

The SectorTrends Newsletter

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This newsletter features short-term option picks. We use state-of-the-art mathematical models to scan 200,000+ options available in the market and select those with better chances to win.

Our option picking strategy fundamentally differs from those used by other online option services. We use a unique technique based on mathematical statistics to unveil the facts invisible at a glance. Our picks have better chances to win because they account for the following five factors:

1. Technical signals for the underlying stock
2. Technical trends of the corresponding industry/sector
3. Current stock strength in its sector
4. Current sector strength in the entire economy
5. Consistency with fundamentals

All professional money managers keep these factors in mind. However, it takes a long time to scan the market for all necessary inputs and compute the above parameters. Do you have this time? We do.

We take into consideration both technical analysis and option mathematics so that you can reduce risk and enhance return of your portfolio.

You find will three chapters:

- 1. Bullish Swings (with three picks featuring "buy call", "debit call spread" and "credit put spread" option strategies.**
- 2. Bearish Swings (with one pick featuring "buy put", "credit call spread" and "debit put spread" option strategies.**
- 3. Other Trading Strategies (buy/sell stock, naked put and sell covered call).**

We send entry/exit alerts for the following strategies: "buy call", "debit call spread", "credit put spread", "buy put", "credit call spread" and "debit put spread".

Please feel free to mailto: swings@optionsmart.com if you have questions about this newsletter and option trading in general.

DISCLAIMER: Information for the stock observations was obtained from sources believed to be reliable, but we do not warrant its completeness or accuracy, or warrant any results from the use of the information. Your use of the stock observations is entirely at your own risk and it is your sole responsibility to evaluate the accuracy, completeness and usefulness of the information. You must assess the risk of any trade with your broker and make your own independent decisions regarding any securities mentioned herein.

BULLISH PLAY

BEST BUY CO INC (BBY)



Probability to Move Higher within the Next 30 Days: 75%

Stock Symbol	BBY		
Industry	Consumer Staples		
	BBY	Industry	Sector
Valuation Ratios			
P/E, Trailing (ttm)	17.85	25.58	20.54
Price/Sales (ttm)	0.63	0.78	2.94
Price/Book (mrq)	3.76	4.25	4.20
EPS Revisions			
EPS Revisions Trend	Neutral	-	-
Analyst Opinion Change	Neutral	-	-
Growth Rates			
EPS - Next 5 Years	15.4%	13.9%	13.7%
PEG	1.03	1.32	1.54
Profitability Ratios, %			
Gross Margin	24.11	27.5	42.96
Profit Margin	3.62	3.08	8.49
Operating Margin	5.23	4.91	13.82
Management Effectiveness, %			
Return on Assets	10.93	7.85	6.41
Return on Equity	23.06	18.05	15.16

Support/Resistance Levels		
	Support	Resistance
Short-term	47	49
Intermediate-term	45	50

Stock & Sector Trends		
	BBY	Sector
Short-term, based on 10-Day SMA	Up	Up
Intermediate-term, based on 50-Day SMA	Neutral	Neutral

Bullish factors	near-term support at 47, intermediate-term support at 45-46, low PEG, P/E,
Bearish factors	nearest resistance at 49-50, EPS revisions trend - down, high P/B

"FIRST CHOICE" OPTION STRATEGIES:

BUY CALL

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Call Option Price	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Price (Target Price)	Target Profit (per one contract)	Target Return
BBY	48.35	Sep-07	42.50	BBYIV	48.00	6.50	49.00	Unlimited	6.50	7.00	0.50	7.7%

BULLISH PUT SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Credit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Debit (Target Debit)	Target Profit (per one contract)	Target Return
BBY	48.35	Sep-07	42.50	BBYUV	45.00	BBYUI	48.00	0.50	44.50	0.50	2.00	0.30	0.20	10.0%

BULLISH CALL SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Debit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Credit (Target Credit)	Target Profit (per one contract)	Target Return
BBY	48.35	Sep-07	42.50	BBYIV	45.00	BBYII	48.00	1.95	44.45	0.55	1.95	2.45	0.50	25.6%

AMER INTL GROUP INC (AIG)



Stock Symbol	AIG		
Industry	Technology		
	AIG	Industry	Sector
Valuation Ratios			
P/E, Trailing (ttm)	12.32	12.29	15.43
Price/Sales (ttm)	1.56	1.59	3.87
Price/Book (mrq)	1.77	1.64	2.57
EPS Revisions			
EPS Revisions Trend	Neutral	-	-
Analyst Opinion Change	Neutral	-	-
Growth Rates			
EPS - Next 5 Years	12.0%	11.4%	10.4%
PEG	0.89	0.93	1.20
Profitability Ratios, %			
Gross Margin	NM	NM	NM
Profit Margin	13.93	14.01	19.01
Operating Margin	19.79	19.95	29.85
Management Effectiveness, %			
Return on Assets	1.73	3.68	3.34
Return on Equity	15.65	15.28	17.20

Support/Resistance Levels		
	Support	Resistance
Short-term	69.5	71.5
Intermediate-term	66.5	72.7

Stock & Sector Trends		
	AIG	Sector
Short-term, based on 10-Day SMA	Neutral	Down
Intermediate-term, based on 50-Day SMA	Up	Down

Probability to Move Higher within the Next 30 Days: 70%

Bullish factors	near-term support at 69.5, intermediate-term support at 66, forming bottom, low PEG, P/E,
Bearish factors	near-term resistance at 71.5, EPS revisions trend - neutral,

"FIRST CHOICE" OPTION STRATEGIES:

BUY CALL

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Call Option Price	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Price (Target Price)	Target Profit (per one contract)	Target Return
AIG	70.23	Aug-07	65.00	AIGHM	70.00	5.50	70.50	Unlimited	5.50	6.00	0.50	9.1%

BULLISH PUT SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Credit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Debit (Target Debit)	Target Profit (per one contract)	Target Return
AIG	70.23	Aug-07	65.00	AIGTM	70.00	AIGTN	70.00	0.95	69.05	0.95	4.05	0.50	0.45	11.1%

BULLISH CALL SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Debit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Credit (Target Credit)	Target Profit (per one contract)	Target Return
AIG	70.23	Aug-07	65.00	AIGHM	70.00	AIGHN	70.00	3.60	68.60	1.40	3.60	4.10	0.50	13.9%

EBAY INC (EBAY)



Probability to Move Higher within the Next 30 Days: 65%

Stock Symbol	EBAY		
Industry	Internet HOLDRs		
	EBAY	Industry	Sector
Valuation Ratios			
P/E, Trailing	37.74	26.21	25.97
Price/Sales (ttm)	7.22	2.57	2.82
Price/Book (mrq)	4.09	4.43	3.96
EPS Revisions			
EPS Revisions Trend	Neutral	-	-
Analyst Opinion Change	Neutral	-	-
Growth Rates			
EPS - Next 5 Years	21.1%	13.9%	13.7%
PEG	1.19	1.32	1.54
Profitability Ratios, %			
Gross Margin	78.60	40.13	42.96
Profit Margin	19.77	7.43	8.49
Operating Margin	24.71	10.84	13.82
Management Effectiveness, %			
Return on Assets	9.47	8.81	6.41
Return on Equity	11.49	23.21	13.11

Support/Resistance Levels		
	Support	Resistance
Short-term	32	34.5
Intermediate-term	30	35.5

Stock & Sector Trends		
	EBAY	Sector
Short-term, based on 10-Day SMA	Up	Up
Intermediate-term, based on 50-Day SMA	Neutral	Up

Bullish factors	near-term support 32, intermediate-term support at 30, high profit & operating margins, low PEG, P/E,
Bearish factors	nearest resistance at 34.5, high P/E, P/B, EPS revisions trend- neutral,

"FIRST CHOICE" OPTION STRATEGIES:

BUY CALL

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Call Option Price	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Price (Target Price)	Target Profit (per one contract)	Target Return
EBAY	33.61	Aug-07	32.50	XBAHZ	33.00	2.00	34.5	Unlimited	2.00	2.50	0.50	25.0%

BULLISH PUT SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Credit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Debit (Target Debit)	Target Profit (per one contract)	Target Return
EBAY	33.61	Aug-07	30.00	XBATF	32.50	XBATZ	33.00	0.60	31.90	0.60	1.90	0.30	0.30	15.8%

BULLISH CALL SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Debit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Credit (Target Credit)	Target Profit (per one contract)	Target Return
EBAY	33.61	Aug-07	30.00	XBAHF	32.50	XBAHZ	33.00	2.05	32.05	0.45	2.05	2.55	0.50	24.4%

BEARISH PLAY

DIAMONDS TRUST SER 1 (DIA)



Stock Symbol	DIA		
Industry	DIAMONDS Trust		
	DIA	Industry	Sector
Valuation Ratios			
P/E, Trailing	NA	NA	NA
Price/Sales (ttm)	NA	NA	NA
Price/Book (mrq)	NA	NA	NA
EPS Revisions			
EPS Revisions Trend	-	-	-
Analyst Opinion Change	-	-	-
Growth Rates			
EPS - Next 5 Years	-	-	-
PEG	-	-	-
Profitability Ratios, %			
Gross Margin	NA	NA	NA
Profit Margin	NA	NA	NA
Operating Margin	NA	NA	NA
Management Effectiveness, %			
Return on Assets	NA	NA	NA
Return on Equity	NA	NA	NA

Support/Resistance Levels		
	Support	Resistance
Short-term	19.1	20.1
Intermediate-term	18.5	21.5

Stock & Sector Trends		
	DIA	Sector
Short-term, based on 10-Day SMA	Neutral	Up
Intermediate-term, based on 50-Day SMA	Up	Up

Probability to Move Lower within the Next 30 Days: 75%

Bearish factors	near-term resistance at 137-138, intermediate-term resistance 140-141, forming top,
Bullish factors	near-term support at 134, short-term bullish trend,

"FIRST CHOICE" OPTION STRATEGIES:

BUY PUT

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Put Option Price	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Price (Target Price)	Target Profit (per one contract)	Target Return
DIA	135.79	Aug-07	142.00	DAZTL	135.00	5.50	136.50	Unlimited	5.50	6.00	0.50	9.1%

BEARISH CALL SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Credit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Debit (Target Debit)	Target Profit (per one contract)	Target Return
DIA	135.79	Aug-07	140.00	DAZHJ	143.00	DAZHM	135.00	0.75	140.75	0.75	2.25	0.30	0.45	20.0%

BEARISH PUT SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Debit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Credit (Target Credit)	Target Profit (per one contract)	Target Return
DIA	135.79	Aug-07	140.00	DAZTJ	143.00	DAZTM	135.00	2.60	140.40	0.40	2.60	3.10	0.50	19.2%

OTHER BULLISH & BEARISH STRATEGIES

BUY STOCK

Stock Symbol	Last Stock Price	Recommended Entry Stock Price	Break-even	Sum Invested (per share)	Projected Stop Price	Max Loss (per share)	Max Profit (per share)	Exit Price (Target Price)	Target Profit (per share)	Target Return
BBY	48.35	48.00	48.00	48.00	44.70	3.30	Unlimited	49.50	1.50	3.1%
AIG	70.23	70.00	70.00	70.00	69.00	1.00	Unlimited	72.50	2.50	3.6%
EBAY	33.61	33.00	33.00	33.00	30.50	2.50	Unlimited	35.00	2.00	6.1%

"SELL NAKED PUT" OPTION STRATEGY

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Put Option Price	Put Option Time Value	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Price (Target Price)	Target Profit (per one contract)	Target Return
BBY	48.35	Sep-07	45.00	BBYUI	48.00	0.85	0.85	44.15	0.85	7.45	0.20	0.65	8.7%
AIG	70.23	Aug-07	65.00	AIGTM	70.00	0.32	0.32	64.68	0.32	9.32	0.15	0.17	1.8%
EBAY	33.61	Aug-07	30.00	XBATF	33.00	0.40	0.40	29.60	0.40	4.00	0.15	0.25	6.3%

"SELL COVERED CALL" OPTION STRATEGY

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Call Option Price	Call Option Time Value	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Stock Price	Exit Call Option Price	Target Profit (per one contract)	Target Return
BBY	48.35	Sep-07	52.50	BBYIX	48.00	0.85	0.85	47.15	5.35	47.15	48.85	1.35	0.35	0.7%
AIG	70.23	Aug-07	75.00	AIGHO	70.00	0.23	0.23	69.78	5.23	69.78	70.73	0.73	0.23	0.3%
EBAY	33.61	Aug-07	37.50	XBAHU	33.00	0.38	0.38	32.63	4.88	32.63	34.11	0.88	0.61	1.8%

SELL SHORT STOCK

Stock Symbol	Last Stock Price	Recommended Entry Stock Price	Break-even	Sum Invested (per share)	Projected Stop Price	Max Loss (per share)	Max Profit (per share)	Exit Price (Target Price)	Target Profit (per share)	Target Return
DIA	135.79	135.00	135.00	135.00	137.00	2.00	Unlimited	133.00	2.00	1.5%

SHORT GLOSSARY

Break-even. Point at which gains equal losses. This is the market price that a stock must reach for an option to avoid loss if exercised. For a call, the break-even equals the strike plus the premium paid.

Call option. The right, but not the obligation, to buy the stock at a predetermined price (also known as the strike) at any moment before the expiration date for a paying a premium.

Put Option - the right, but not the obligation, to sell stock at a predetermined price (also known as a strike) at any moment before the expiration date.

Expiration Date. The day when an option contract becomes void (the Saturday after the third Friday of the expiration)

In-the-Money Option. An option that has intrinsic value. A call (put) option is in-the-money if the strike is less (greater) than the current market price of the stock.

intrinsic value: The value of an option if it were to expire immediately with the underlying stock at its current price or the amount by which an option is in-the-money. For call options, this is the difference between the stock price and the striking price, if that difference is a positive number, or zero otherwise. For put options it is the difference between the striking price and the stock price if that difference is positive and zero otherwise.

Spread. A position with long and short options of the same type on the same underlying stock or index.

Time Value. Amount by which the current market price of an option exceeds its intrinsic value (the difference between the stock price and the strike). This additional value of an option is due to the volatility of the market and the time remaining

[More about KEY OPTION STRATEGIES](#)

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1. Subscribe to the SectorTrends Newsletter.
2. Log into your brokerage account and open the auto-trading page.
3. Select "OptionSmart" as an investor publisher.
4. Select "SectorTrends Spreads" and/or "SectorTrends Calls/Puts" as a service.
5. Allocate min \$1,000 per trade.

That's it!

There is risk in trading options. One's financial suitability should be considered carefully before placing any trades. Past performance is not indicative of future results.

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