

The LongFellow Investor Report

Stock Challenges

Use Due Diligence

DOW 30

Sorted by

3/27/2017

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgn	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	TR	REC	YE Price	ACE	YTD Pr %	Cur. Price	Buy UP to
AAPL	Apple	L	30.6	37.9	29.5	DOWN	0.93	0.91	40.2%	2.280	1.6%	12.8	16.8	131.3	7.8	12.0		115.82	6.5	21.64	140.88	140.40
V	VISA INC	L	14.8	30.8	60.9	DOWN	0.91	0.84	32.8%	0.660	0.7%	27.0	35.2	130.4	8.9	11.1		78.02	16.2	14.01	88.95	82.05
BA	BOEING CO	L	5.5	10.2	7.1	DOWN	0.87	0.48	0.0%	5.680	3.2%	17.1	23.0	134.5	6.7	9.9		155.68	5.6	13.12	176.10	174.59
CSCO	CISCO SYSTEMS, IN	L	4.1	6.5	23.6	UP	0.88	0.71	35.6%	1.040	3.1%	13.3	17.5	131.6	6.7	10.6		30.22	4.7	12.48	33.99	33.38
JNJ	JOHNSON & JOHNS	L	2.1	4.4	25.6	UP	0.80	0.49	0.0%	3.200	2.5%	17.5	21.4	122.3	5.4	8.6		113.25	4.3	11.08	125.80	117.94
NKE	NIKE INC	L	7.9	12.2	13.2	UP	0.97	0.94	21.6%	0.720	1.3%	23.0	23.3	101.3	12.0	15.4	B	50.83	12.5	10.03	55.93	61.47
DD	DU PONT (E I) DE N	L	-0.7	0.9	12.4	UP	0.02	0.01	46.5%	1.520	1.9%	20.7	28.3	136.7	6.9	9.7		73.40	8.4	9.78	80.58	73.93
HD	HOME DEPOT, INC.	L	3.1	17.6	11.6	UP	0.62	0.86	80.6%	3.560	2.4%	19.5	22.8	116.9	13.0	16.4	B	134.08	13.4	9.54	146.87	165.32
DIS	DISNEY (WALT) CO	L	6.4	18.6	24.3	UP	0.94	0.85	31.3%	1.560	1.4%	17.3	20.3	117.3	7.9	11.7	B	104.22	8.1	7.83	112.38	113.07
PG	PROCTER & GAMBL	L	-1.0	0.4	17.8	UP	0.15	0.01	31.9%	2.680	3.0%	21.6	26.2	121.3	8.8	11.6		84.08	7.5	7.62	90.49	89.47
MRK	MERCK & CO	L	-0.6	-12.6	14.3	DOWN	0.01	0.09	0.0%	1.880	3.0%	25.3	31.1	122.9	-26.4	-25.1	S	58.87	4.5	7.34	63.19	39.75
MMM	3M CO	L	3.2	6.0	22.1	UP	0.72	0.83	48.5%	4.440	2.3%	18.1	23.3	128.7	6.7	9.8		178.57	5.6	6.64	190.43	186.52
MCD	MCDONALD'S CORP	L	1.6	7.8	28.2	UP	0.36	0.52	0.0%	3.760	2.9%	19.7	23.9	121.3	11.8	14.9	B	121.72	9.8	6.38	129.49	139.89
PFE	PFIZER INC.	L	-0.1	1.0	24.4	DOWN	0.00	0.05	0.0%	1.280	3.7%	23.0	29.5	128.3	6.0	8.7		32.48	6.5	5.23	34.18	29.68
MSFT	MICROSOFT CORP	L	6.5	2.8	29.0	DOWN	0.93	0.13	52.5%	1.560	2.4%	18.8	30.6	162.8	8.3	10.4		62.14	9.7	4.76	65.10	62.92
AXP	AMERICAN EXPRES	L	2.8	10.9	40.4	DOWN	0.65	0.60	71.2%	1.280	1.6%	14.4	13.8	95.8	5.8	10.9		74.08	5.0	4.75	77.60	73.14
IBM	INTL BUSINESS MA	L	-2.2	6.9	19.4	DOWN	0.48	0.65	0.0%	5.600	3.2%	12.1	14.0	115.7	6.2	11.1		165.99	5.4	4.69	173.77	160.89
UNH	UNITEDHEALTH GR	L	9.9	11.0	7.1	DOWN	0.97	0.86	46.3%	2.500	1.5%	14.7	22.0	149.7	14.1	17.8		160.04	15.1	2.85	164.60	190.44
KO	COCA-COLA CO	L	5.3	1.9	22.1	DOWN	0.63	0.07	63.4%	1.400	3.3%	23.8	28.2	118.5	3.3	5.9		41.46	4.1	2.07	42.32	36.17
UTX	UNITED TECHNOLO	L	0.9	3.7	11.3	EVEN	0.20	0.42	44.9%	2.640	2.4%	17.2	18.2	105.8	9.0	13.0		109.62	7.8	2.02	111.83	111.65
JPM	JPMORGAN CHASE	L	2.7	14.0	31.4	UP	0.31	0.43	56.0%	1.920	2.2%	10.4	14.1	135.6	6.9	11.9		86.29	6.2	1.10	87.24	81.98
WMT	WAL-MART STORES	L	2.9	4.4	4.9	DOWN	0.92	0.63	36.9%	2.040	2.9%	15.3	15.9	103.9	4.6	8.8		69.12	3.0	0.78	69.66	63.73
TRV	TRAVELERS COS IN	L	1.1	8.7	16.5	DOWN	0.67	0.43	20.5%	2.680	2.2%	9.7	11.8	121.6	5.3	11.0		122.42	3.5	-1.15	121.01	109.33
CAT	CATERPILLAR INC	L	-0.4	-38.9	9.0	DOWN	0.02	0.24	70.2%	3.080	3.4%	16.5#####	#####	1.7	1.5	S		92.74	2.2	-1.33	91.51	-2.32
INTC	INTEL CORPORATI	L	5.9	10.8	26.5	DOWN	0.81	0.55	28.0%	1.040	2.9%	13.2	16.8	127.3	6.9	11.0		36.82	5.3	-3.88	35.39	34.09
CVX	CHEVRON CORP ~	L	-5.5	-41.6	13.3	DOWN	0.38	0.31	23.8%	4.320	4.1%	16.9#####	#####	2.6	2.3	S		111.35	18.8	-4.55	106.28	-4.88
GS	GOLDMAN SACHS	L	-1.4	2.2	34.2	EVEN	0.04	0.01	0.0%	2.600	1.2%	11.2	13.8	123.2	11.3	16.8	B	239.45	11.3	-5.83	225.48	240.78
GE	GENERAL ELECTRI	L	-3.8	-11.8	9.7	DOWN	0.80	0.29	61.7%	0.960	3.3%	45.6	29.4	64.5	13.9	16.2		31.60	13.0	-6.84	29.44	28.00
VZ	VERIZON COMMUN	L	3.7	10.1	18.6	DOWN	0.94	0.13	84.1%	2.310	4.7%	14.5	15.3	105.5	9.0	13.1		53.38	6.1	-7.94	49.14	46.03
XOM	EXXON MOBIL COR	L	-4.4	-8.1	10.7	DOWN	0.27	0.25	19.9%	3.000	3.7%	19.9	43.2	217.1	-2.0	-0.2	S	90.26	6.2	-9.98	81.25	51.82

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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	0	0.0%
	Green	.90 to 0.96	2	6.7%
	Orange	less than .90	28	93.3%

Relative Value	Color	Range	Count	Percentage
	Blue	85.0 to 110.0	5	16.7%
	Green	70.0 to 84.9	0	0.0%
	Orange	110.01 to 115.	0	0.0%
	Pink	Market knows something that we don't		
	Pink	< 70.0	3	10.0%
	Pink	> 115.0	22	73.3%

Category	Count	Percentage
Large Revenue	30	100.0%
Mid Revenue	0	0.0%
Small Revenue	0	0.0%
Companies	30	

Category	Color	Range	Count	Percentage
PAR	Blue	14.9 Plus %	0	0.0%
	Green	12.0 to 14.8	4	13.3%
	Orange	10.0 to 11.9	2	6.7%
	Orange	< 10.0	24	80.0%
Total Return	Blue	20 Plus	0	0.0%
	Green	14.9 to 19.9	6	20.0%
	Orange	10.0 to 14.8	13	43.3%
	Orange	< 10.0	11	36.7%
%Debt to Ca	Blue	33% or Less	8	26.7%
	Green	33.01 to 40.0	2	6.7%
	Orange	40.01 Plus	13	43.3%
	Orange	<= Zero	7	23.3%
	Orange	Null	0	0.0%

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