

The LongFellow Investor Report

Stock Challenges

Sorted by

Use Due Diligence

DOW 30

Month 1

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	P/B	SLS R^2	EPS R^2	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	2016			2017		2016 YE Price	YTD Pr %	REC	3/27/2017	
														High Price	Low Price	Pct	LTM Price	LTM Pr%				ACE	Cur. Price
AAPL	Apple	L	30.6	37.9	D	0.93	0.91	2.280	1.6%	12.8	16.8	131.3	7.8	123.82	89.47	13.8%			6.5	115.82	21.64	140.88	140.40
V	VISA INC	L	14.8	30.8	D	0.91	0.84	0.660	0.7%	27.0	35.2	130.4	8.9	83.79	66.12	6.2%			16.2	78.02	14.01	88.95	82.05
BA	BOEING CO	L	5.5	10.2	D	0.87	0.48	5.680	3.2%	17.1	23.0	134.5	6.7	160.07	102.10	10.0%			5.6	155.68	13.12	176.10	174.59
CSCO	CISCO SYSTEMS, IN	L	4.1	6.5	U	0.88	0.71	1.040	3.1%	13.3	17.5	131.6	6.7	31.15	22.46	9.1%			4.7	30.22	12.48	33.99	33.38
JNJ	JOHNSON & JOHNS	L	2.1	4.4	U	0.80	0.49	3.200	2.5%	17.5	21.4	122.3	5.4	126.07	94.28	-0.2%			4.3	113.25	11.08	125.80	117.94
NKE	NIKE INC	L	7.9	12.2	U	0.97	0.94	0.720	1.3%	23.0	23.3	101.3	12.0	68.19	47.25	-18.0%			12.5	50.83	10.03	55.93	61.47
DD	DU PONT (E I) DE N	L	-0.7	0.9	U	0.02	0.01	1.520	1.9%	20.7	28.3	136.7	6.9	75.86	50.71	6.2%			8.4	73.40	9.78	80.58	73.93
HD	HOME DEPOT, INC.	L	3.1	17.6	U	0.62	0.86	3.560	2.4%	19.5	22.8	116.9	13.0	139.37	109.62	5.4%			13.4	134.08	9.54	146.87	165.32
DIS	DISNEY (WALT) CO	L	6.4	18.6	U	0.94	0.85	1.560	1.4%	17.3	20.3	117.3	7.9	120.65	86.25	-6.9%			8.1	104.22	7.83	112.38	113.07
PG	PROCTER & GAMBL	L	-1.0	0.4	U	0.15	0.01	2.680	3.0%	21.6	26.2	121.3	8.8	84.80	65.02	6.7%			7.5	84.08	7.62	90.49	89.47
MRK	MERCK & CO	L	-0.6	-12.6	D	0.01	0.09	1.880	3.0%	25.3	31.1	122.9	26.4	65.46	47.97	-3.5%			4.5	58.87	7.34	63.19	39.75
MMM	3M CO	L	3.2	6.0	U	0.72	0.83	4.440	2.3%	18.1	23.3	128.7	6.7	182.27	134.64	4.5%			5.6	178.57	6.64	190.43	186.52
MCD	MCDONALD'S CORP	L	1.6	7.8	U	0.36	0.52	3.760	2.9%	19.7	23.9	121.3	11.8	131.96	110.33	-1.9%			9.8	121.72	6.38	129.49	139.89
PFE	PFIZER INC.	L	-0.1	1.0	D	0.00	0.05	1.280	3.7%	23.0	29.5	128.3	6.0	37.19	28.25	-8.1%			6.5	32.48	5.23	34.18	29.68
MSFT	MICROSOFT CORP	L	6.5	2.8	D	0.93	0.13	1.560	2.4%	18.8	30.6	162.8	8.3	56.85	39.72	14.5%			9.7	62.14	4.76	65.10	62.92
AXP	AMERICAN EXPRES	L	2.8	10.9	D	0.65	0.60	1.280	1.6%	14.4	13.8	95.8	5.8	75.74	50.27	2.5%			5.0	74.08	4.75	77.60	73.14
IBM	INTL BUSINESS MA	L	-2.2	6.9	D	0.48	0.65	5.600	3.2%	12.1	14.0	115.7	6.2	169.95	116.90	2.2%			5.4	165.99	4.69	173.77	160.89
UNH	UNITEDHEALTH GR	L	9.9	11.0	D	0.97	0.86	2.500	1.5%	14.7	22.0	149.7	14.1	164.00	107.51	0.4%			15.1	160.04	2.85	164.60	190.44
KO	COCA-COLA CO	L	5.3	1.9	D	0.63	0.07	1.400	3.3%	23.8	28.2	118.5	3.3	47.13	40.19	-10.2%			4.1	41.46	2.07	42.32	36.17
UTX	UNITED TECHNOLO	L	0.9	3.7	E	0.20	0.42	2.640	2.4%	17.2	18.2	105.8	9.0	111.69	83.39	0.1%			7.8	109.62	2.02	111.83	111.65
JPM	JPMORGAN CHASE	L	2.7	14.0	U	0.31	0.43	1.920	2.2%	10.4	14.1	135.6	6.9	87.39	52.50	-0.2%			6.2	86.29	1.10	87.24	81.98
WMT	WAL-MART STORES	L	2.9	4.4	D	0.92	0.63	2.040	2.9%	15.3	15.9	103.9	4.6	75.19	62.35	-7.4%			3.0	69.12	0.78	69.66	63.73
TRV	TRAVELERS COS IN	L	1.1	8.7	D	0.67	0.43	2.680	2.2%	9.7	11.8	121.6	5.3	123.09	101.23	-1.7%			3.5	122.42	-1.15	121.01	109.33
CAT	CATERPILLAR INC	L	-0.4	-38.9	D	0.02	0.24	3.080	3.4%	16.5	703.9	#####	1.7	97.40	56.36	-6.0%			2.2	92.74	-1.33	91.51	-2.32
INTC	INTEL CORPORATI	L	5.9	10.8	D	0.81	0.55	1.040	2.9%	13.2	16.8	127.3	6.9	38.36	27.68	-7.7%			5.3	36.82	-3.88	35.39	34.09
CVX	CHEVRON CORP ~	L	-5.5	-41.6	D	0.38	0.31	4.320	4.1%	16.9	393.6	#####	2.6	119.00	75.33	-10.7%			18.8	111.35	-4.55	106.28	-4.88
GS	GOLDMAN SACHS	L	-1.4	2.2	E	0.04	0.01	2.600	1.2%	11.2	13.8	123.2	11.3	245.57	138.20	-8.2%			11.3	239.45	-5.83	225.48	240.78
GE	GENERAL ELECTRI	L	-3.8	-11.8	D	0.80	0.29	0.960	3.3%	45.6	29.4	64.5	13.9	33.00	27.10	-10.8%			13.0	31.60	-6.84	29.44	28.00
VZ	VERIZON COMMUN	L	3.7	10.1	D	0.94	0.13	2.310	4.7%	14.5	15.3	105.5	9.0	56.95	43.79	-13.7%			6.1	53.38	-7.94	49.14	46.03
XOM	EXXON MOBIL COR	L	-4.4	-8.1	D	0.27	0.25	3.000	3.7%	19.9	43.2	217.1	-2.0	95.55	71.55	-15.0%			6.2	90.26	-9.98	81.25	51.82

Stock Challenges

Use Due Diligence

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DOW 30

Month 1

3/27/2017

Ticker Name	Rev Size	Sales Grwth	EPS Grwth	PTP	SLS R^2	EPS R^2	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	High Price	Low Price	PCT	2016 LTM Price	2017 LTM Pr%	ACE	2016 YE Price	YTD Pr %	REC	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 Historical
- EPS Grwth = EPS Growth Historical
- Trend PTP = Trend of Pre-tax Profit Up,Down,Even
- 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
- LTM Price = Last Two Months Price
- LTM PR% = Last 2 or 3 Months Price % Growth
- ACE= Analyst Consensus Estimate
- YE Price = Year End Price
- YTD Pr % = Year to Date Price increase since 01/01/x
- Rec = Recommendation

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

- Look for RV,PAR,TR Columns to be Dark Blue.
- Sales ^2 in upper.90's should indicate good trend lines.
- Compare PTP (Pre Tax Profit) for individual stock to the Industry
- Compare % of Debt to Capitalization) for individual stock to the Industry
- 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%

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

PAR	Color	Range	Count	Percentage
	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