

The LongFellow Investor Report

Stock Challenges

Use Due Diligence

Sorted by

BI Top 100/200

3/27/2017

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Trend PTP	SLS R^2	EPS R^2	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	TR	2016			2016			3/27/2017	
															High Price	Low Price	Pct	REC ACE	YE Price	YTD Pr %	Cur. Price	Buy UP to
SWKS	SKYWORKS SOLUTI	M	19.7	32.0	UP	0.97	0.94	1.120	1.2%	17.5	20.5	117.1	13.3	17.1	88.52	54.50	9.8% B	14.3	74.66	30.18	97.19	112.64
CERN	CERNER CORP	M	14.4	18.3	DOWN	0.97	0.98	0.000	0.0%	37.6	32.2	85.6	12.1	14.5	67.50	47.01	-12.2% B	17.8	47.37	25.16	59.29	62.33
CHKP	CHECK POINT SOFT	M	10.1	14.4	DOWN	0.97	0.97	0.000	0.0%	19.0	24.7	130.0	11.2	14.5	89.98	71.64	15.3% B	13.4	84.46	22.79	103.71	117.19
IPGP	IPG PHOTONICS CO	M	23.1	35.9	EVEN	0.94	0.64	0.000	0.0%	19.2	24.5	127.6	10.6	14.0	102.90	73.55	15.3% B	12.0	98.71	20.18	118.63	129.94
LOW	LOWES COS	L	3.2	9.7	UP	0.84	0.66	1.400	1.7%	21.6	23.6	109.3	15.1	18.5	83.65	62.62	-2.5% B	15.6	71.12	14.68	81.56	94.39
COH	COACH INC	M	6.2	0.2	DOWN	0.71	0.00	1.350	3.4%	19.4	22.0	113.4	8.6	11.8	42.13	27.22	-5.0% B	6.7	35.02	14.31	40.03	40.46
NKE	NIKE INC	L	7.9	12.2	UP	0.97	0.94	0.720	1.3%	23.0	23.3	101.3	12.0	15.4	68.19	47.25	-18.0% B	12.5	50.83	10.03	55.93	61.47
AL	Air Lease	M	30.3	36.6	UP	0.90	0.89	0.300	0.8%	14.3	10.9	76.2	13.7	20.8	37.24	22.47	1.1% B	15.0	34.33	9.67	37.65	41.85
HD	HOME DEPOT, INC.	L	3.1	17.6	UP	0.62	0.86	3.560	2.4%	19.5	22.8	116.9	13.0	16.4	139.37	109.62	5.4% B	13.4	134.08	9.54	146.87	165.32
MA	MASTERCARD INC	L	11.4	60.3	EVEN	0.98	0.34	0.880	0.8%	24.5	30.3	123.7	9.0	11.3	108.93	78.52	2.8% B	13.2	103.25	8.42	111.94	113.10
DIS	DISNEY (WALT) CO	L	6.4	18.6	UP	0.94	0.85	1.560	1.4%	17.3	20.3	117.3	7.9	11.7	120.65	86.25	-6.9% B	8.1	104.22	7.83	112.38	113.07
CNI	Canadian Ntnl Railway	L	6.2	10.9	UP	0.87	0.93	1.250	1.7%	14.8	15.6	105.4	12.4	17.1	70.00	46.23	3.8% B	11.2	67.40	7.77	72.64	79.60
CMCSA	COMCAST CORP	L	12.2	19.6	EVEN	0.94	0.97	0.630	1.7%	16.6	20.8	125.3	12.7	16.4	35.66	26.17	4.1% B	12.8	34.53	7.49	37.11	41.54
HON	HONEYWELL INTE	L	2.1	9.4	UP	0.55	0.60	2.660	2.1%	16.4	20.3	123.8	9.8	13.5	119.34	93.18	4.3% B	8.6	115.85	7.47	124.50	128.23
ALK	ALASKA AIR GROU	L	6.9	74.2	UP	0.94	0.42	1.200	1.3%	10.1	14.5	143.6	16.0	21.7	91.89	54.51	3.4% B	17.6	88.73	7.07	95.00	110.96
FDS	FACTSET RESEARC	M	9.3	14.0	UP	0.99	0.97	2.000	1.1%	22.6	20.7	91.6	7.6	11.2	179.73	135.95	-2.9% B	7.3	163.43	6.80	174.55	177.76
GNTX	GENTEX CORP	M	13.3	19.2	UP	0.92	0.81	0.360	1.7%	16.4	17.3	105.5	10.3	14.6	20.39	12.93	2.7% B	9.7	19.69	6.40	20.95	21.38
MCD	MCDONALD'S CORP	L	1.6	7.8	UP	0.36	0.52	3.760	2.9%	19.7	23.9	121.3	11.8	14.9	131.96	110.33	-1.9% B	9.8	121.72	6.38	129.49	139.89
WTR	AQUA AMERICA IN	M	3.4	11.0	UP	0.94	0.94	0.760	2.4%	21.8	24.4	111.9	8.2	11.1	35.79	28.03	-10.9% B	6.9	30.04	6.19	31.90	32.04
DNKN	Dunkin Brands Group	M	6.6	30.4	UP	0.99	0.77	1.290	2.3%	31.6	26.3	83.2	10.2	13.1	56.13	36.44	-0.8% B	10.0	52.44	6.14	55.66	56.94
ECL	ECOLAB INC ~	L	13.4	11.3	UP	0.84	0.88	1.480	1.2%	28.8	29.9	103.8	11.0	13.2	124.60	98.62	-0.4% B	13.5	117.22	5.88	124.11	129.45
GOOGL	Google	L	21.0	17.0	UP	0.99	0.95	0.000	0.0%	25.1	30.1	119.9	12.5	14.9	839.00	672.66	-0.1% B	16.5	792.45	5.81	838.51	921.08
CHRW	C H ROBINSON WO	L	7.8	7.6	EVEN	0.90	0.81	1.800	2.3%	19.8	21.5	108.6	8.8	12.2	77.89	60.31	-1.1% B	7.8	73.26	5.13	77.02	77.25
EMR	EMERSON ELECTRI	L	-2.1	1.5	UP	0.15	0.08	1.920	3.3%	18.7	23.6	126.2	11.9	15.0	56.82	41.25	2.8% B	9.7	55.75	4.81	58.43	63.94
CTSH	COGNIZANT TECH	L	23.5	19.3	DOWN	0.98	0.96	0.000	0.0%	20.8	23.1	111.1	11.0	14.6	63.43	45.44	-7.4% B	12.9	56.03	4.78	58.71	65.25
KHC	Kraft Heinz	L	4.2	-45.4	UP	0.39	0.16	2.400	2.6%	28.3	32.4	114.5	16.8	18.9	90.54	68.18	0.8% B	25.7	87.32	4.50	91.25	99.00
TJX	TJX COMPANIES IN	L	7.0	17.8	DOWN	0.99	0.95	1.040	1.3%	19.3	22.6	117.1	11.3	14.8	83.64	66.82	-6.3% B	10.5	75.13	4.29	78.35	86.87
BAC	BANK OF AMERICA	L	2.3	1.8	UP	0.00	0.10	0.300	1.3%	23.8	16.7	70.2	16.3	21.1	23.39	10.99	-1.5% B	15.2	22.10	4.21	23.03	27.91
SJM	SMUCKER (JM) CO	L	13.0	6.7	DOWN	0.86	0.58	3.000	2.3%	21.4	23.2	108.4	7.8	10.9	130.81	104.30	1.6% B	6.7	128.06	3.77	132.89	133.66
HOG	HARLEY-DAVIDSO	L	1.7	11.8	DOWN	0.34	0.17	1.400	2.3%	15.9	15.8	99.4	9.2	13.8	62.08	36.36	-3.1% B	8.0	58.34	3.15	60.18	61.20
VFC	VF CORP	L	7.5	11.7	DOWN	0.89	0.78	1.680	3.1%	21.3	19.6	92.0	11.5	15.2	67.10	51.76	-18.5% B	10.4	53.35	2.51	54.69	59.13

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Stock Challenges

Use Due Diligence

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BI Top 100/200

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Trend PTP	SLS R^2	EPS R^2	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	TR	2016			2016			3/27/2017		
															High Price	Low Price	Pct	REC ACE	YE Price	YTD Pr %	Cur. Price	Buy UP to	
PII	POLARIS INDUSTRI	M	14.2	17.5	DOWN	0.90	0.70	2.320	2.8%	20.5	25.5	124.4	17.3	20.8	104.25	67.80	-20.1%	B	23.1	82.39	1.07	83.27	97.09
WBA	Walgreens Boots Allia	L	7.6	6.4	DOWN	0.86	0.52	1.500	1.8%	20.5	22.2	108.3	10.8	14.2	95.74	71.50	-12.7%	B	9.6	82.76	0.97	83.56	88.63
FDX	FEDEX CORP	L	4.2	10.6	DOWN	0.88	0.11	1.600	0.9%	23.6	26.3	111.4	11.4	14.7	185.19	119.71	1.0%	B	13.8	186.20	0.45	187.04	202.82
UNP	UNION PACIFIC CO	L	4.1	15.2	DOWN	0.58	0.90	2.420	2.3%	16.6	20.5	123.5	9.2	12.9	106.62	67.06	-2.4%	B	8.8	103.68	0.33	104.02	105.68
CVS	CVS Caremark	L	9.0	10.8	DOWN	0.98	0.96	2.000	2.5%	18.1	16.0	88.4	12.7	17.5	106.67	69.30	-26.4%	B	13.4	78.91	-0.51	78.51	85.60
DLTR	Dollar Tree Stores	L	17.2	16.0	DOWN	0.89	0.63	0.000	0.0%	27.3	20.1	73.6	14.8	19.1	99.93	72.52	-23.8%	B	16.8	77.18	-1.36	76.13	90.97
HRL	HORMEL FOODS CO	L	5.3	12.9	UP	0.96	0.97	0.680	2.0%	20.7	20.7	100.0	7.0	10.5	45.72	32.92	-25.3%	B	5.7	34.81	-1.90	34.15	34.26
BIIB	BIOGEN IDEC INC	L	15.3	27.6	UP	0.96	0.99	0.000	0.0%	23.5	16.3	69.4	8.7	13.6	333.65	223.02	-17.5%	B	9.5	283.58	-2.94	275.23	282.50
ORLY	O REILLY AUTOMO	L	12.4	25.8	UP	0.89	0.98	0.000	0.0%	21.8	25.1	115.1	12.9	16.5	292.84	225.12	-7.9%	B	15.8	278.41	-3.09	269.80	305.57
BMY	BRISTOL-MYERS S	L	-1.8	1.5	UP	0.31	0.02	1.560	2.8%	38.4	18.4	47.9	20.2	23.8	77.12	49.03	-27.3%	B	21.1	58.44	-4.11	56.04	65.36
LKQ	LKQ CORP	L	24.2	21.2	DOWN	0.98	0.98	0.000	0.0%	22.3	20.1	90.1	10.0	14.1	36.35	23.95	-19.1%	B	11.0	30.65	-4.11	29.39	31.77
HAIN	HAIN CELESTIAL G	M	24.0	34.7	DOWN	0.88	0.14	0.000	0.0%	26.2	18.6	71.0	9.5	13.8	68.76	40.83	-46.0%	B	10.0	39.03	-4.82	37.15	40.21
GIS	GENERAL MILLS IN	L	3.7	4.9	UP	0.80	0.50	1.920	3.3%	19.4	21.8	112.4	8.0	11.2	65.49	47.43	-10.2%	B	6.3	61.77	-4.82	58.79	58.87
BWLD	BUFFALO WILD WI	M	22.9	20.1	DOWN	0.99	0.97	0.000	0.0%	30.1	28.5	94.7	14.1	17.5	175.10	122.25	-17.0%	B	19.0	154.40	-5.93	145.25	161.74
ESRX	EXPRESS SCRIPTS I	L	24.6	14.5	UP	0.88	0.83	0.000	0.0%	24.7	12.0	48.6	18.0	25.0	87.87	64.46	-26.5%	B	24.9	68.79	-6.09	64.60	81.64
DG	Dollar General	L	9.9	30.4	EVEN	0.99	0.80	1.040	1.5%	17.6	15.5	88.1	13.0	17.8	96.88	66.50	-28.8%	B	11.5	74.07	-6.89	68.97	77.27
WAB	WABTEC CORP	M	11.4	17.2	DOWN	0.90	0.89	0.400	0.5%	20.2	22.4	110.9	10.8	14.5	89.18	60.28	-15.9%	B	12.0	83.02	-9.64	75.02	81.82
TSCO	TRACTOR SUPPLY	L	11.1	24.1	EVEN	1.00	0.96	0.960	1.4%	25.5	20.9	82.0	12.2	16.0	97.25	61.50	-29.6%	B	13.4	75.81	-9.75	68.42	76.14
KORS	Michael Kors Holdings	M	48.1	74.3	DOWN	0.97	0.94	0.000	0.0%	19.9	8.6	43.2	19.2	28.3	65.83	34.83	-42.6%	B	90.0	42.98	-12.05	37.80	49.37
QCOM	QUALCOMM INC	L	14.2	12.6	DOWN	0.88	0.60	2.120	3.7%	17.4	17.3	99.4	11.2	15.4	70.40	42.24	-19.5%	B	9.7	65.20	-13.10	56.66	58.46
TGT	TARGET CORP	L	1.5	4.4	EVEN	0.69	0.44	2.400	4.5%	16.4	11.6	70.7	11.3	16.8	84.14	62.94	-36.6%	B	7.5	72.23	-26.17	53.33	53.36

Stock Challenges

Use Due Diligence

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BI Top 100/200

2016

2016

3/27/2017

Ticker Name	Rev Size	Sales Grwth	EPS Grwth	Trend PTP	SLS R^2	EPS R^2	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	TR	High Price	Low Price	PCT	REC	ACE	YE Price	YTD Pr %	Cur. Price	Buy UP to
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Report Headers Legend

- Rev Size = Based on Sales Revenue Size-BI values
- Sales Grwth = Sales Growth
- EPS Grwth = EPS Growth
- Trend PTP = Trend of Pre-tax Profit
- Sales R^2 = Sales Trend Line Predictability
- EPS R^2 = EPS Trend Line Predictability
- RV = Relative Value of Current PE to Average PE
- PAR = 5 yr Projected Average Return
- TR = 5 yr Total Return
- High/Low Price Last Year
- PCT = Cur. Price is % of last years High Price
- Rec = Recommendation
- ACE= Analyst Consensus Estimate
- YE Price = Year End Price
- YTD Pr % = Year to Date Price increase since 01/01/x

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	Value Range	Count	Percentage
	Blue	.97 to 1.00	9	17.3%
	Green	.90 to 0.96	11	21.2%
	Orange	less than .90	32	61.5%

Relative Value	Color	Value Range	Count	Percentage
	Blue	85.0 to 110.0	18	34.6%
	Green	70.0 to 84.9	7	13.5%
	Orange	110.01 to 115.	7	13.5%
	Magenta	Market knows something that we don't		
	Magenta	< 70.0	4	7.7%
	Magenta	> 115.0	16	30.8%

Revenue Category	Count	Percentage
Large Revenue	37	71.2%
Mid Revenue	15	28.8%
Small Revenue Companies	0	0.0%
	52	

PAR	Color	Value Range	Count	Percentage
	Blue	14.9 Plus %	8	15.4%
	Green	12.0 to 14.8	14	26.9%
	Orange	10.0 to 11.9	16	30.8%
	Orange	< 10.0	15	28.8%
Total Return	Blue	20 Plus	7	13.5%
	Green	14.9 to 19.9	19	36.5%
	Orange	10.0 to 14.8	26	50.0%
	Orange	< 10.0	0	0.0%
%Debt to Ca	Blue	33% or Less	14	26.9%
	Green	33.01 to 40.0	8	15.4%
	Orange	40.01 Plus	25	48.1%
	Orange	<= Zero	5	9.6%
	Orange	Null	0	0.0%

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