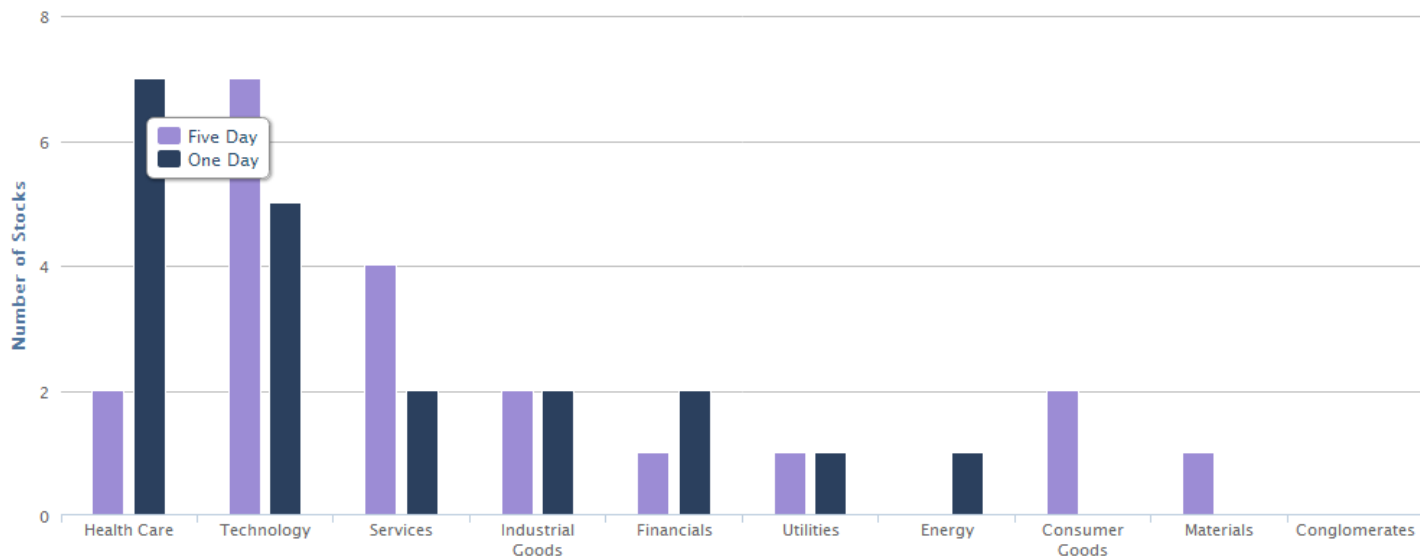
Stocks Up on Unusual Volume

Ticker	Price	Average Volume	Previous Day
CARV	11.40	748	96.96%
PETX	21.64	150,539	96.14%
JOB	0.43	52,466	95.76%
GLTR	66.70	81,142	94.75%
VRNG	4.30	2,488,890	94.58%
POWN	0.04	86,310	94.44%
VGLT	67.56	17,598	93.03%
CATS	1.55	4,337	90.75%
PBIO	0.38	36,682	90.60%
GIGM	1.16	148,792	89.72%

Stocks Down on Unusual Volume

Ticker	Price	Average Volume	Previous Day
BCH	74.51	25,977	97.34%
CBIS	0.18	2,176,910	97.05%
GOM	25.35	92,752	95.41%
MFNC	10.65	4,840	94.80%
DNBF	20.66	877	94.31%
TBX	32.89	39,608	93.80%
SPE	15.92	24,028	93.57%
KOLD	44.40	57,473	93.43%
FIW	32.58	42,760	93.32%
EEME	47.10	2,834	92.83%

20 Strongest Names - Buy Rating

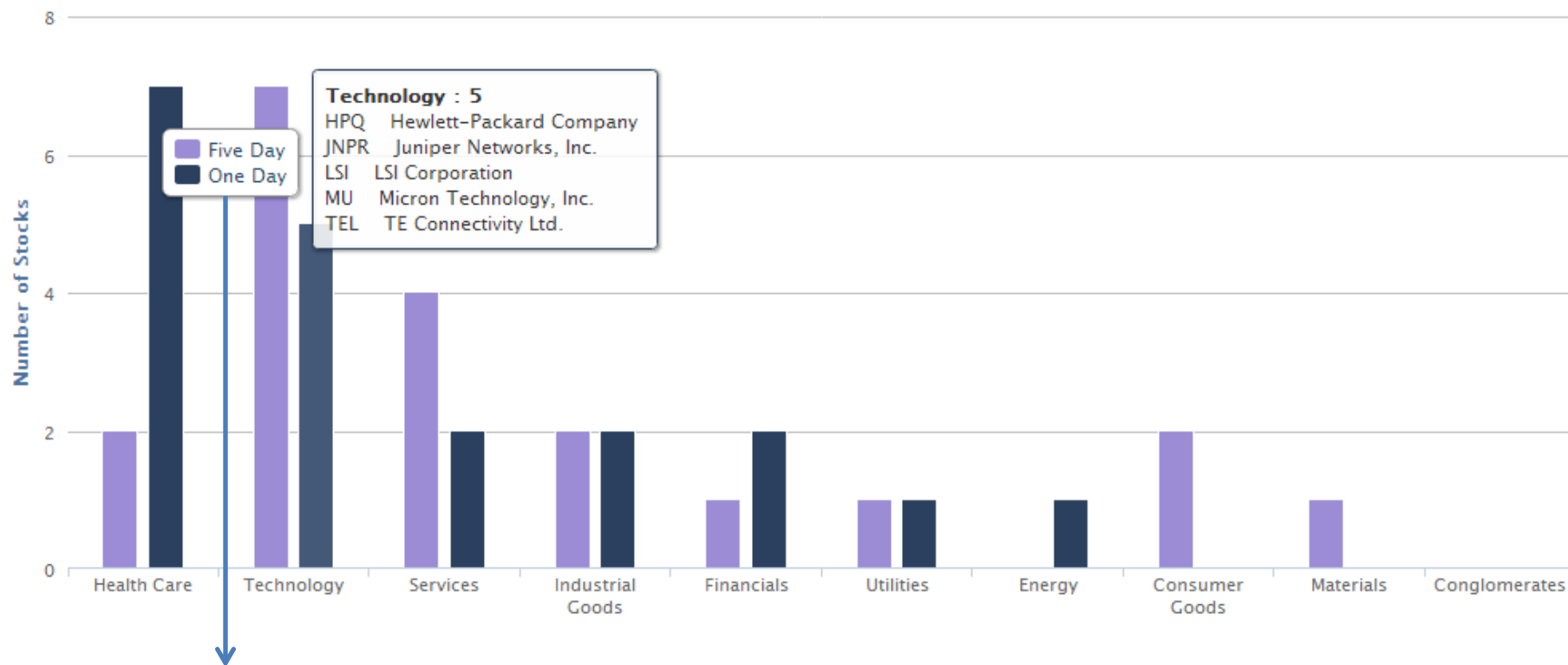


S&P 500 YTD %	S&P 500 MTD %	TOP 20 NAMES YTD %	TOP 20 NAMES MTD %	TODAY'S CHANGES
-2.93%	-2.93%	6.86%	6.86%	-0 0

Symbol	Price	Today's Change	YTD	Support	Resistance	Short Term Trend	Buy/Sell Rating	Time at Rating	Previous Rating
BIIB	318.28			\$318.31			5	71 Days	4
EFX	70.74			\$68.86			5	98 Days	4
ESRX	74.66			\$74.30			5	78 Days	3

Don't forget you can add these position to your portfolio by clicking on the plus sign.

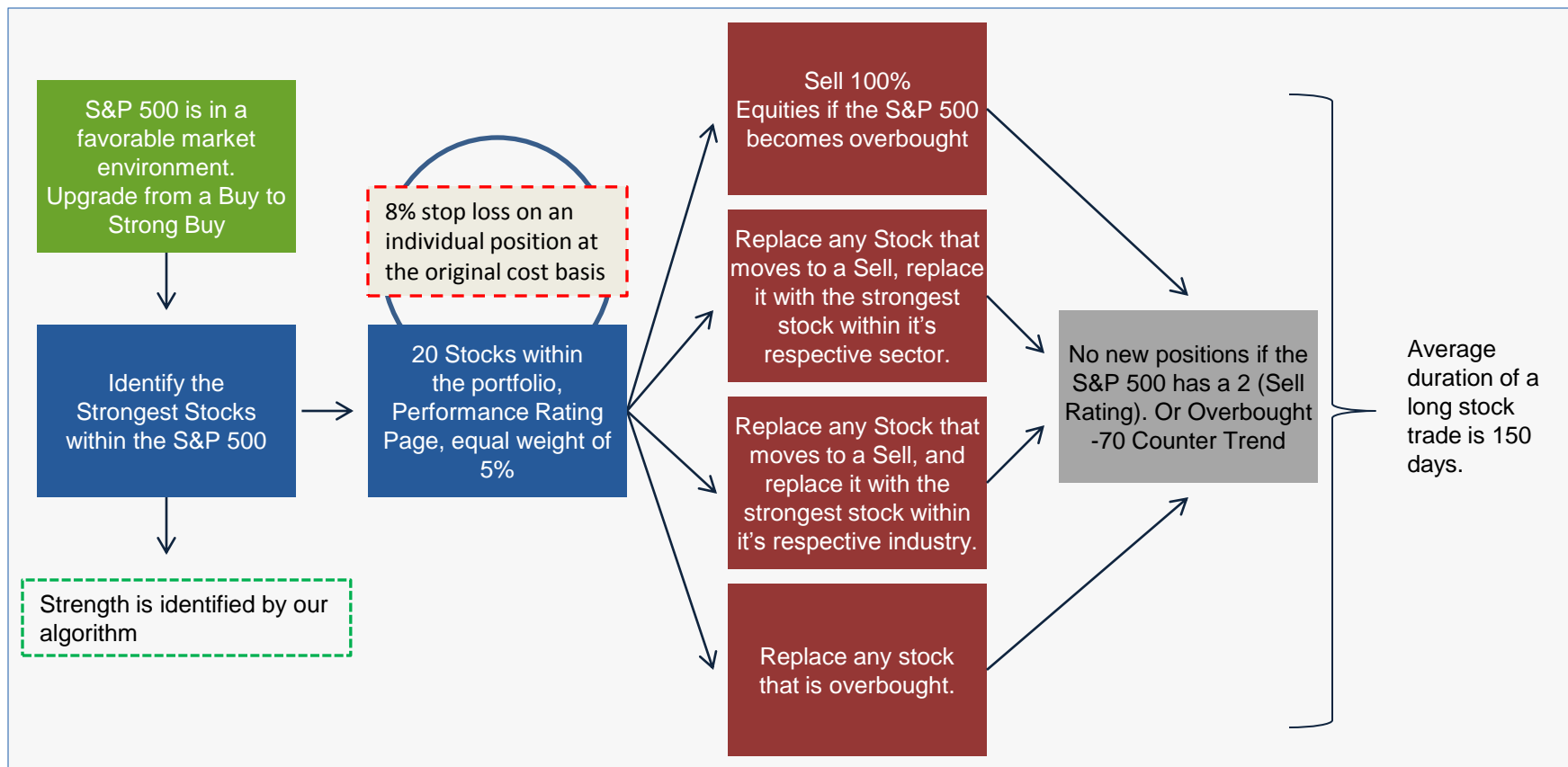
20 Strongest Names - Buy Rating



The top of the 20 Strong list provides the trend of the 5 and 1 day change of the strongest names within a sector.

Rollover each bar to display the stocks within each sector.

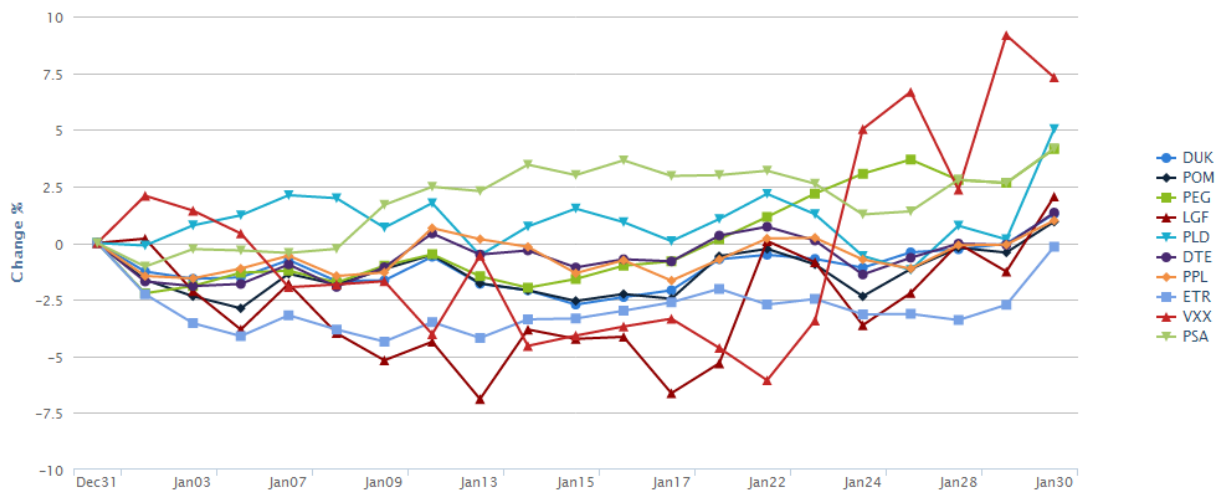
*Applying the Top 20 Strongest Stocks, A simple, yet effective investment strategy.
A model portfolio for a 20 position portfolio –
This process will be automated in the workflow*



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20 Strongest Names **Contrarian Ideas** Rapidly Improving Custom Scans Sector Scans Heat Map

10 Weakest Names - that are getting Stronger



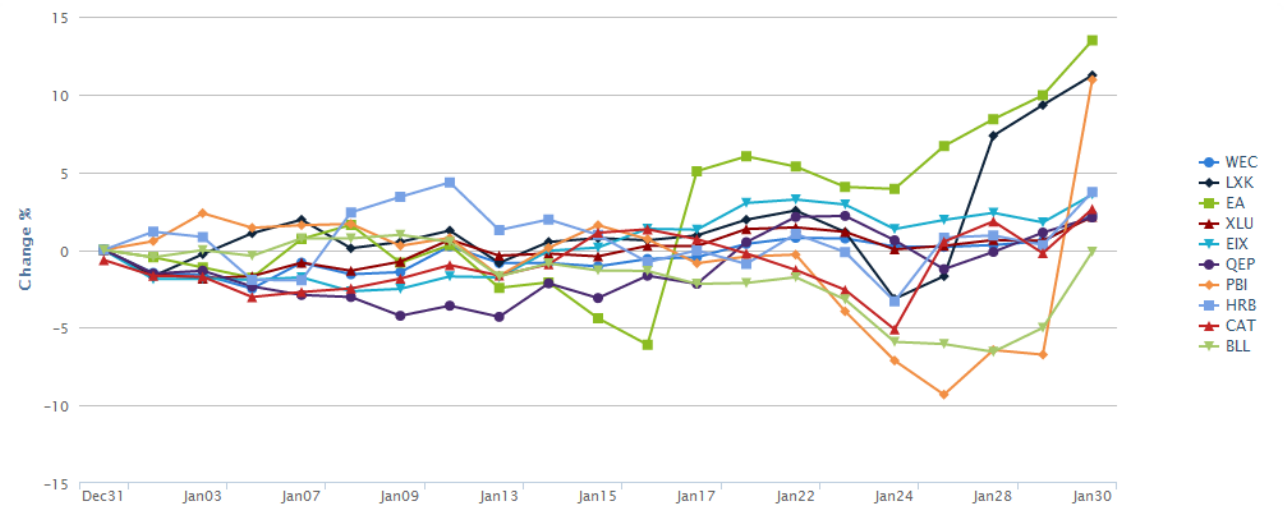
S&P 500 YTD %	S&P 500 MTD %	TOP 10 NAMES YTD %	TOP 10 NAMES MTD %	TODAY'S CHANGES
-4.10%	-4.10%	2.71%	2.71%	-0 0

Contrarian Ideas

For the most aggressive investors you can find the weakest rated names that are increasing with the fastest improvement to the next rating level.

Symbol	Price	Todays Change	YTD	Support	Resistance	Short Term Trend	Buy/Sell Rating	Time at Rating	Previous Rating
DUK	69.89	0.00 0.00%	1.28%	\$69.36	\$70.17		3	2 Days	2
POM	19.31	0.00 0.00%	0.94%	\$19.15	\$19.42		3	1 Day	2
PEG	33.37	0.00 0.00%	4.15%	\$33.07	\$33.54		3	4 Days	2

Top 10 Most Rapidly improving Names

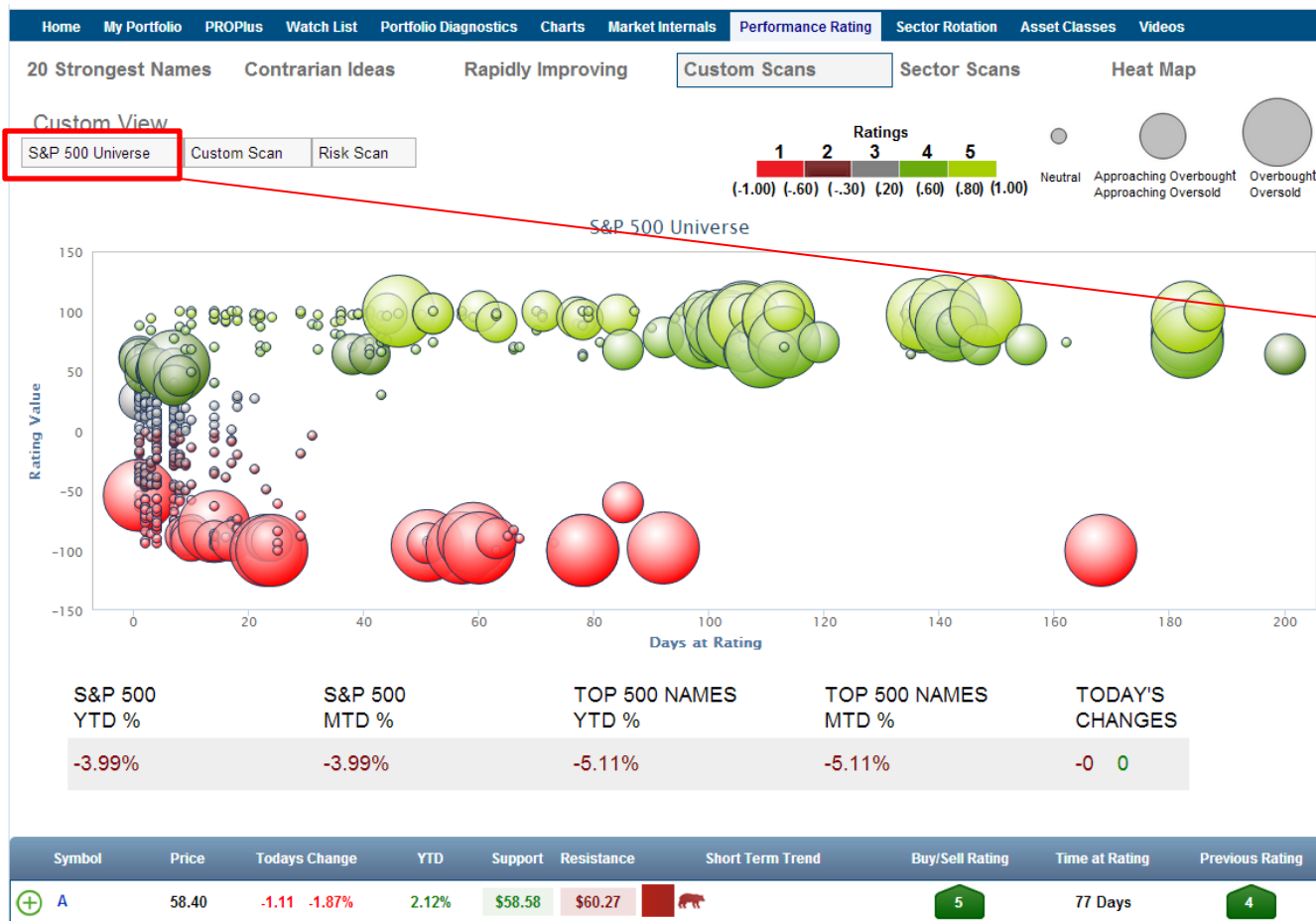


Rapidly Improving

This list provides any stock that is rated a hold or buy that increases with the greatest velocity to the next rating level.

S&P 500 YTD %	S&P 500 MTD %	TOP 10 NAMES YTD %	TOP 10 NAMES MTD %	TODAY'S CHANGES
-3.97%	-3.97%	5.19%	5.19%	-0 0

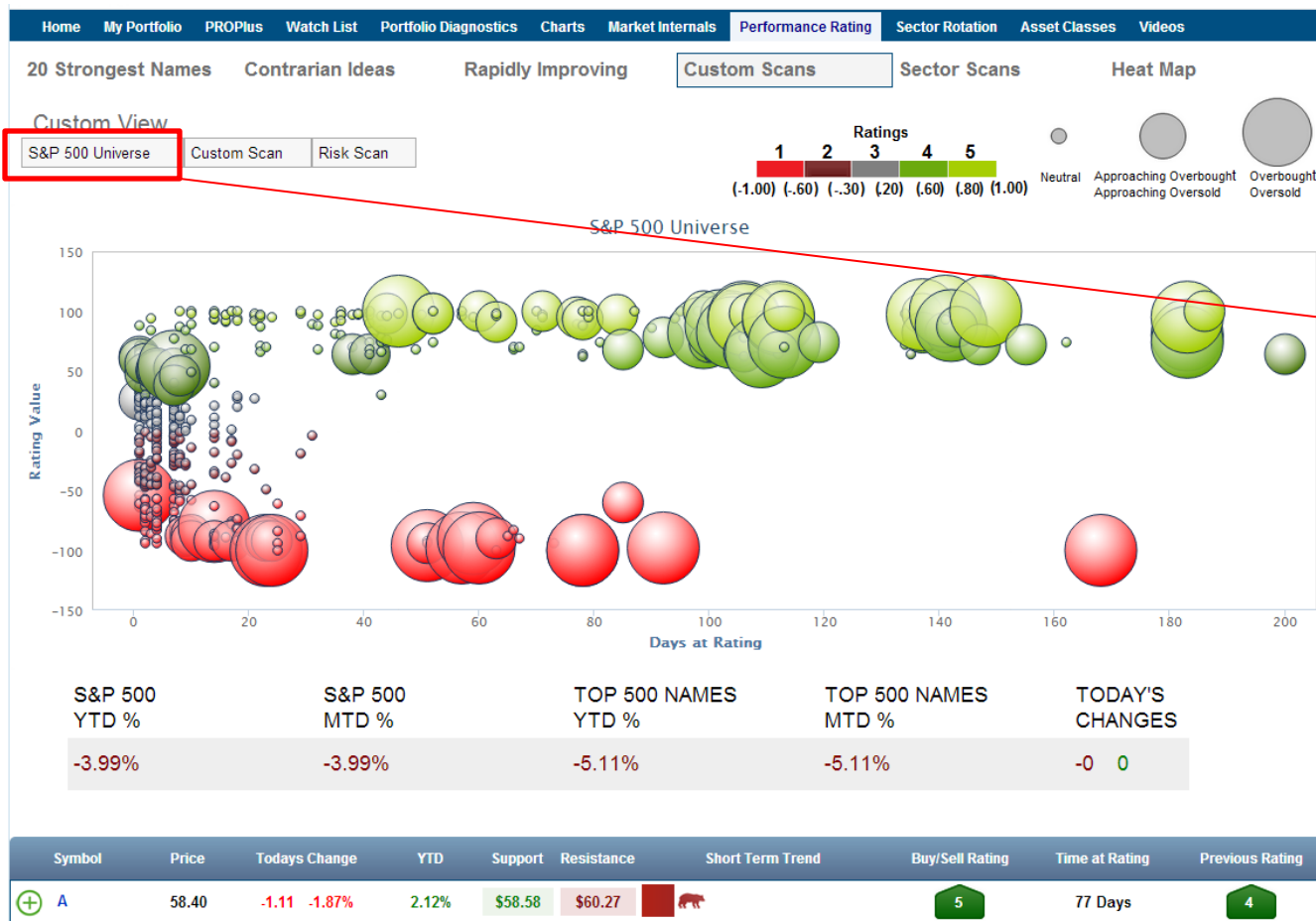
Symbol	Price	Today's Change	YTD	Support	Resistance	Short Term Trend	Buy/Sell Rating	Time at Rating	Previous Rating
WEC	42.28	0.00 0.00%	2.27%	\$41.87	\$42.51		4	1 Day	3
LXX	39.51	0.00 0.00%	11.23%	\$38.71	\$39.96		5	3 Days	3
EA	26.03	0.00 0.00%	13.47%	\$25.48	\$26.40		4	1 Day	3



Custom Scan

There are three page for custom scan:

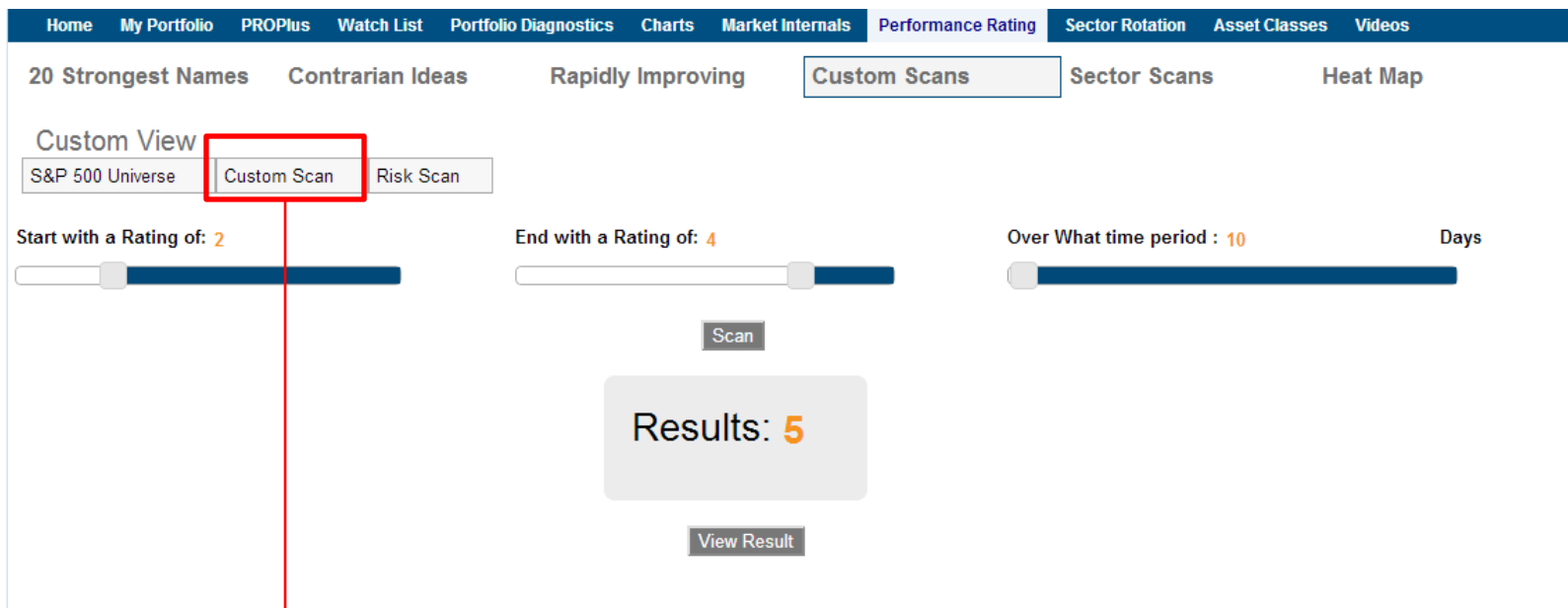
1. S&P 500 Overview
This provides only a 30,000 overview of the S&P 500. The Y-axis provides the granular strength and the X axis displays the length of time each stock has been at their rating. Large bubbles display a stock either overbought or oversold.
2. Custom Scan
3. Risk Scan



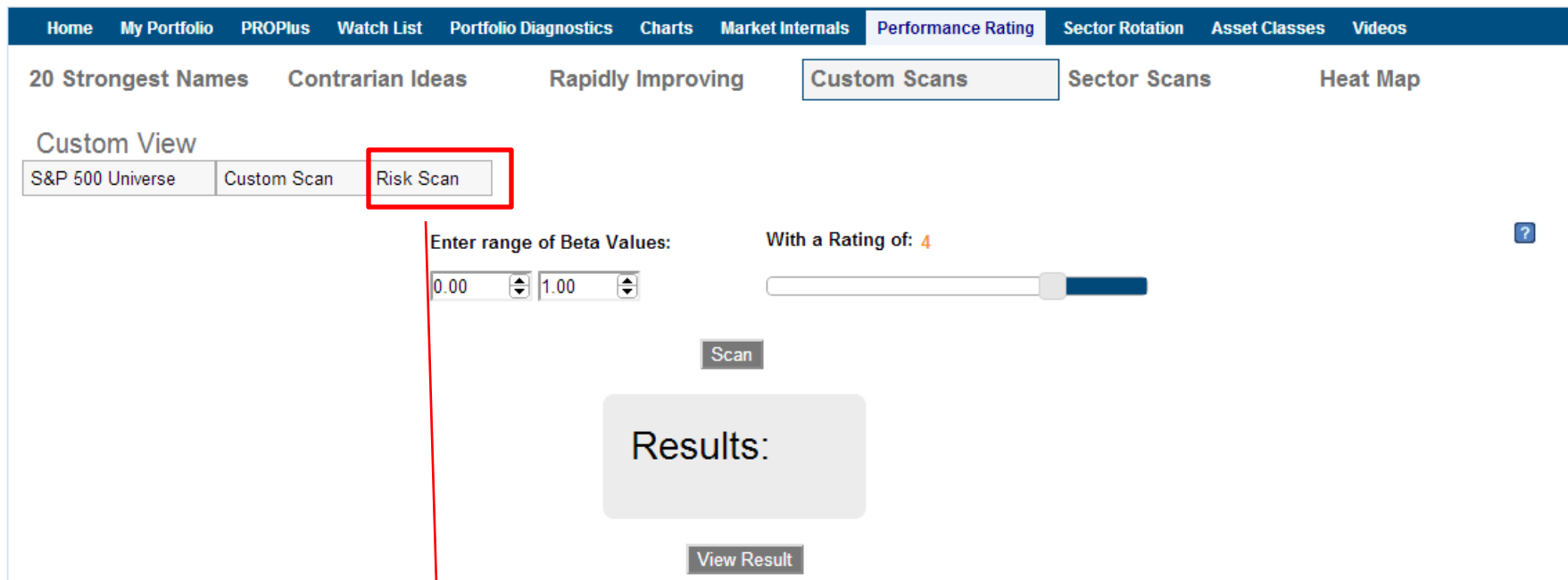
Custom Scan

There are three pages for custom scan:

1. S&P 500 Overview
This provides a 30,000 overview of the S&P 500. The Y-axis provides the granular strength and the X axis displays the length of time each stock has been at their rating. Large bubbles display a stock either overbought or oversold.
2. Custom Scan
3. Risk Scan



Define a starting buy/sell rating and an end buy/sell rating and the duration of time for custom scans.



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20 Strongest Names Contrarian Ideas Rapidly Improving **Custom Scans** Sector Scans Heat Map

Custom View

S&P 500 Universe Custom Scan **Risk Scan**

Enter range of Beta Values: 0.00 1.00

With a Rating of: 4

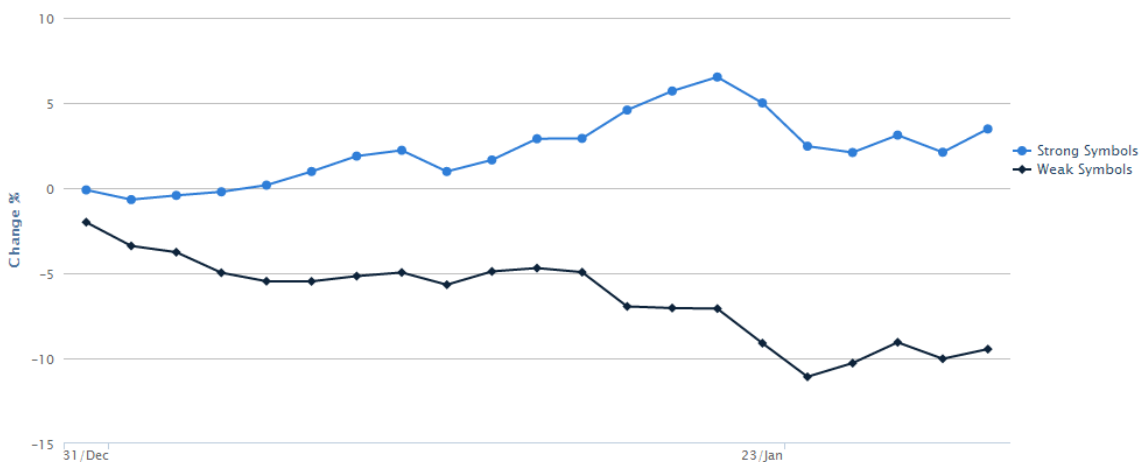
Scan

Results:

View Result

Risk Scan allows you to search by a securities beta. Allowing investors to discover low beta stocks with the highest ratings or the highest beta stocks with the greatest ratings.

Sector Performance: Financials



S&P 500 YTD %	S&P 500 MTD %	STRONG NAMES YTD %	STRONG NAMES MTD %	WEAK NAMES YTD %	WEAK NAMES MTD %
-3.88%	-3.88%	1.94%	1.94%	-10.56%	-10.56%

Sector Scans

This allows the user to identify the 5 strongest and weakest names with in a sector.

Strongest S&P 500 Sector: Financials

Symbol	Price	Todays Change	YTD	Support	Resistance	Short Term Trend	Buy/Sell Rating	Time at Rating	Previous Rating
PNC	80.36	-1.26 -1.54%	3.58%	\$80.79	\$82.08		5	79 Days	4
EFX	69.65	-1.09 -1.54%	0.81%	\$69.26	\$71.53		5	98 Days	4
RF	10.21	-0.22 -2.11%	3.24%	\$10.34	\$10.49		5	36 Days	4
STI	37.36	-0.45 -1.19%	1.49%	\$37.52	\$38.06		5	104 Days	4
CBG	26.45	-0.27 -1.01%	0.57%	\$26.40	\$27.23		5	63 Days	4

Weakest S&P 500 Sector: Financials

Symbol	Price	Todays Change	YTD	Support	Resistance	Short Term Trend	Buy/Sell Rating	Time at Rating	Previous Rating
PCL	42.60	-0.42 -0.98%	-8.41%	\$42.79	\$43.37		1	22 Days	2

PROPlus

PROPlus
My Portfolio

My Top Positions

TSLA (0.89)	TXN (0.71)	NU (0.84)	AYR (0.90)	D (0.95)	A (0.95)	STZ (0.95)	DV (0.95)	CBG (0.96)
WFC (0.89)	DTV (0.86)	TMO (0.86)	ETFC (0.90)	FB (0.97)	GD (1.00)	ACT (1.00)	NFLX (1.00)	HAR (1.00)
BAC (0.88)	PRGO (0.74)	AMZN (0.72)						
AXP (0.62)	ROP (0.74)	QCOM (0.58)	LLY (0.91)	FLIR (0.97)	CRM (1.00)	GILD (1.00)	HBAN (0.54)	
HOT (0.64)	CI (0.74)	ATK (1.00)	MAR (0.93)					
DIS (0.64)	ACN (0.78)		NVDA (0.56)	XLV (0.93)	CMCSA (0.98)	WAT (1.00)	PNC (1.00)	
ORCL (0.66)	PCLN (0.82)	FFIV (0.94)		AA (0.98)				
HRB (0.68)	GOOG (0.82)							
SRCL (0.68)	CAH (0.83)							
CTAS (0.70)	CAT (0.84)							

Strongest Weekly Positions

Strongest Monthly Positions

Weakest Weekly Positions

Weakest Monthly Positions

Valeant Pharmaceuticals International, Inc., LSI Corporation, McKesson Corporation so far this week gained the most in rating value strength.

- Valeant Pharmaceuticals International, Inc. which in the Health Care sector saw increased strength.
- LSI Corporation which is in the Technology sector saw increased strength.
- McKesson Corporation which is in the Services sector increased strength.

Securities held in your Watch list will populate the heat Map.







Click on tab to discover the 4 categories.

Page 76

PROPlus

Click to sort by ascending and descending rating value strength.



My Stocks		S&P 500	Search Symbol:						
SYMBOL	LAST PRICE	TODAY'S CHANGE	RATING VALUE (CLICK TO SEE TREND)		1 DAY CHANGE	COUNTER TREND	RATING	ALERTS	
▶ ACT	187.35	0.35% 0.66			↑	 -81.54	5	Overbought	
▶ ALXN	158.93	-1.90% -3.07			↑	 -59.86	5	Overbought	
▶ AMGN	119.44	-1.20% -1.45			↑	 -20.04	5	No Alert	
▶ BEAM	83.40	0.00% 0.00			↑	 -28.79	5	No Alert	
▶ BF.B	0.00	0.00%			↑	 -23.02	5	No Alert	
▶ BIIB	314.52	-1.18% -3.76			↑	 -57.75	5	Overbought	

PROPlus

Click the Strength Bar to see the daily granular rating Changes.

Actavis, Inc.
ACT

\$187.30(+0.61)

Strong Buy

ACT is currently rated an 5 and has a rating value of 100.0 out of 100. A rating value of 100.0 is considered extremely strong.

Alert If you are long ACT: Even though the stock's rating value is extremely strong, it is important to note: ACT's counter trend rating is overbought at \$168.02. We use overbought as a precaution to reduce 100% exposure. Even though ACT's strength is very strong and could remain in a strong upward trend, reducing exposure at extended levels reduces the risk of a stock reverting to its mean. Note: The stock may remain strong and move higher in the very short term.

If you want to buy: ACT is up 207.92% since moving to a buy and now overbought. If you have not participated in this move, wait for a neutral counter trend reading coupled with a buy or strong buy rating. Important: Additionally, before going long, make sure the rating value has been increasing over a 5 to 8 day period as displayed on the left side of the bar graph.

26 days rating value
 6 months rating value

My Stocks S&P 500 Search Symbol:

SYMBOL	LAST PRICE	TODAY'S CHANGE	RATING VALUE (CLICK TO SEE TREND)	1 DAY CHANGE	COUNTER TREND	RATING	ALERTS
▶ ACT	187.35	0.35% 0.66	+1.00	↑	R1 5.1	5	Overbought

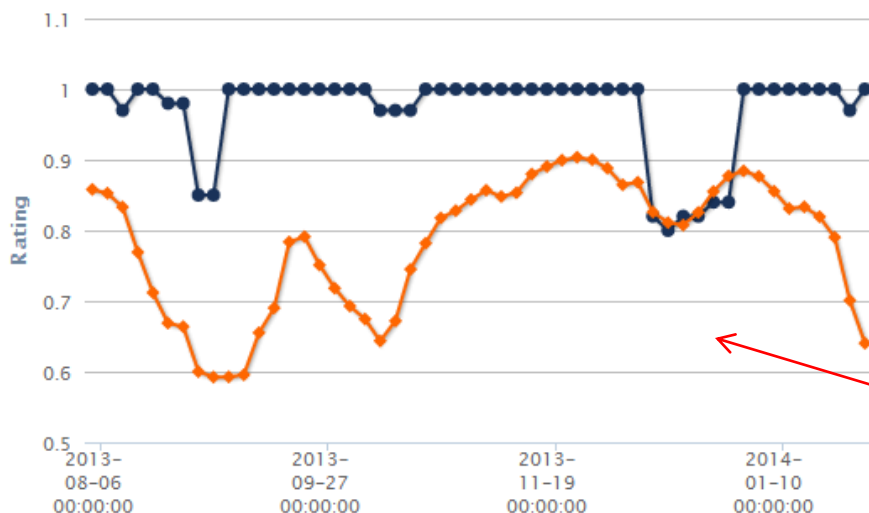
PROPlus

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26 days rating value
 6 months rating value

Click on the 6 month rating value to compare the rating value strength of the specific security against the S&P 500

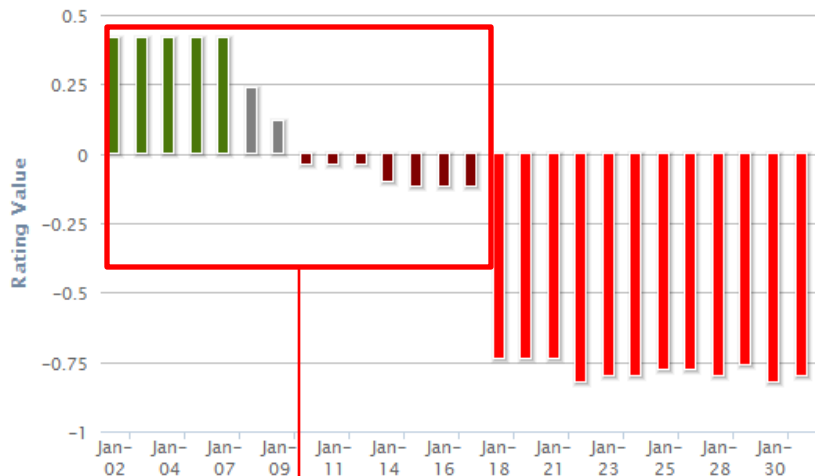
PROPlus

Case Study

Best Buy Co., Inc.

\$23.44(+0.72)

BBY

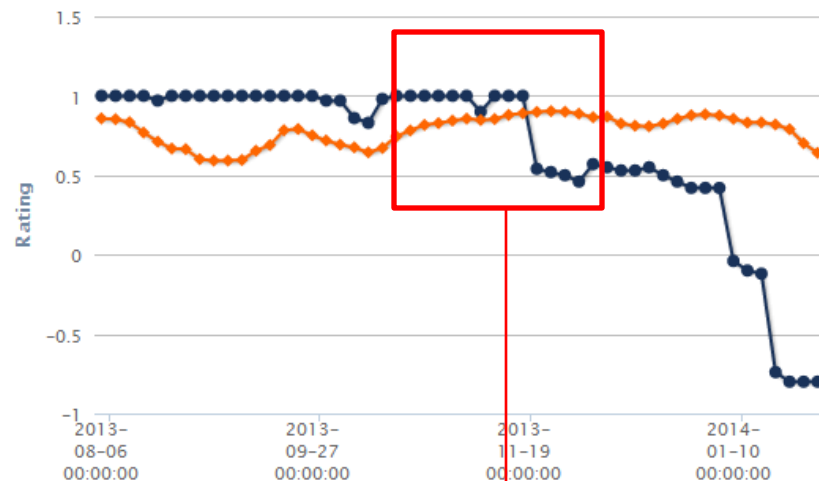


Significant break down in rating value weakness prior to earnings

Best Buy Co., Inc.

\$23.44(+0.72)

BBY



BBY (Blue) broke below the S&P 500 (orange) rating value. A ominous sign of weakness to come.

PROPlus

Case Study



WAT saw a nice consecutive increase from a sell $-.52$ to $.57$. depending on your risk tolerance you can make the appropriate action. Remember waiting for higher rating value will reduce your risk.

PROPlus

Case Study



HAR rating value has remained at 1.00 (very Strong) without much deviation as the S&P 500 has contracted to below .65. This is an excellent way to explore stocks you may want to allocate to on a S&P 500 pullback.

Idea Wizard

The Idea Wizard is a 1 step process to derive the 2 strongest stocks in each sector that creates The Tactical Equity Model. This is a systematic program that formulates a view on expected short to intermediate term returns by analyzing the strongest S&P 500 stocks, on a momentum basis. The foundation for our research and strategy: Markets are not always efficient, and by allocating to the strongest 20 momentum stocks, within the S&P 500, we can create alpha while simultaneously minimizing downside volatility and risk.

The momentum based model will dynamically adjust for systematic risk as high beta stocks become crowded and reduce equity exposure. Additionally, the portfolio construction will dynamically change as risk premiums change in the market and rotate into more defensive sectors.

Tactical Equity Model is hypothetical results and past performance is not indicative of future results.

Idea Wizard

- It is possible that the model can go to 100% cash.
- Any stock that is sold will be replaced with the next strongest stock within that respective sector.
- Unlike the Strongest 20 stock list, no stock can be approaching overbought or overbought.
- Buys/sells will be emailed and displayed on the Tactical Model page.

Tactical Equity Model is hypothetical results and past performance is not indicative of future results.

Idea Wizard

1. S&P 500 Overview

2. Security Selection / Back Test

Help to understand Idea Wizard

Portfolio Name: Equity Model

Amount:

- For back test results, each position that is sold, it will be replaced by the strongest stock within that respective sector.
- Back tested results are equally weighted among the top 2 strongest stocks in each sector.
- Models are saved and can be found under the Portfolio Section, rules applied to the Idea Wizard will be different than the default Buy/Sell rules.
- Back tested results are hypothetical and have limitation, past performance is not indicative of future results.

Simulate

Add the amount of capital you would like to allocate, then hit simulate .

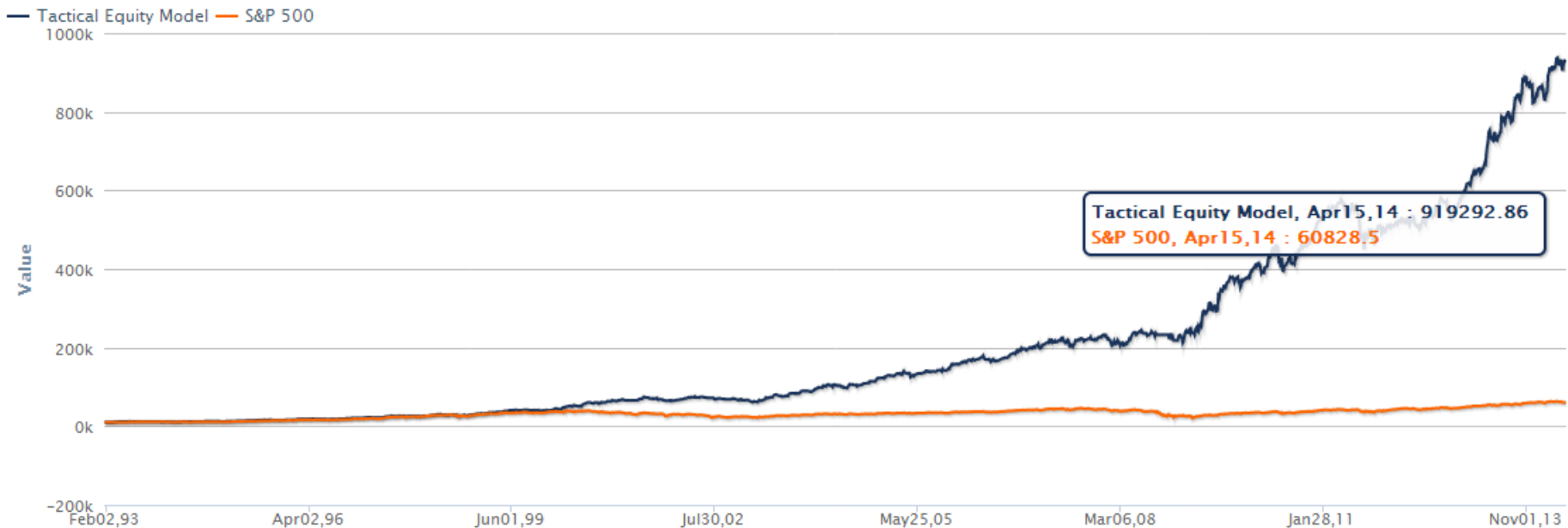
Tactical Equity Model is hypothetical results and part performance is not indicative of future results.

Idea Wizard

The simulate button will show you how the model would have performed over the past 20 years.

Simulate **Save**

Performance | Portfolio Details | **Summary Statistics**



Tactical Equity Model is hypothetical results and part performance is not indicative of future results.

Idea Wizard











Summary Statistics will provide greater details on the blackest results.

Performance	Portfolio Details	Summary Statistics			
Summary Stats	Tactical Equity Model	S&P 500	Annual Performance	Tactical Equity Model	S&P 500
Sharpe Ratio	1.37	0.56	2014	10.71	1.27
CAGR	25.3	9.5	2013	48.43	32.29
Max DrawDown	17.3	55.19	2012	14.14	15.98
Corelation	0.95	1	2011	-1.65	1.90
Volatility	18.36	16.95	2010	29.78	15.05
			2009	73.80	26.33
			2008	-0.42	-36.78
			2007	17.22	5.14
			2006	24.17	15.83
			2005	21.61	4.82
			2004	36.61	10.69
			2003	45.08	28.15
			2002	-2.05	-21.56
			2001	-0.75	-11.75
			2000	46.54	-9.77
			1999	35.88	20.35
			1998	30.61	28.63
			1997	22.29	33.45
			1996	25.40	21.80
			1995	35.56	36.28
			1994	5.80	1.56

Tactical Equity Model is hypothetical results and part performance is not indicative of future results.

Idea Wizard

Portfolio details will display the strongest 2 stocks in each sector.

Performance		Portfolio Details		Summary Statistics																												
<div style="display: flex; justify-content: space-between; align-items: center;"> FINANCIALS  </div>		<table border="1"> <thead> <tr> <th>Company</th> <th>Symbol</th> <th>Industry</th> <th>Rating Value</th> <th>Counter Trend</th> <th>Time at Rating</th> <th>Last Price</th> <th>YTD Return</th> <th>Share Amount</th> </tr> </thead> <tbody> <tr> <td>KeyCorp</td> <td>KEY</td> <td>Money Center Banks</td> <td>Buy</td> <td>Neutral</td> <td>7 Days</td> <td>\$13.63 (↑+0.52%)</td> <td>↑2.02%</td> <td>5674</td> </tr> <tr> <td>M&T Bank Corporation</td> <td>MTB</td> <td>Regional - Northeast</td> <td>Strong Buy</td> <td>Neutral</td> <td>50 Days</td> <td>\$121.17 (↓-0.30%)</td> <td>↑4.71%</td> <td>245</td> </tr> </tbody> </table>		Company	Symbol	Industry	Rating Value	Counter Trend	Time at Rating	Last Price	YTD Return	Share Amount	KeyCorp	KEY	Money Center Banks	Buy	Neutral	7 Days	\$13.63 (↑+0.52%)	↑2.02%	5674	M&T Bank Corporation	MTB	Regional - Northeast	Strong Buy	Neutral	50 Days	\$121.17 (↓-0.30%)	↑4.71%	245		
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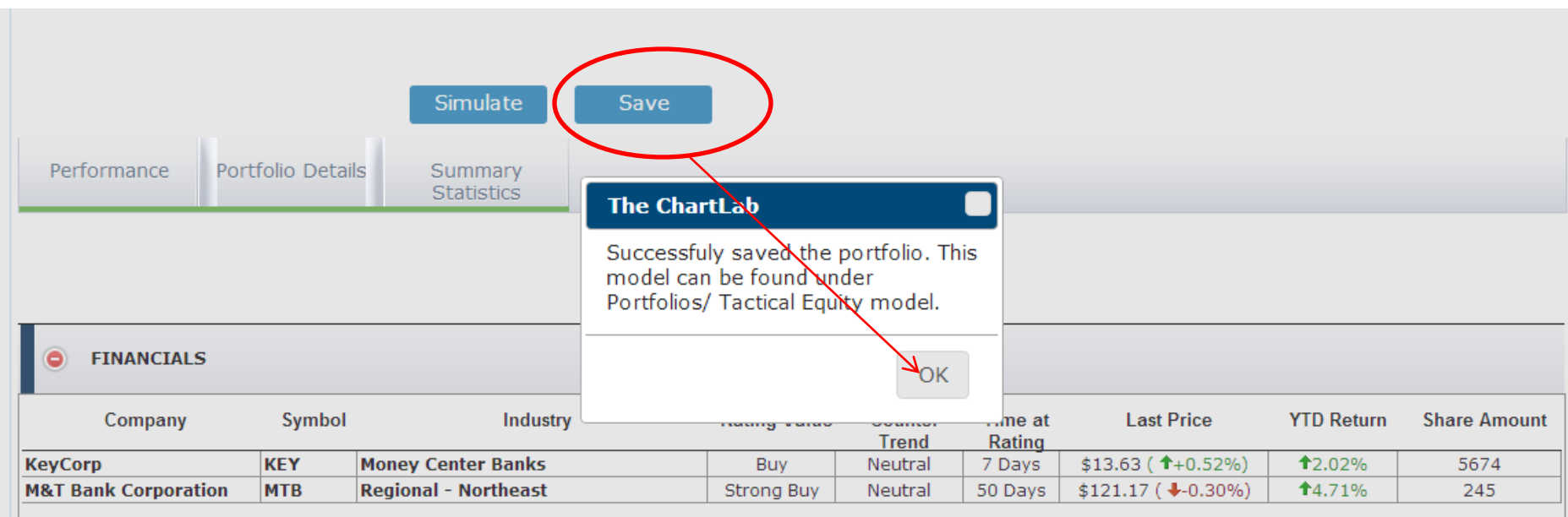
Click green button to expand.



Tactical Equity Model is hypothetical results and part performance is not indicative of future results.

Idea Wizard

Once you are done reviewing the information click save and the model will now be located under the Portfolio Tab on the top navigation page.



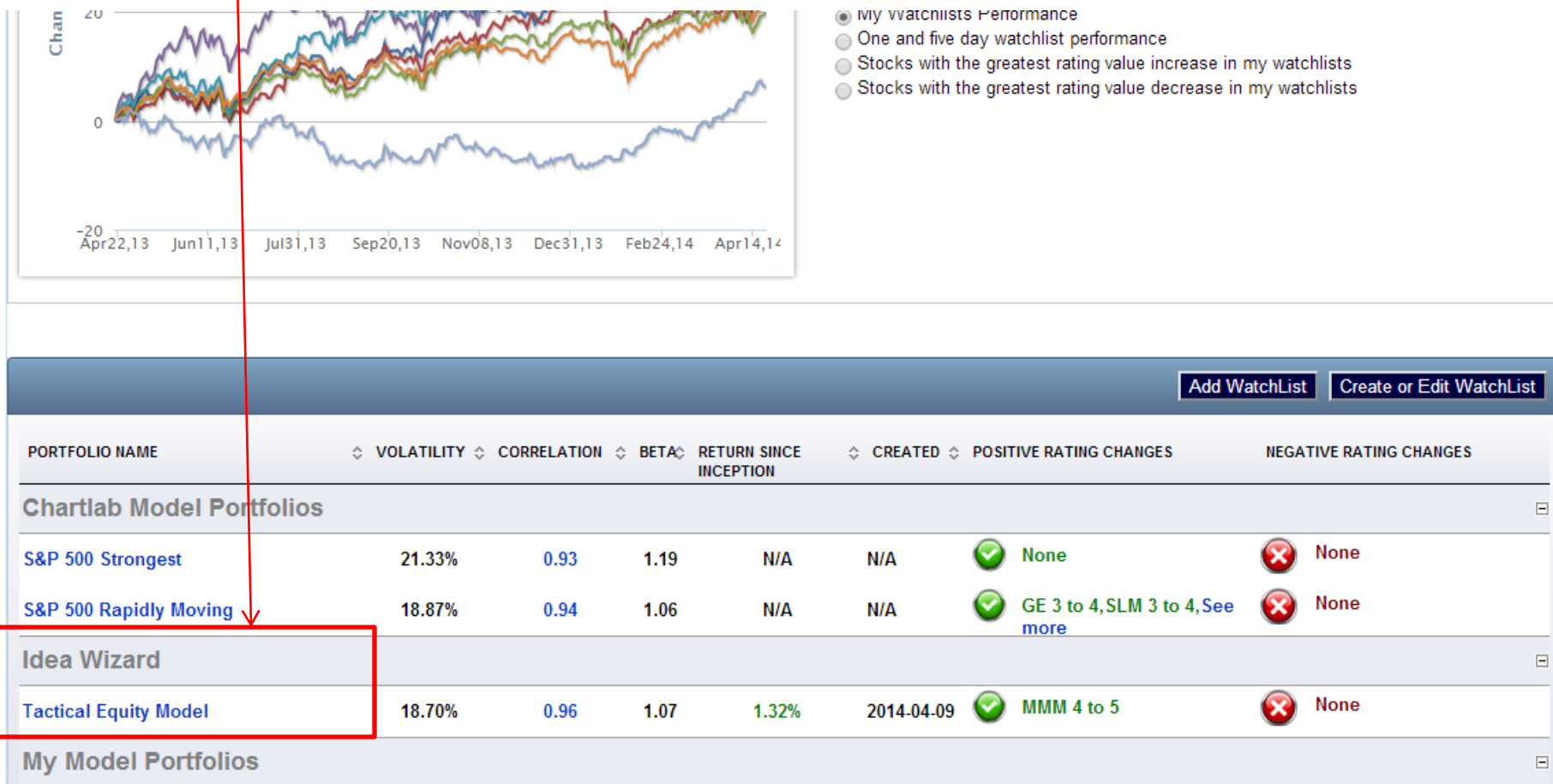
The screenshot shows the ChartLabPRO interface. At the top, there are tabs for 'Performance', 'Portfolio Details', and 'Summary Statistics'. Below these are buttons for 'Simulate' and 'Save'. The 'Save' button is circled in red. A dialog box titled 'The ChartLab' is open, displaying the message: 'Successfully saved the portfolio. This model can be found under Portfolios/ Tactical Equity model.' with an 'OK' button. Below the dialog, a table of financial data is visible.

Company	Symbol	Industry	Rating	Target	Time at Rating	Last Price	YTD Return	Share Amount
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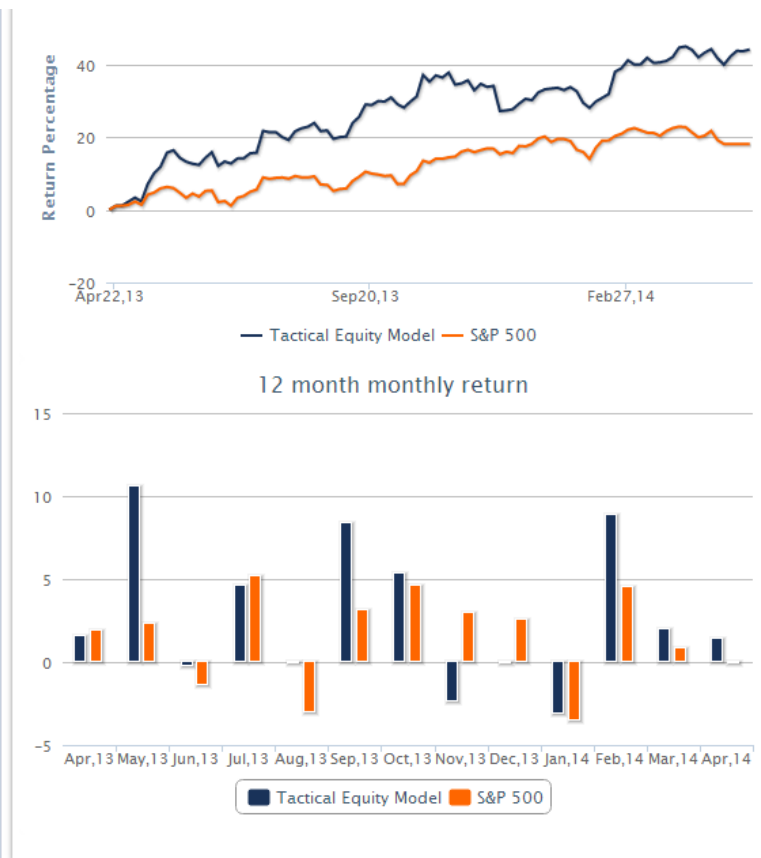
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Idea Wizard

Now you can follow your model based on your capital allocated and the time you created the portfolio.



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	RETURN SINCE INCEPTION	EXP RETURN	VOLATILITY	CORRELATION	BETA
Tactical Equity Mc	1.32%	6.30%	18.70%	0.96	1.07
S&P 500	1.08%	5.96%	16.84%		
Market Value	1,013,161.12	100.00%			
Cash:	17.00	0.00%			

STOCK	HOLDING PERIOD	GAIN/LOSS	BOUGHT/SOLD
CSCO	5 Days	0.82%	Buy on 17 Apr, 2014
LRCX	10 Days	-3.81%	Sell on 17 Apr, 2014
DUK	6 Days	-1.05%	Buy on 16 Apr, 2014
NU	9 Days	3.19%	Sell on 16 Apr, 2014
WIN	7 Days	1.25%	Buy on 15 Apr, 2014

Today's Top 10 Positions

Symbol	Value
HAS	1.92
FTI	0.95
WIN	0.91
CSCO	0.82
MMM	0.65
HUM	0.61
KSS	0.57
KEY	0.52
BAX	0.47
NBL	0.32
My	0.53
S&P 500	0.38

View stocks that are being added or removed from the model

Search Symbol: Delete Model

SYMBOL	COMPANY NAME	SECTOR	INDUSTRY NAME	PROFILE	NEWS	PORT WT	L/S	LAST PRICE	TODAY'S CHANGE	YTD	AVG COST	GAIN/LOSS	QUANTITY
BAX	Baxter International Inc.	Health Care	MEDICAL INSTRUMENTS & SUPPLIES	+		5.26%	Long	73.15	0.34 0.47%	5.92%	72.26	1.23%	729
CMI	Cummins Inc.	Industrial Goods	Diversified Machiner	+		5.25%	Long	146.57	0.29 0.20%	4.43%	144.69	1.30%	363

Each security is evenly allocated across your capital

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