

The LongFellow Investor Report

Stock Challenges

Use Due Diligence

ACE EPS Growth Rate

EPSR2 > 0.75

PAR 11.1

ACE >= 14.9

Select Series Expanded +

Trend All

RV 55.0 - 110.0

Sorted by PAR

Ticker	Name	Industry	Rev Size	Sales Grwth	EPS	Profit	Trend	SLS	EPS	%Debt	Cur	Cur	Sorted by PAR					Cur.	Buy	
					Grwth				ACE				Mrgin	PTP	R^2	R^2	to Cap			Div
LEG	LEGGETT & PLATT I	Home Furnishin	M	-0.1	21.8	15.0	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
BJRI	BJ's Restaurants	Restaurants	M	13.8	17.5	20.0	5.5	UP	0.98	0.81	31.5%	0.000	0.0%	69.6	16.0	19.9	B	BJRI	45.10	53.33
EGOV	NIC INC	Software - Appli	S	15.9	18.9	18.8	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
LULU	LULULEMON Athelti	Apparel Stores	M	28.4	30.3	17.9	22.0	DOWN	0.96	0.85	0.0%	0.000	0.0%	72.8	14.4	18.3	B	LULU	52.00	59.99
BWLD	BUFFALO WILD WI	Restaurants	M	22.9	20.1	19.0	7.8	DOWN	0.99	0.97	24.6%	0.000	0.0%	102.7	14.0	16.4	B	BWLD	157.55	176.03
FLT	Fleetcor Technologies	Business Servic	M	26.3	23.4	18.0	39.1	DOWN	0.98	0.91	54.2%	0.000	0.0%	104.2	13.8	16.2	B	FLT	141.14	160.20
AL	Air Lease	Rental & Leasin	M	30.3	36.6	15.0	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
MNRO	MONRO MUFFLER	Auto Parts	M	10.2	14.2	15.0	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
ORLY	O REILLY AUTOMO	Specialty Retail	L	12.4	25.8	15.4	17.1	UP	0.89	0.98	50.0%	0.000	0.0%	103.7	12.4	16.2	B	ORLY	248.15	279.46

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Report Headers Legend

Rev Size = Based on Sales Revenue Size-BI value

Sales Grwth = Sales Growth

EPS Grwth = EPS Growth

ACE = Analyst's Consensus Estimate EPS Growth

Profit Mrgin = 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

Cur Div = Current Dividend Amount

Cur Div % = Current Dividend % Yie

RV = Relative Value of Current PE to Average PE

PAR = 5 yr Projected Average Return

TR = 5 yr Total Return

Rec = Recommendation

Buy Up To = Recommendation

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!

<u>R ^2</u>		.97 to 1.00	3	33.3%
		.90 to 0.96	1	11.1%
		less than .90	5	55.6%

<u>Relative Value</u>		85.0 to 110.0	5	55.6%
		70.0 to 84.9	3	33.3%
		110.01 to 115.	0	0.0%
		Market knows something that we don't		
		< 70.0	1	11.1%
		> 115.0	0	0.0%

Large Revenue	1	11.1%
Mid Revenue	7	77.8%
Small Revenue	1	11.1%
Companies	9	

<u>PAR</u>		14.9 Plus %	3	33.3%
		12.0 to 14.8	6	66.7%
		10.0 to 11.9	0	0.0%
		< 10.0	0	0.0%
<u>Total Return</u>		20 Plus	1	11.1%
		14.9 to 19.9	8	88.9%
		10.0 to 14.8	0	0.0%
		< 10.0	0	0.0%
<u>%Debt to Ca</u>		33% or Less	2	22.2%
		33.01 to 40.0	0	0.0%
		40.01 Plus	5	55.6%
		<= Zero	2	22.2%
		Null	0	0.0%

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