

The LongFellow Investor Report

Stock Challenges

Sorted by Current Dividend, PAR

Select Series Expanded

Use Due Diligence

EPSR2 > 0.75

Trend All

PAR >= 11.1

RV 55.0 - 110.0

Ticker	Name	Industry	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgin	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Yld%	RV	PAR	TR	REC Tck	Cur. Price	Buy UP to	
CVS	CVS Caremark	Health Care Pla	L	9.0	10.8	5.4	DOWN	0.98	0.96	43.1%	2.000	2.4%	92.8	12.9	17.4	B	CVS	82.44	91.42
CHRW	C H ROBINSON WO	Integrated Shipp	L	7.8	7.6	6.3	EVEN	0.90	0.81	49.2%	1.800	2.5%	101.5	11.2	14.9	B	CHRW	72.70	76.84
VFC	VF CORP	Apparel Manufa	L	7.5	11.7	13.3	DOWN	0.89	0.78	31.8%	1.680	3.1%	92.0	11.5	15.2	B	VFC	54.63	59.13
LEG	LEGGETT & PLATT I	Home Furnishin	M	-0.1	21.8	9.8	UP	0.00	0.85	45.4%	1.360	2.6%	102.0	16.1	19.8	B	LEG	52.54	60.41
DG	Dollar General	Discount Stores	L	9.9	30.4	9.1	EVEN	0.99	0.80	37.0%	1.040	1.4%	93.2	11.8	16.6	B	DG	72.71	77.27
TSCO	TRACTOR SUPPLY	Specialty Retail	L	11.1	24.1	10.0	EVEN	1.00	0.96	29.9%	0.960	1.6%	75.3	12.0	16.1	B	TSCO	61.91	67.66
NKE	NIKE INC	Footwear & Acc	L	7.9	12.2	13.2	UP	0.97	0.94	21.6%	0.720	1.3%	100.4	12.2	15.6	B	NKE	55.41	61.47
MNRO	MONRO MUFFLER	Auto Parts	M	10.2	14.2	10.9	UP	0.99	0.89	42.1%	0.680	1.3%	91.3	12.8	16.1	B	MNRO	51.85	57.37
GNTX	GENTEX CORP	Auto Parts	M	13.3	19.2	28.4	UP	0.92	0.81	1.9%	0.360	1.7%	100.6	11.6	16.0	B	GNTX	20.65	22.30
EGOV	NIC INC	Software - Appli	S	15.9	18.9	22.4	UP	0.97	0.99	0.0%	0.320	1.5%	79.1	15.7	19.3	B	EGOV	21.35	25.33
AL	Air Lease	Rental & Leasin	M	30.3	36.6	35.2	UP	0.90	0.89	71.1%	0.300	0.8%	77.6	13.4	20.5	B	AL	38.14	41.85
AAP	Advance Auto Parts IN	Specialty Retail	L	8.8	13.4	8.6	DOWN	0.88	0.89	26.7%	0.240	0.2%	110.0	11.3	14.9	B	AAP	142.14	158.74

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Report Headers Legend

Rev Size = Based on Sales Revenue Size-BI value
 SP Qlty = Standard Poors Quality
 Date of Data = Date of Last Update
 Sales Grwth = Sales Growth
 EPS Grwth = EPS Growth

Profit Mrgn = Pre-tax Profit Margin
 Trend PTP = Trend of Pre-tax Profit
 Sales R^2 = Sales Trend Line Predictability
 EPS R^2 = EPS Trend Line Predictability
 %Debt to Cap = % of Debt to Capitalization

RV = Relative Value of Current PE to Average PE
 PAR = 5 yr Projected Average Return
 TR = 5 yr Total Return
 Rec = Recommendation

Because of Rounding 6 decimals a boundary figure may appear in either of 2 colors

1. Look for RV, PAR, TR Columns to be Dark Blue.
2. Sales ^2 in upper.90's should indicate good trend lines.
3. Compare PTP (Pre Tax Profit) for individual stock to the Industry
4. Compare % of Debt to Capitalization) for individual stock to the Industry
5. Check Company with Buy recommendation to PTP Trend. If Down this may be an indication of the Barbed Wire Fence. DO NOT PROCEED!

R ^2	Color	Range	Count	Percentage
	Blue	.97 to 1.00	1	8.3%
	Green	.90 to 0.96	3	25.0%
	Orange	less than .90	8	66.7%

Relative Value	Color	Range	Count	Percentage
	Blue	85.0 to 110.0	9	75.0%
	Green	70.0 to 84.9	3	25.0%
	Orange	110.01 to 115.	0	0.0%

Market knows something that we don't				
< 70.0			0	0.0%
> 115.0			0	0.0%

Large Revenue	7	58.3%
Mid Revenue	4	33.3%
Small Revenue	1	8.3%
Companies	12	

PAR	Blue	14.9 Plus %	2	16.7%
	Green	12.0 to 14.8	5	41.7%
	Orange	10.0 to 11.9	5	41.7%
	Orange	< 10.0	0	0.0%
Total Return	Blue	20 Plus	1	8.3%
	Green	14.9 to 19.9	11	91.7%
	Orange	10.0 to 14.8	0	0.0%
	Orange	< 10.0	0	0.0%
%Debt to Ca	Blue	33% or Less	5	41.7%
	Green	33.01 to 40.0	1	8.3%
	Orange	40.01 Plus	5	41.7%
	Orange	<= Zero	1	8.3%
	Orange	Null	0	0.0%

40 Plus: Money goes to the Banks not to You. Compare to Industry