



A Fidelity Investments Webinar

Trade with the trend: Understanding price movement

SPECIAL EVENT: MAY 2021



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About Our Co-Author

Charles D. Kirkpatrick II, CMT, is president of Kirkpatrick & Company, Inc., a technical analysis research firm that publishes the Market Strategist investment newsletter. A past instructor in finance at the School of Business Administration, Fort Lewis College and Adjunct Professor of Finance at Brandeis University International Business School, he is a two-time winner of the Market Technicians Association's prestigious Charles H. Dow Award for research in technical analysis, winner of the MTA Annual Award in 2008 for "outstanding contributions to the field of technical analysis," and winner in 2012 of the Mike Epstein Award from the MTA Educational Foundation for "long-term sponsorship of Technical Analysis in Academia."

He is a Chartered Market Technician, a past member of the board of directors of the Market Technicians Association, past editor of the Journal of Technical Analysis, past board member and vice-president of the Market Technicians Association Educational Foundation and a member of the American Association of Professional Technicians (AAPTA). He co-authored Technical Analysis: The Complete Source for Financial Market Technicians, the primary textbook for the CMT program and for university graduate courses on technical analysis, authored Beat the Market, and most recently, Time the Markets: Using Technical Analysis to Interpret Economic Data.

He is a graduate of Phillips Exeter Academy, Harvard College (AB) and the Wharton School (MBA) and lives with his wife in Maine.






Defining Technical Analysis

Fundamental Analysis & Technical Analysis

Two Common Types of Analysis




ASSETS		LIABILITIES and OWNERS' EQUITY	
Current Assets		Current Liabilities	
Cash	\$45,000 \$40,000	Long-Term Debt - 1 Yr.	\$12,000 \$11,000
Marketable Securities	\$65,000 \$60,000	Notes Payable	\$15,000 \$14,000
Accounts Receivable	\$85,000 \$70,000	Accounts Payable	\$13,000 \$12,000
Notes Receivable	\$45,000 \$40,000	Taxes Payable	\$11,000 \$10,000
Inventories	\$85,000 \$80,000	Accrued Expenses	\$21,000 \$20,000
Total Current Assets	\$325,000 \$290,000	Other Current Liabilities	\$10,000 \$9,000
Long-Term Assets		Total Current Liabilities	
Land	\$85,000 \$80,000		\$82,000 \$76,000
Buildings	\$100,000 \$90,000	Long-Term Liabilities	
Machinery	\$30,000 \$25,000	Notes Payable	\$30,000 \$27,000
—Accumulated Depreciation	(\$4,000) (\$3,500)	Bonds Payable	\$60,000 \$52,000
Net Tangible Assets	\$211,000 \$191,500	Total Long-Term Liabilities	\$90,000 \$79,000
Intangible Assets		Other Liabilities	
Goodwill	\$15,000 \$5,000	Pension Obligations	\$90,000 \$82,000
Patents	\$20,000 \$19,000	Deferred Taxes	\$70,000 \$62,000
Trademarks	\$15,500 \$13,400	Minority Interest	\$15,000 \$12,000
Organizational Costs	\$24,000 \$22,900	Total Other Liabilities	\$175,000 \$156,000
Total Intangibles	\$74,500 \$60,300	Total Liabilities	\$347,000 \$311,000
Other Assets		OWNERS' EQUITY	
Investments	\$25,000 \$23,000	Preferred Stock	\$60,000 \$50,000
Deferred Charges	\$50,000 \$45,000	Common Equity	
Total Other Assets	\$75,000 \$68,000	Common Stock	\$97,500 \$89,000
Total Long-Term Assets	\$360,500 \$319,800	Capital Surplus	\$111,000 \$99,000
Total Assets	\$685,500 \$609,800	Retained Earnings	\$120,000 \$105,800
		—Treasury Stock	(\$50,000) (\$45,000)
		Total Common Equity	\$278,500 \$248,800
		Total Owners' Equity	\$338,500 \$298,800
		Total Liabilities and Owners' Equity	\$685,500 \$609,800

Fundamental Analysis



Technical Analysis

Defining Fundamental Analysis




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Definition

Fundamental analysts study companies using measures such as:

- Quality of management
- Labor relations
- Inventory control
- PE ratio and EPS growth rates
- Return on equity and assets

Defining Fundamental Analysis



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Limits

Fundamental analysis does not help you with:

- Timing of the investment
- Making the selling decision
- Quantifying the risk vs. reward

Defining Technical Analysis



Definition

Technical analysis primarily studies historical market data. It also:

- Focuses on the supply-and-demand dynamic expressed via stock prices
- Visualizes shifts in supply-and-demand which can be seen in chart patterns
- Accounts for the emotional aspects of the marketplace
- Quantifies the capital risk of trading and investment decisions
- Does not try to predict the future

Defining Technical Analysis



Limits

Technical analysis is still not a perfect investment method and has limits:

- Patterns, trends, and indicators are never precise, and charts require human interpretation
- Technical traders are susceptible to the same emotions and cognitive biases as all other investors

Defining Technical Analysis



Assumptions

- Prices in freely traded markets are determined by the economic principles of supply-and-demand
- Price discounts everything
- Prices are nonrandom but not necessarily predictable
- Prices have direction and tend to travel in observable trends
- Behavior and history in the marketplace will repeat itself
- Price patterns summarizing behavior are “fractal”



Charts, Chart Types, and Chart Construction

Charts, Chart Types, & Chart Construction



Overview



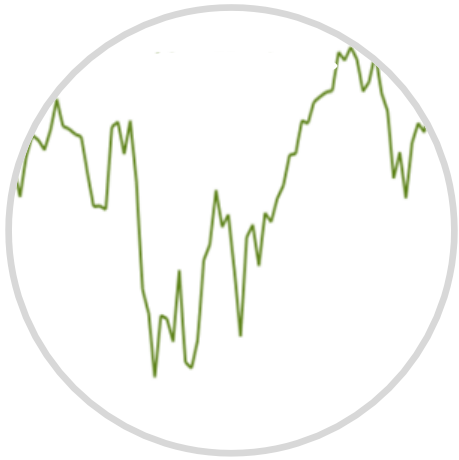
Analyze price
behavior



Easily visualize
the patterns and
trends within data

Charts, Chart Types, & Chart Construction

Overview



Line
Chart



Bar
Chart



Candlestick
Chart



Point & Figure
Chart

Chart Types



Bar Charts

Visualizes

- Open, High, Low, Close
- Volume for a specific time interval

Advantages

- Most common
- Easy to read
- Provides full range of trading for time interval

Chart Types



Candlestick Charts

Visualizes

- Open, High, Low, Close
- Volume for a specific time interval

Advantages

- Gaining popularity
- More visual than a bar chart
- Uses color to show differences between open and close prices



Reversal Points

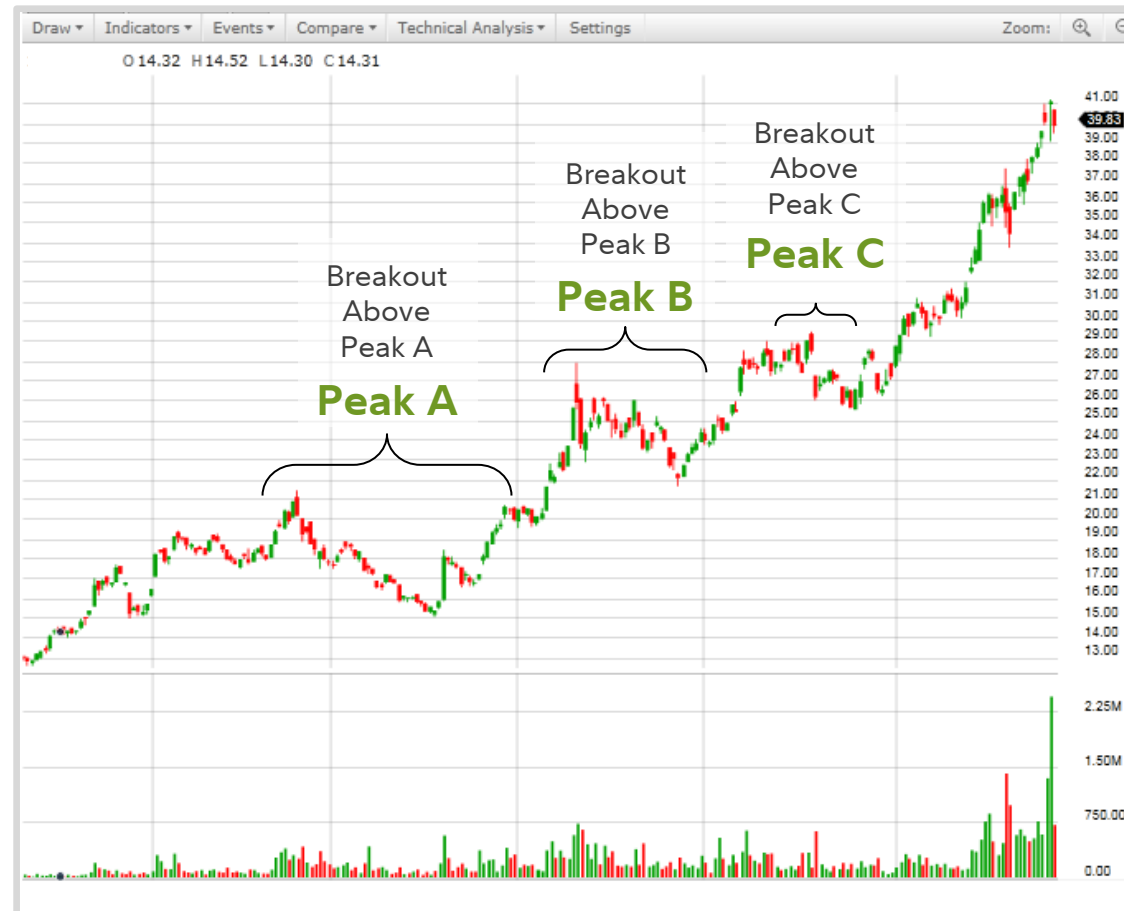
When a price is rising, stops, and then declines, the price at which the rise halted is a “reversal point.”

- In this situation, the reversal point is called a “**peak**” and is important because it is where buyers were overcome by sellers.
- When a price is declining, stops, and then rises, the price at which the decline halted is a reversal point called a “**trough**.” It is the price at which sellers were overcome by buyers.
- Reversal points are the foundations of trends, trend lines, channels, patterns, and support and resistance.

The Value of Reversal Points

The longer the trend,
the more important
the reversal point

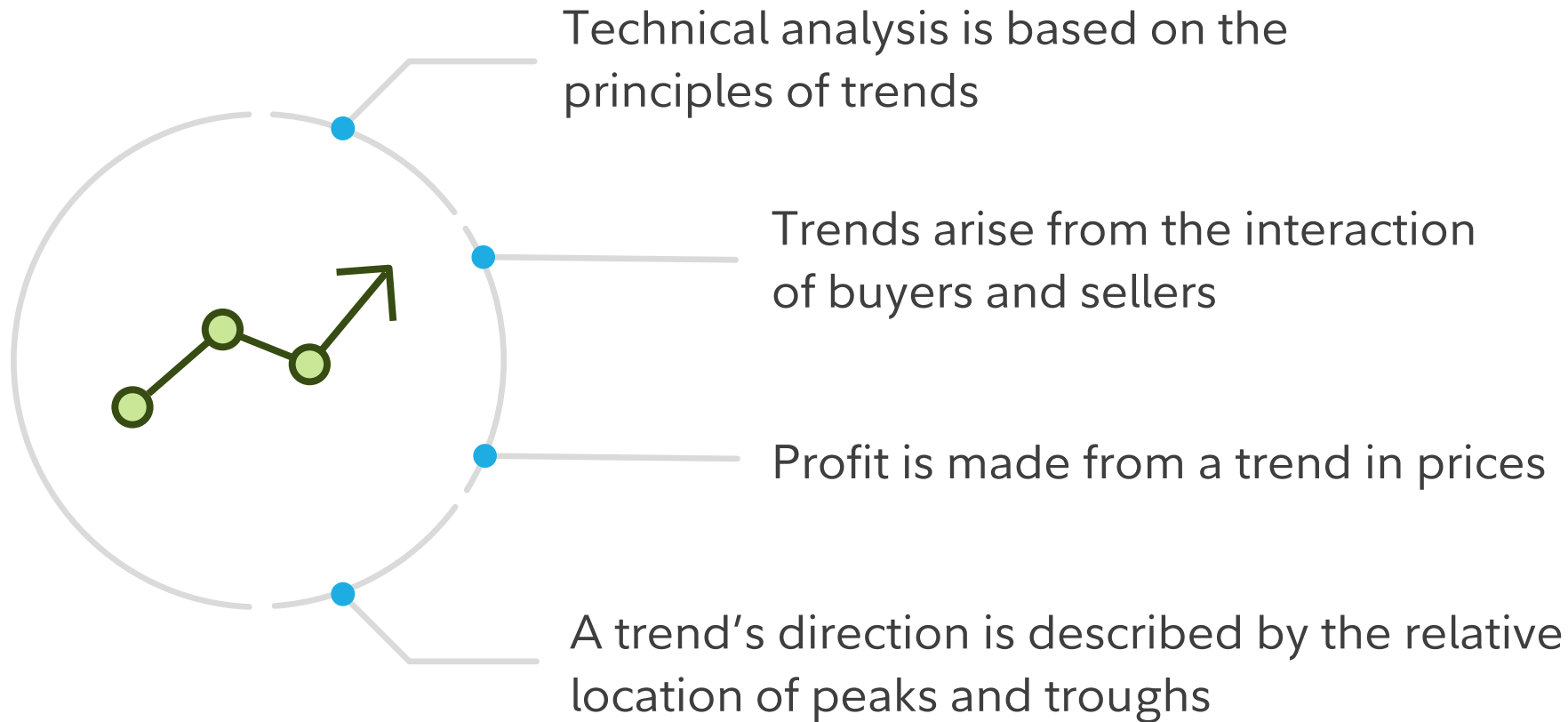
Reversal point importance is
determined by the length of
the trend before and after the
peak or trough.



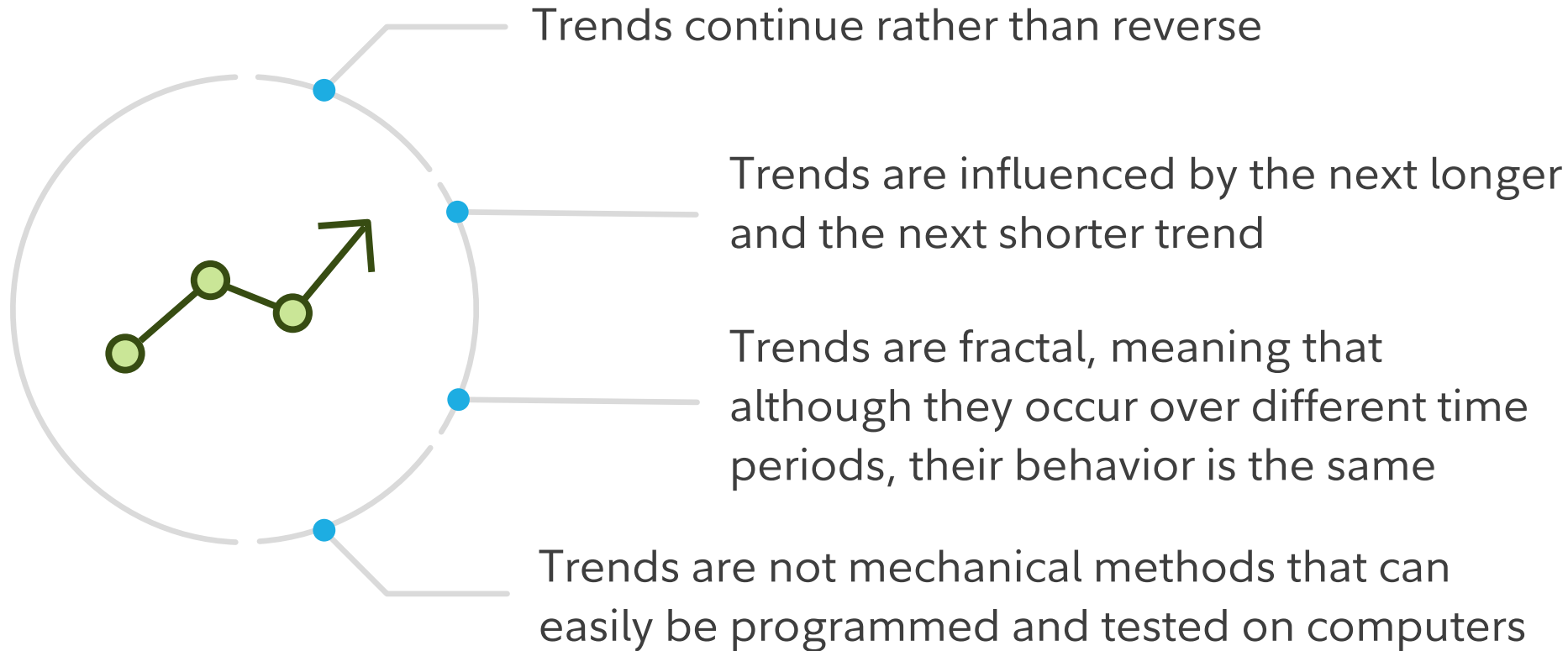


Basics of Trend Analysis

The Value of Trends



Assumptions about Trends



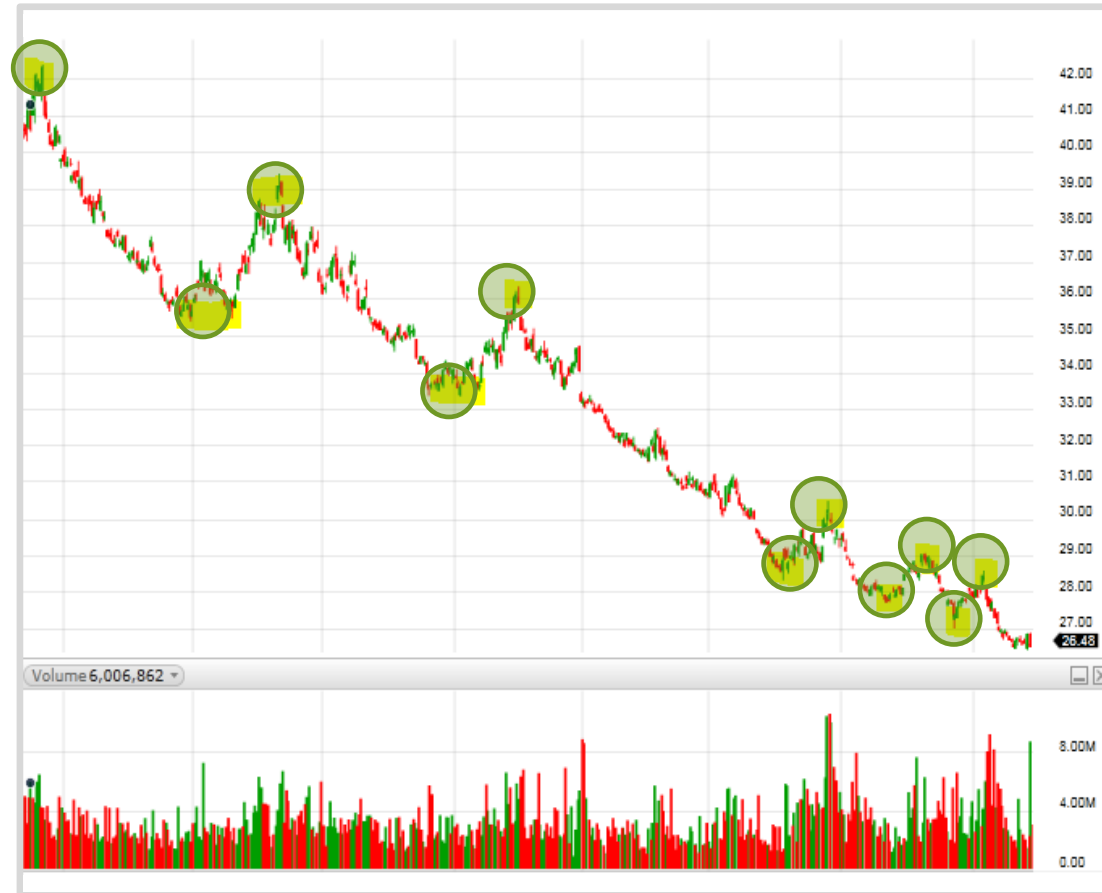
Uptrend

An uptrend has successively higher peaks and higher troughs.



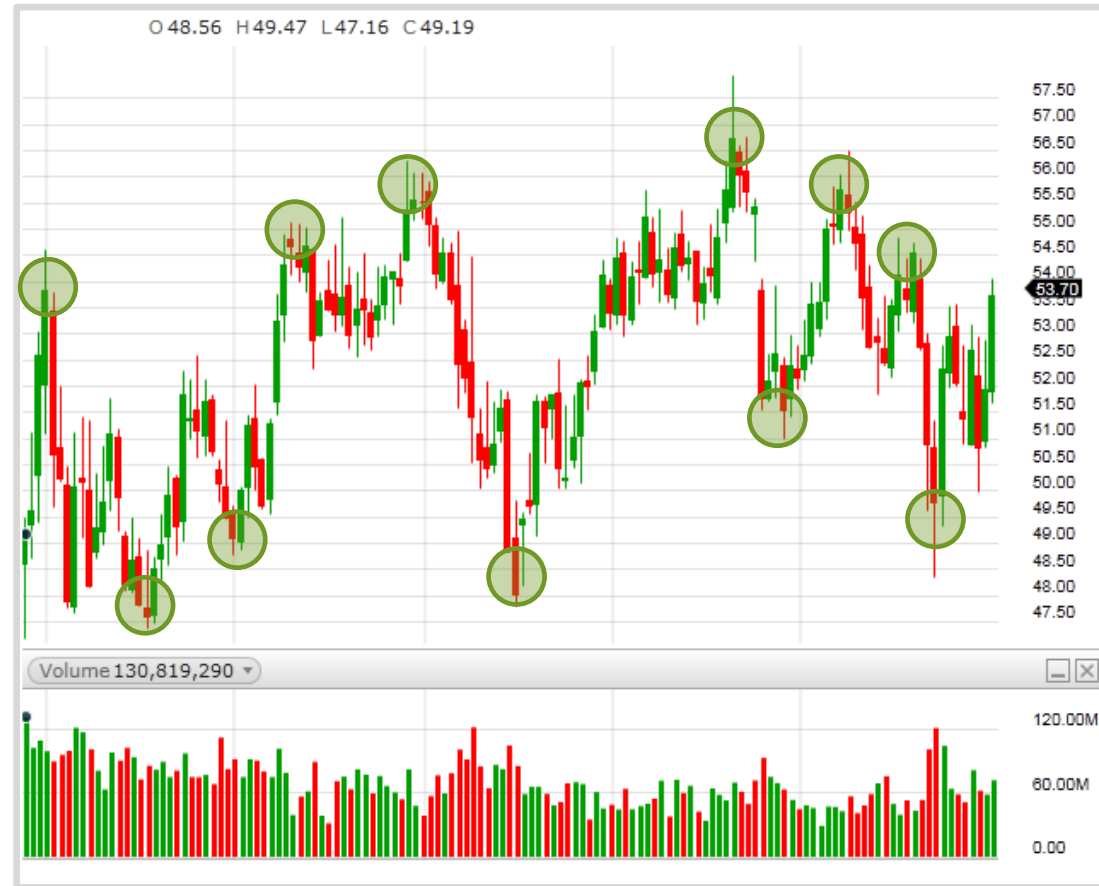
Downtrend

A downward trend has successively lower peaks and lower troughs.



Sideways Trend

A sideways trend is a period with no clear direction in prices.



Trend Influence

Keep time frame in mind while considering the importance of a trend.



From Trend to Trend Line



Definition

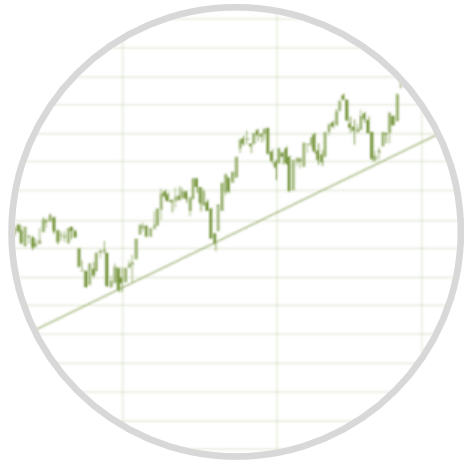
A trend is a direction; a trend line is an attempt to define and use that direction.

How do we draw trend lines?

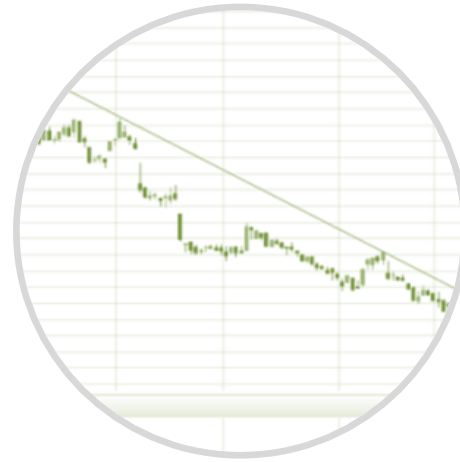
- From peak to peak
- From trough to trough

Types of Trend Lines

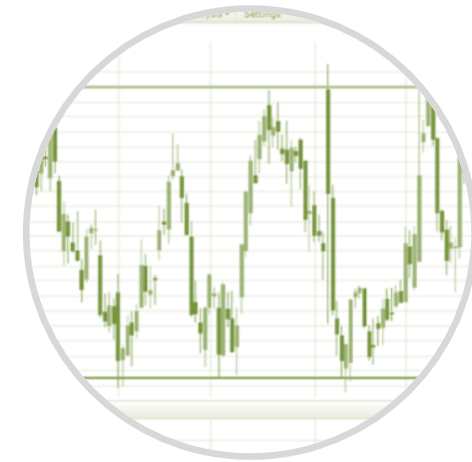
Overview



Upward
Sloping



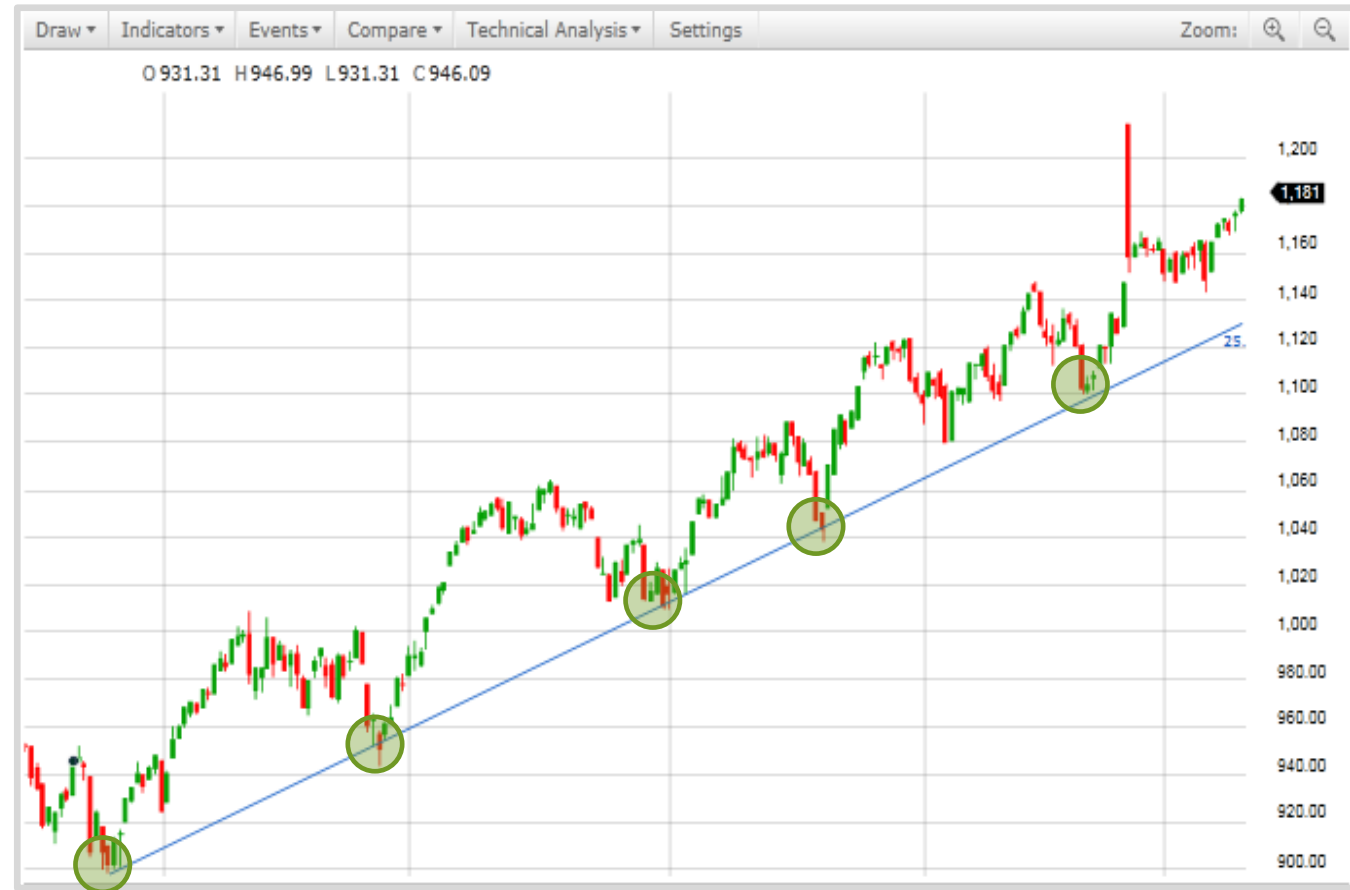
Downward
Sloping



Support and
Resistance

Upward Sloping

A line connecting
trough to higher
trough



Downward Sloping

A line connecting peak to lower peak



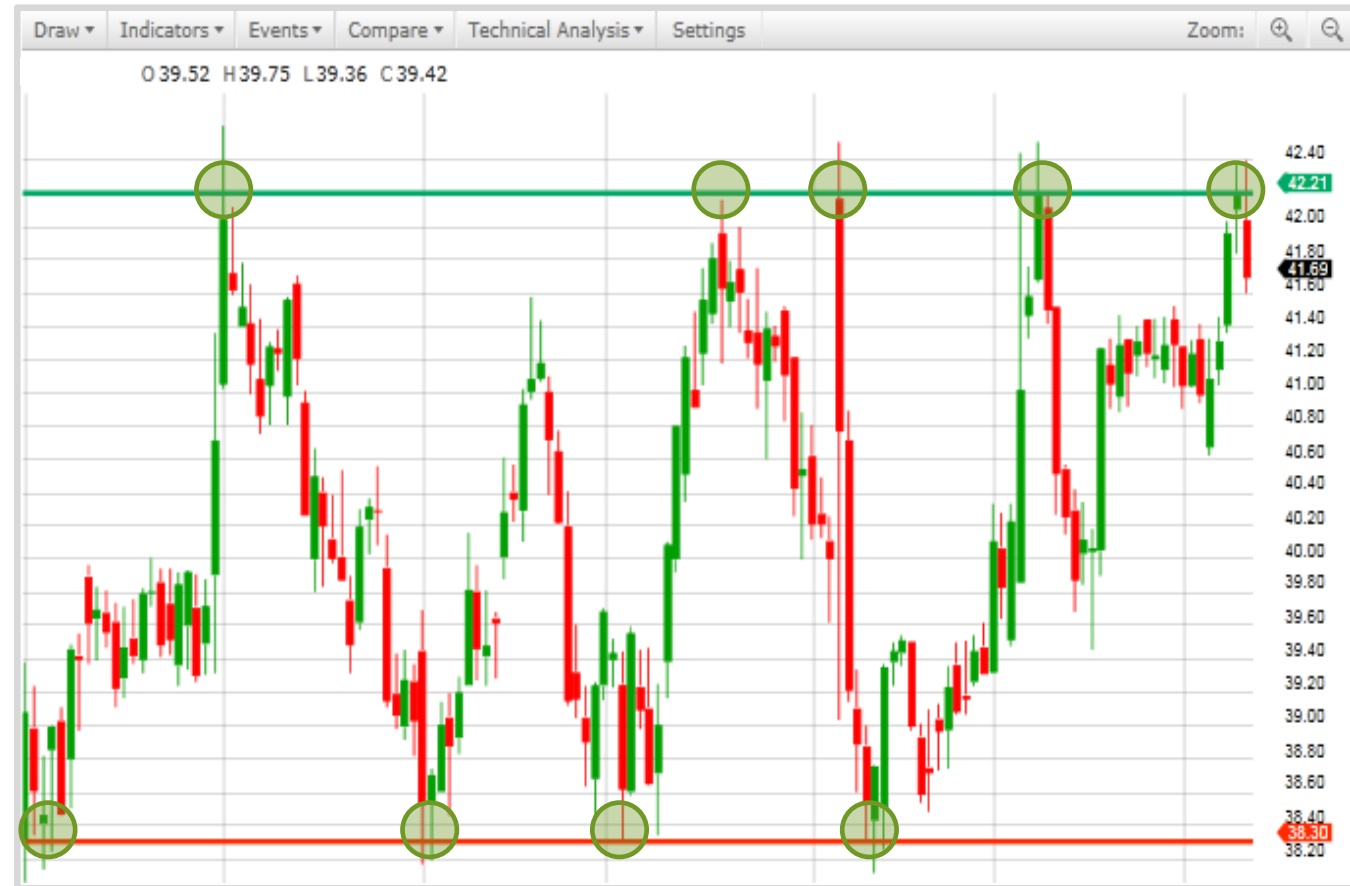
Support and Resistance

Support

Horizontal line drawn through troughs at the same price level

Resistance

Horizontal line drawn through peaks at the same price level



Profiting from a Trading Range

Green points are candles that hit support and resistance levels on close.

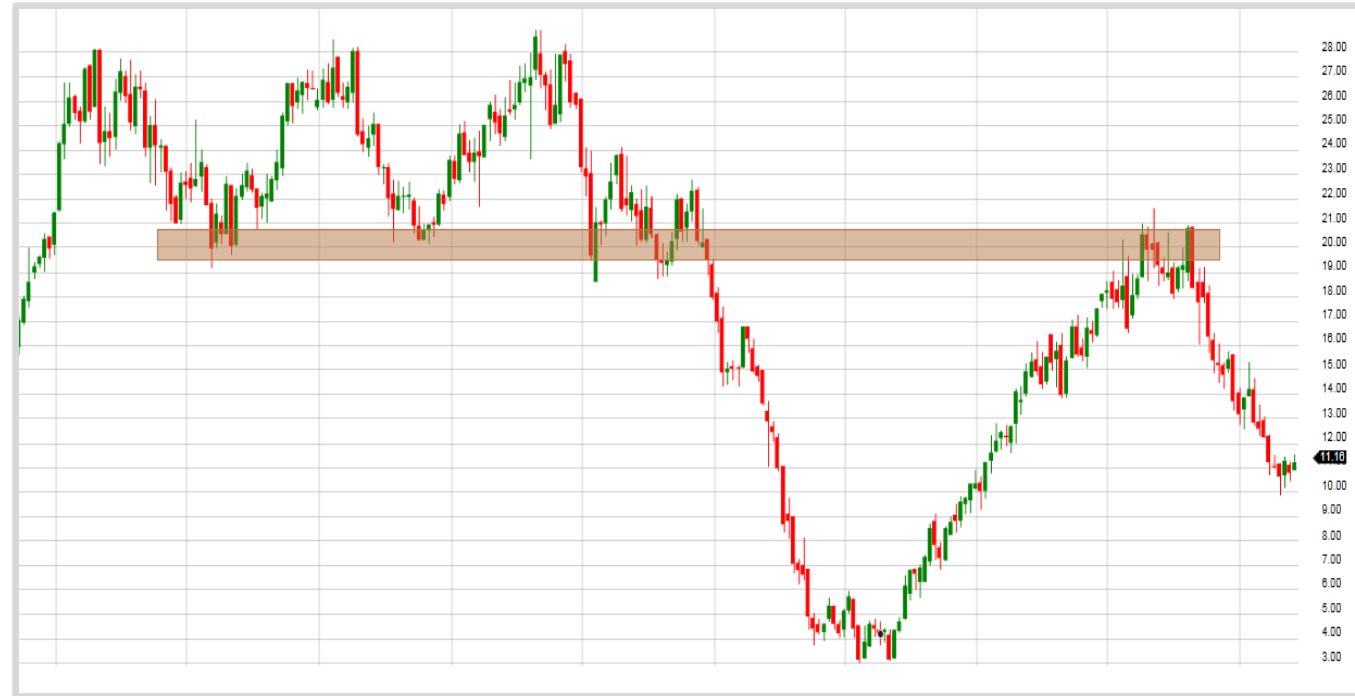
Red are intraday and do not close at support and resistance.



When Support Becomes Resistance

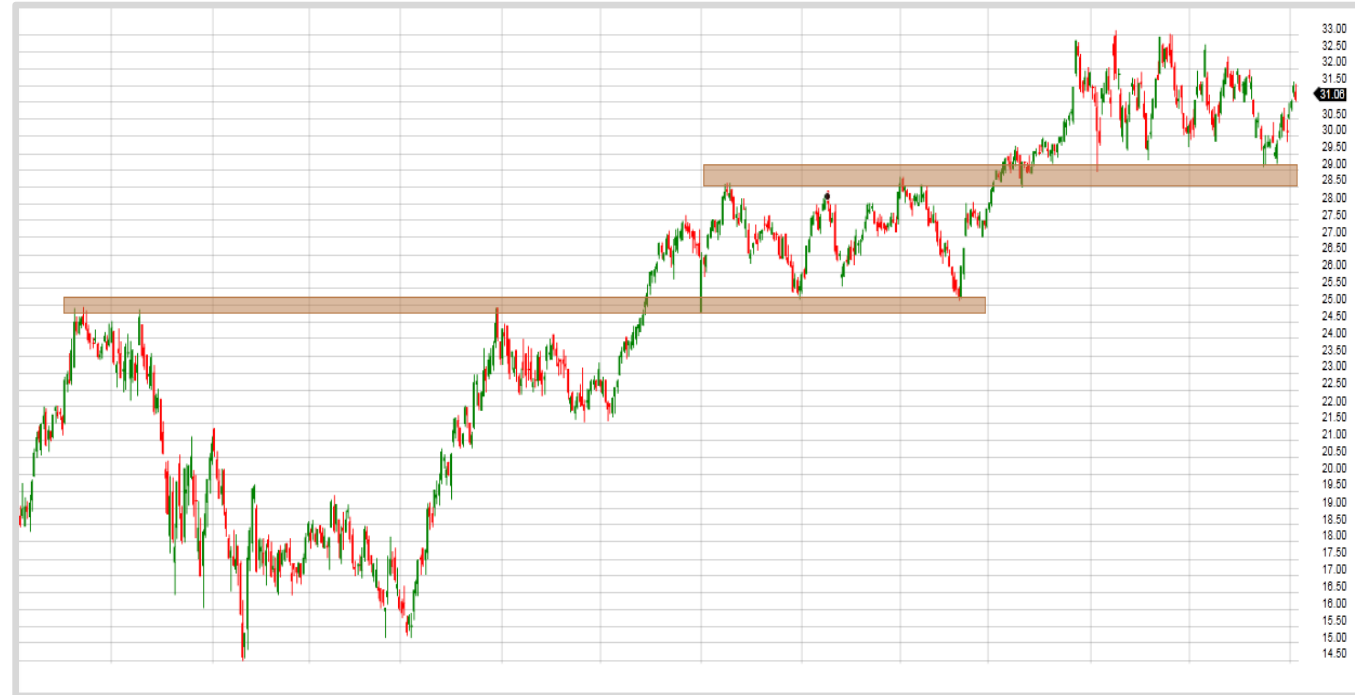
Once the price breaks through support, that support becomes future resistance.

When the price eventually rallies back to that level, it hits selling pressure and reverses back down again.



When Resistance Becomes Support

When resistance is penetrated, it can become support





Best Practices for Trend Traders

Trend Trading

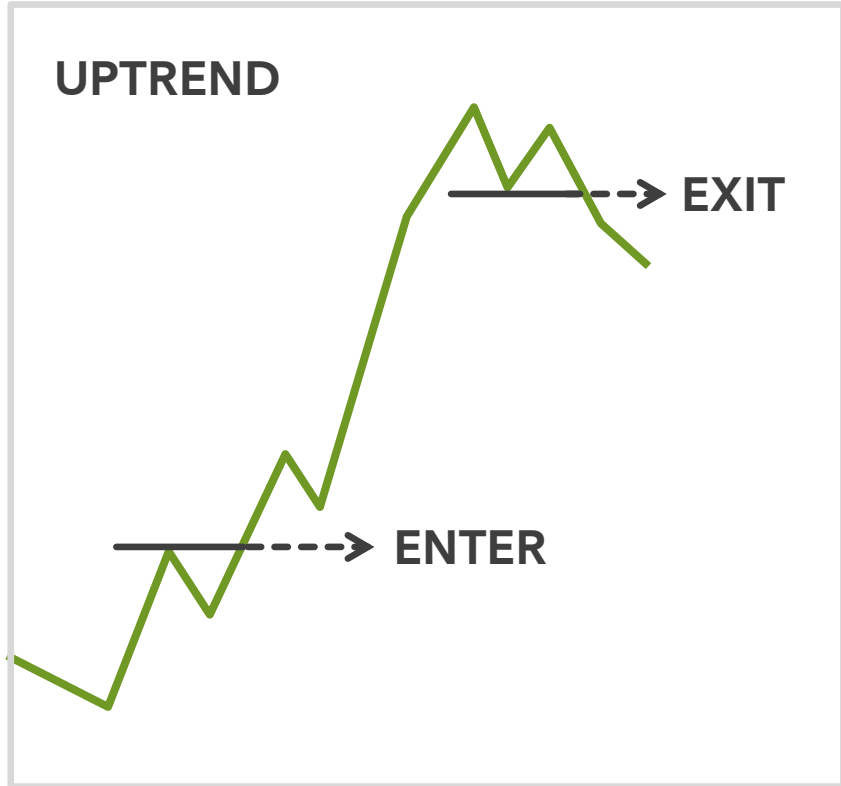


Best Practices

Determine:

- Strategy and conditions for entering/exiting trade
- Need of confirmation
- Triggers that will cause the entry to be executed
- Specific risk involved

Strategies for Trend Investors



Entry and Exit Strategies

Entry strategy

- Consider buying when chart patterns demonstrate a new trend

Exit strategy

- Consider selling when the trend reverses or appears to have ended

When investors using technical analysis execute these two strategies successfully, they may make a profit.

Entry Strategy



Exit Strategy

The trend line crosses previous troughs.

A trigger could be a breakout below the rising trend line.





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877-907-4429

Important Information



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Investing involves risk, including risk of loss.

Technical analysis focuses on market action – specifically, volume and price. Technical analysis is only one approach to analyzing stocks. When considering what stocks to buy or sell, you should use the approach that you're most comfortable with. As with all your investments, you must make your own determination whether an investment in any particular security or securities is right for you based on your investment objectives, risk tolerance, and financial situation. Past performance is no guarantee of future results.

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