



FAIRLEAD
STRATEGIES

The Trend is Your Friend Until it Ends

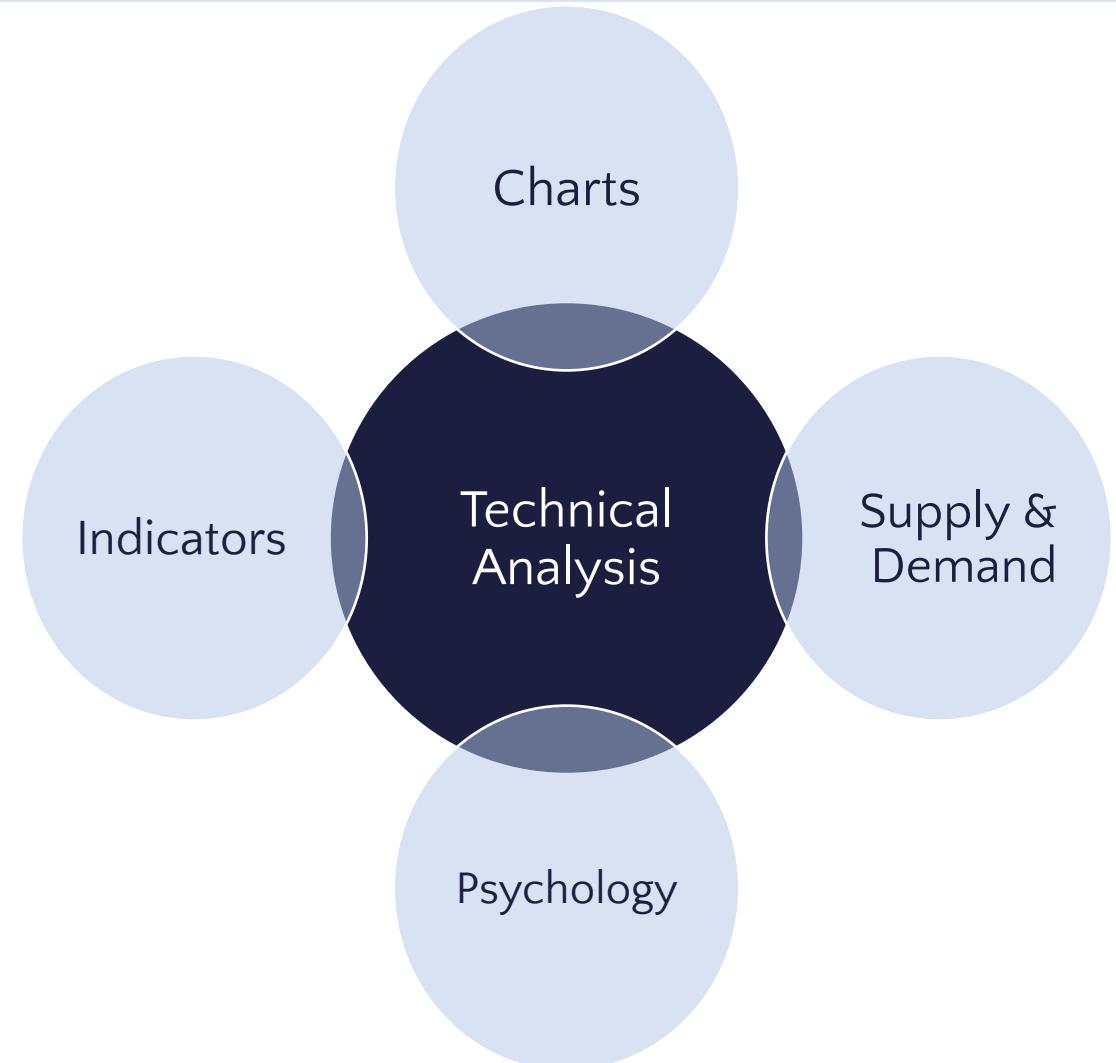
Using Technical Tools to Develop a Sell Discipline

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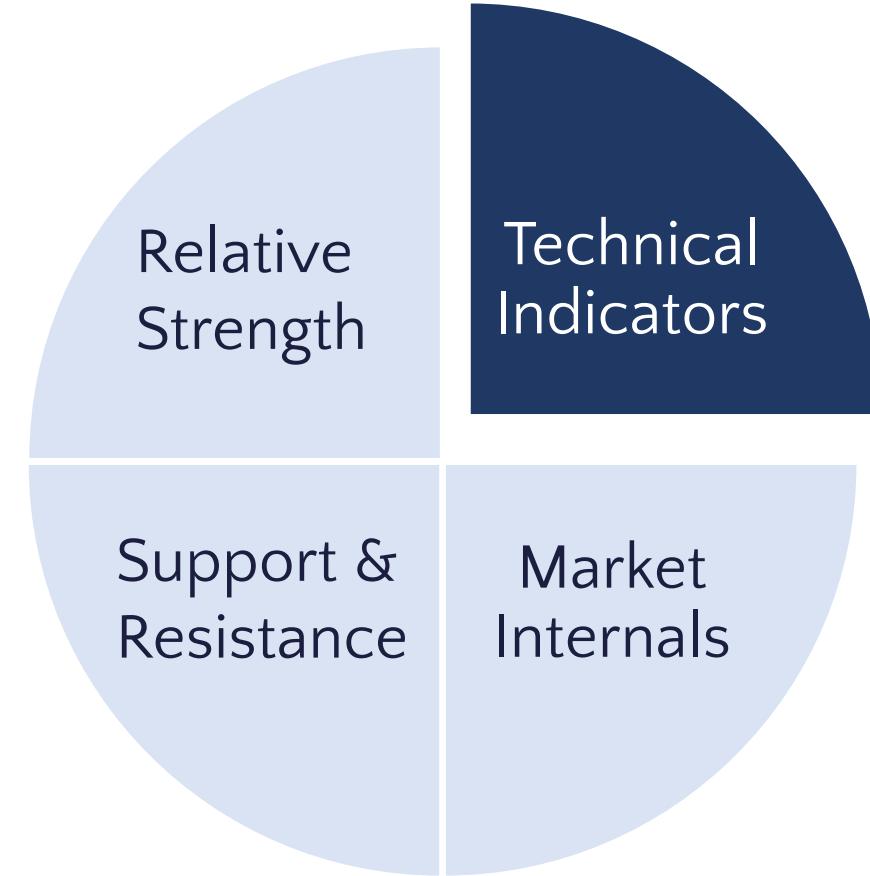
Benefits of Technical Analysis

- Risk Management
- Market Timing
- Alpha Generation



Technical Indicator Toolbox

- Trend-Following
 - Moving Averages
 - MACD
- Overbought/Oversold
 - Stochastic Oscillator
 - DeMARK Indicators®



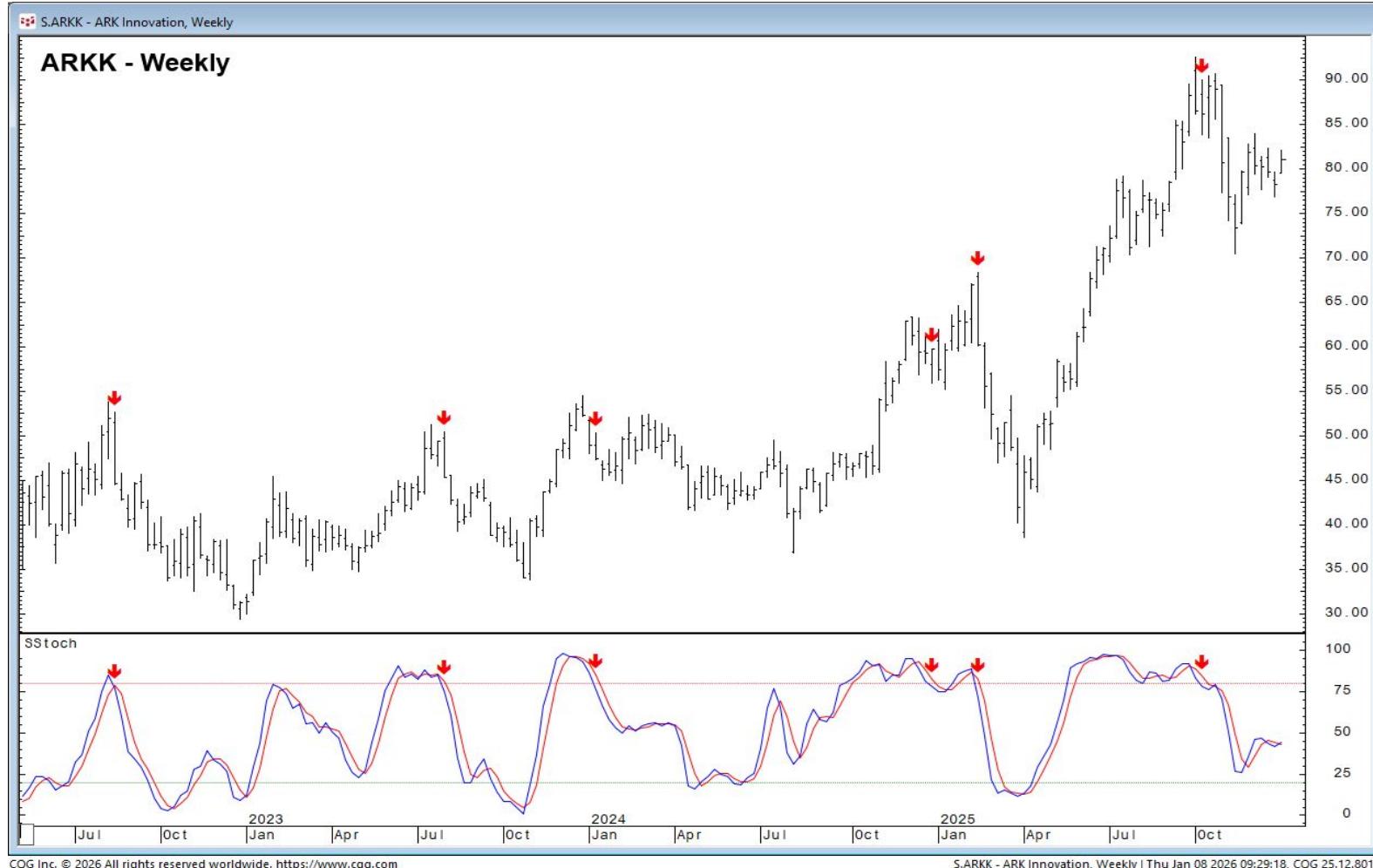
Loss of Momentum: MACD Indicator



Loss of Momentum: 20-Day Moving Average



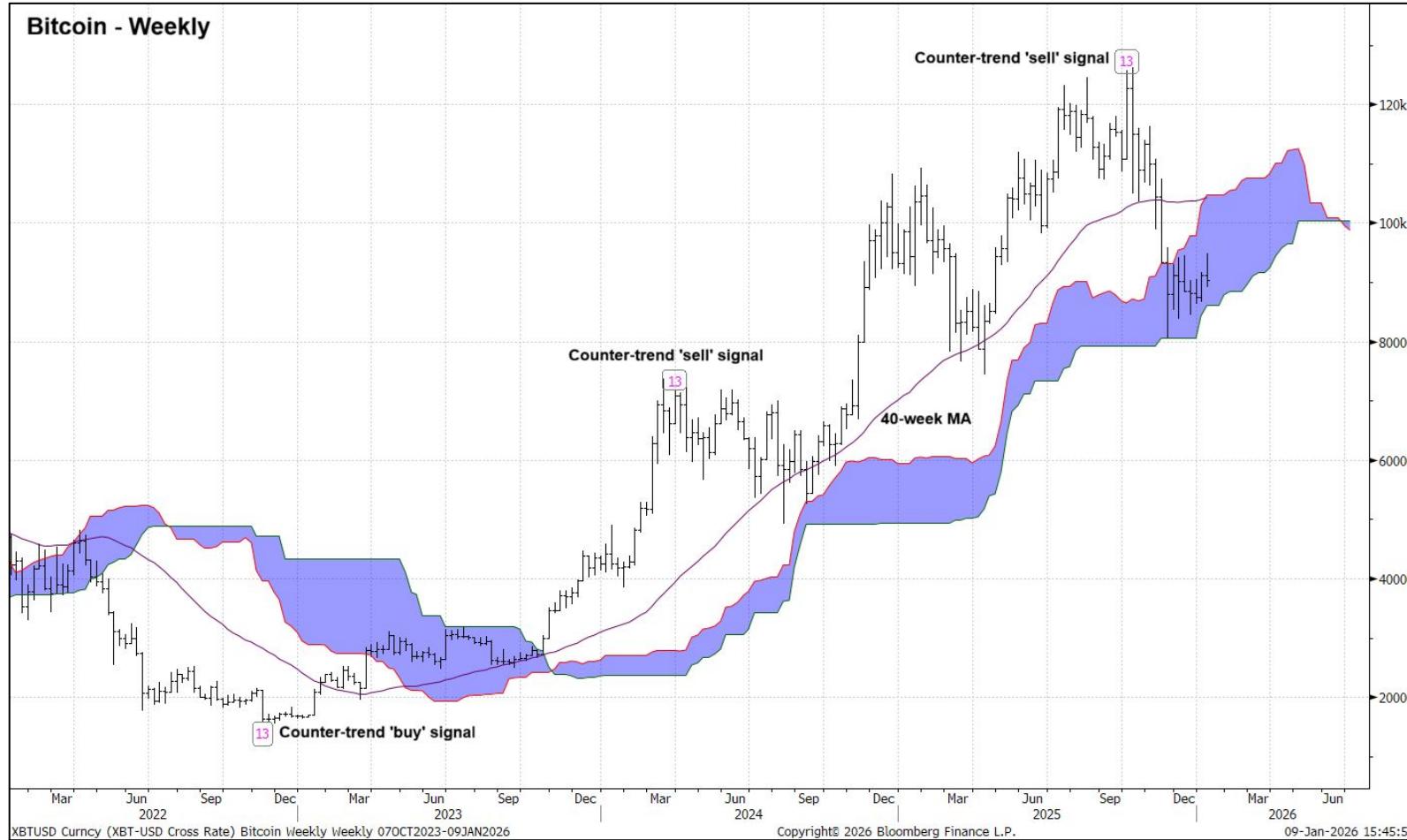
Overbought Downturn: Stochastic Oscillator



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Trend Exhaustion: DeMARK Indicators®

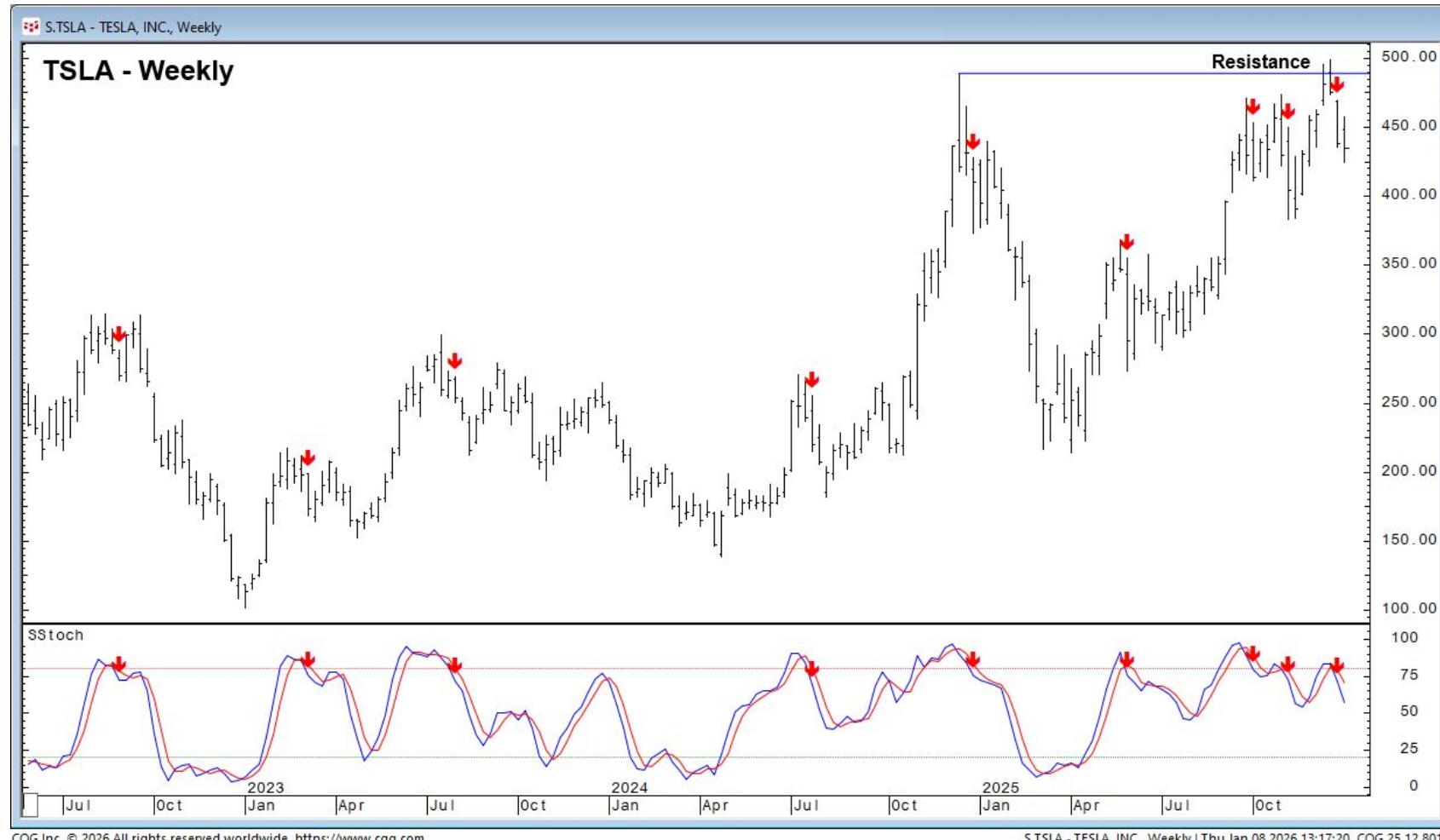


Key Levels Define Risk and Reward

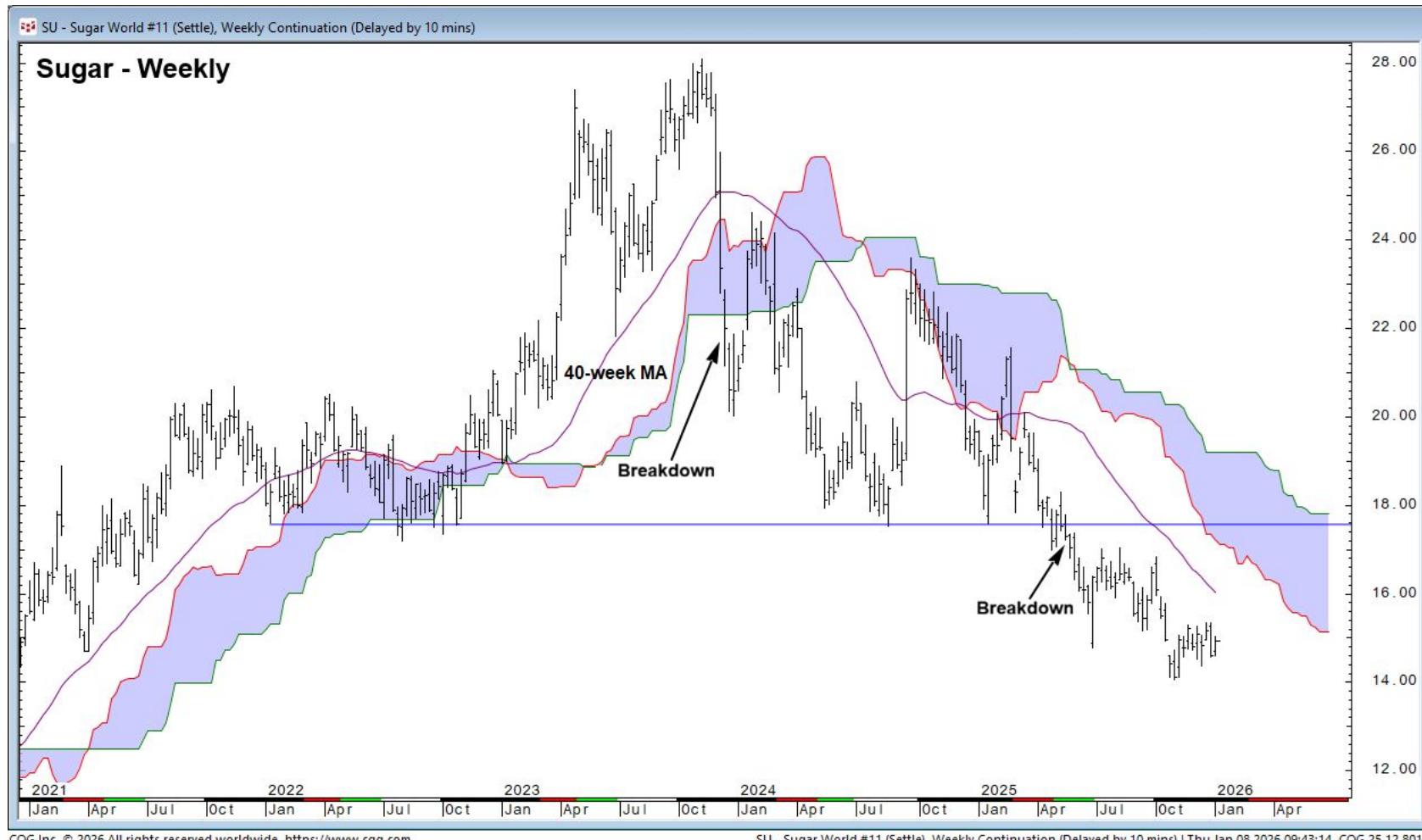
- Moving Averages
- Peaks/Troughs
- Fibonacci Levels
- Cloud Model
- Trendlines
- Price Patterns



Resistance Enhances Overbought Signals

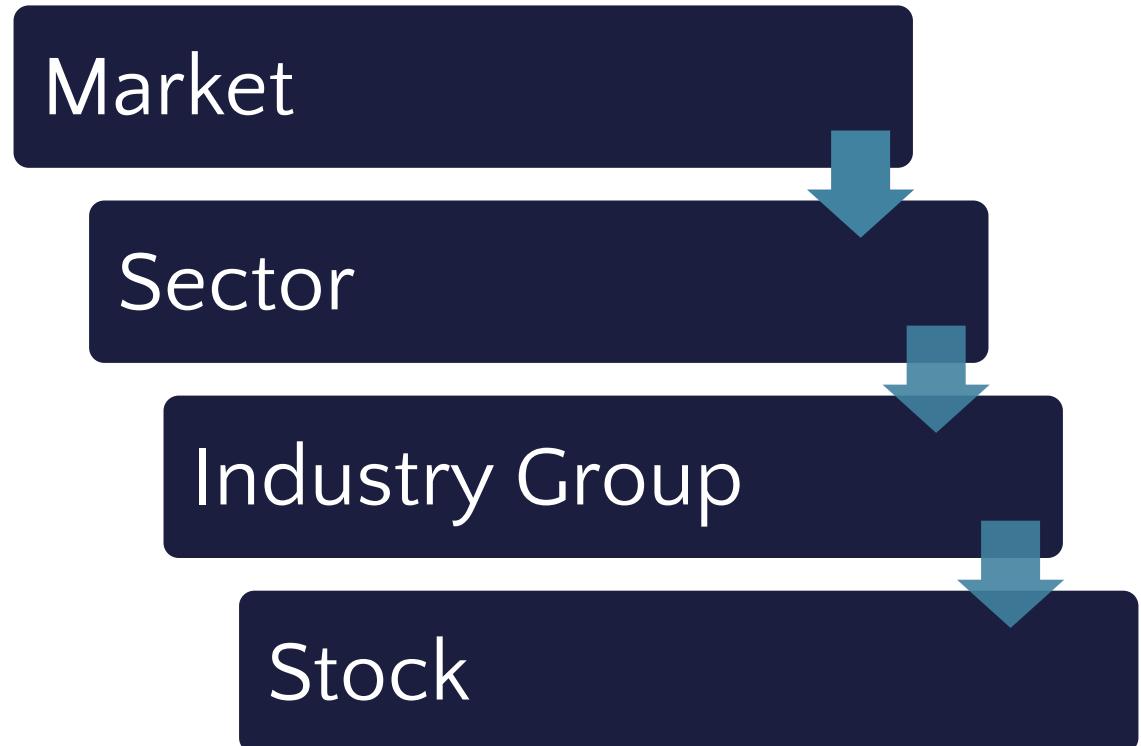


Breakdowns Below Support Increase Risk

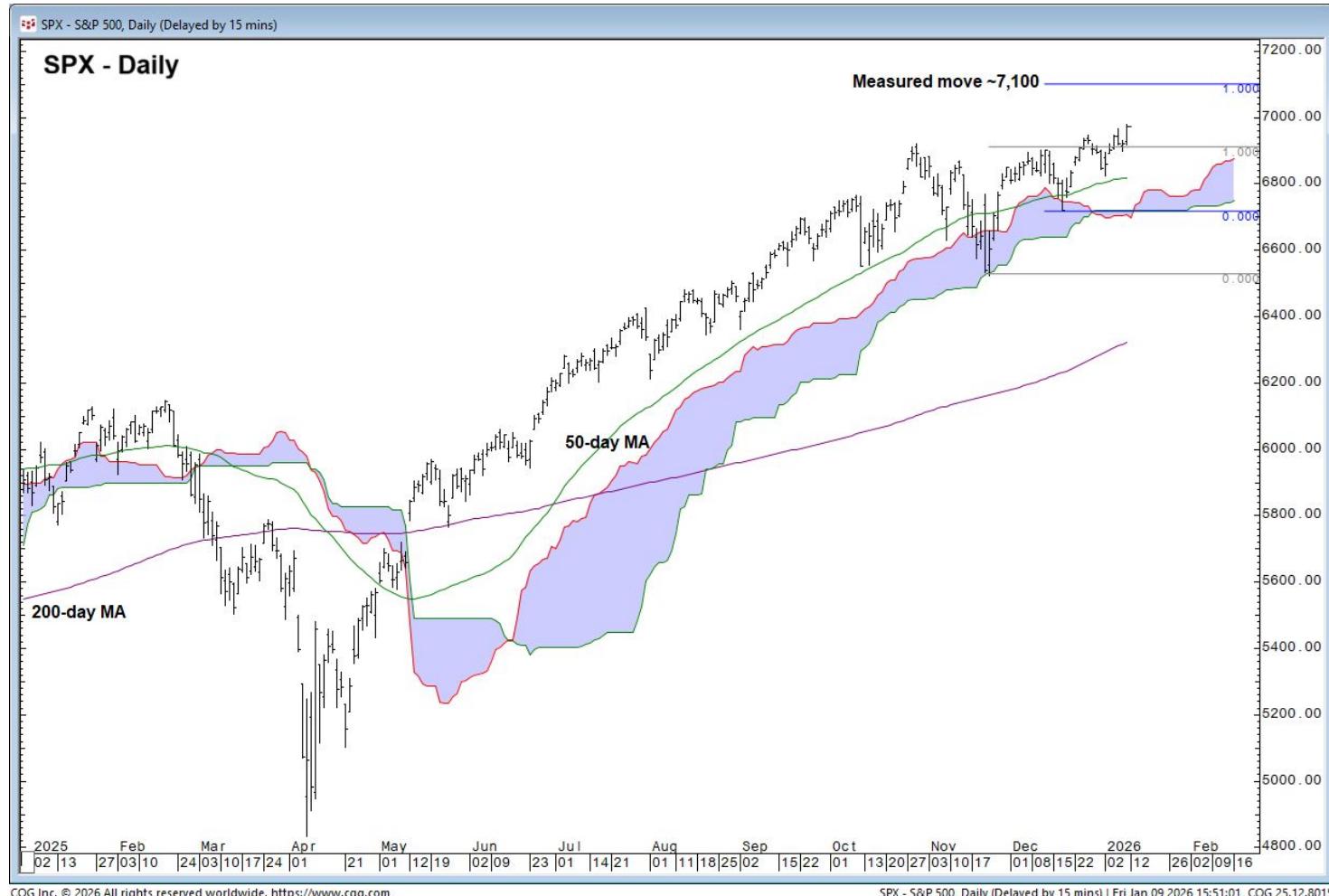


Evaluate Top-Down Influences

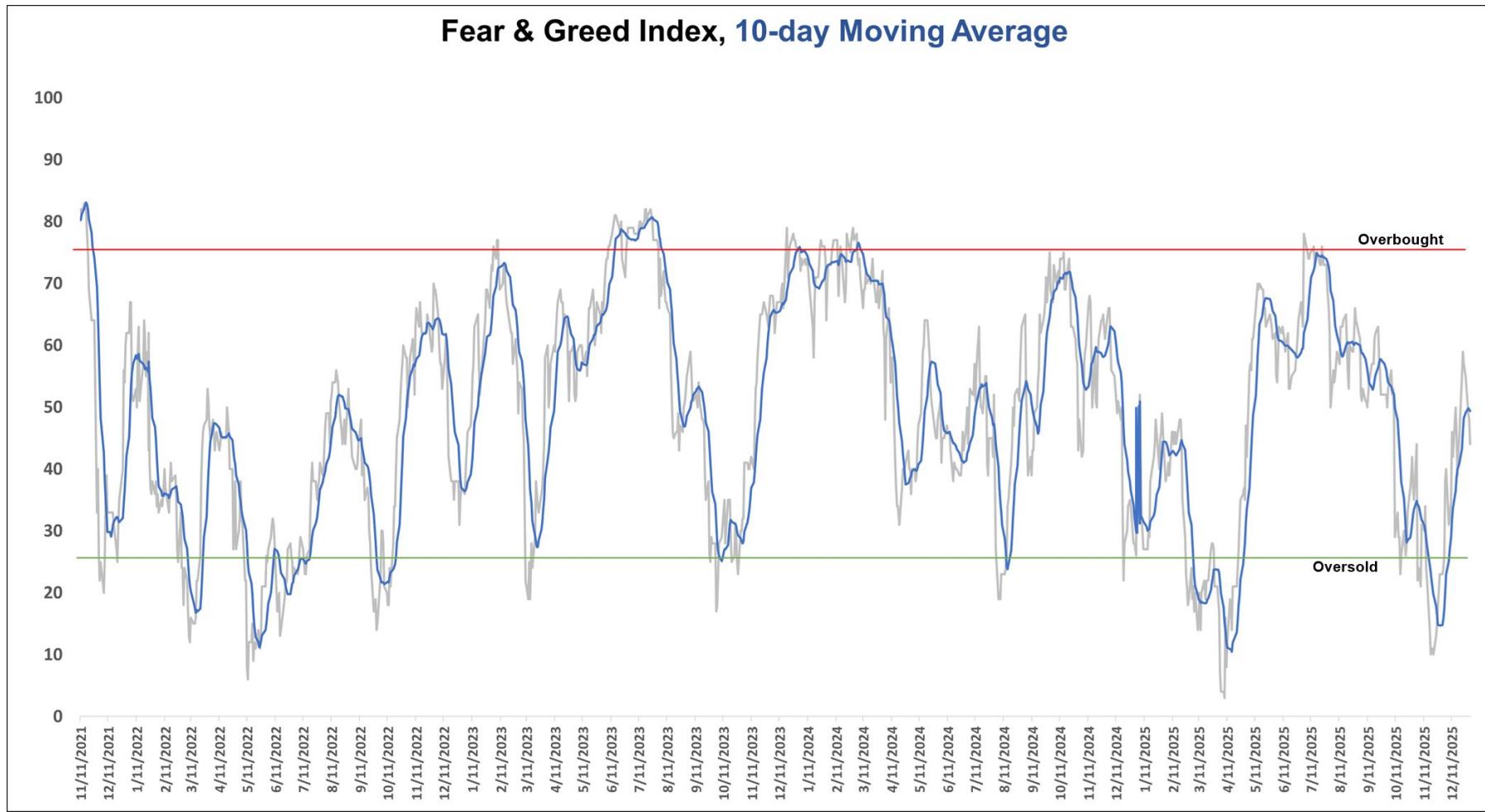
- Major Indices
- Primary Trends
- Key Levels
- Market Internals
- Macro Forces



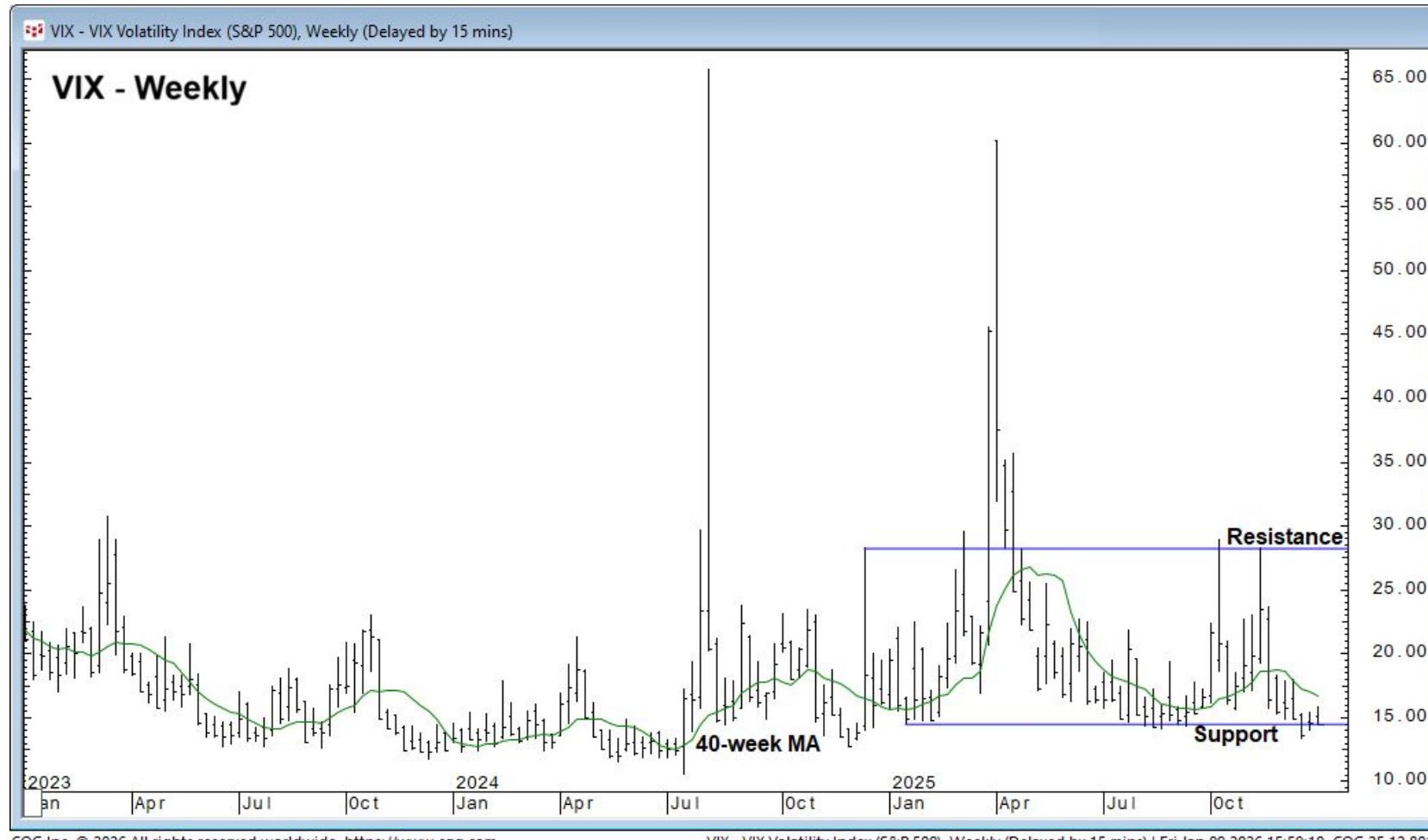
Generating Targets: Measured Moves



Be Mindful of Market Sentiment



Keep the VIX Cycle and Levels in Mind



Sell Discipline Checklist

- Is there increased risk top-down?
- What does the long-term picture look like?
- Where is support and resistance?
- Does the 20-day MA slope point higher?
- Are there overbought 'sell' signals?
- Are there signs of trend exhaustion?
- Is there bearish alignment across timeframes?

Want to Learn More?



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