



OPTIONSMART  
3-D OPTION TRADING STRATEGIES

# 3-D Research Note on RIMM



Chart courtesy of StockCharts.com

#	Date	Most Recent News	Stock's Reaction
1	8-Sep	RIMM sold 5.6 mln smartphones in April through June, twice more than a year ago, as it found new clients beyond its main business market.	negative
2	10-Sep	RIMM launched first BlackBerry flip phone	positive
3	25-Sep	(AFTER CLOSE) Reported Q2 EPS of \$0.86, missed estimates by \$0.01, revenues were \$2.58 bln, vs. the consensus of \$2.6 bln. Issued disappointing guidance for Q3 (Q3 EPS of \$0.89-\$0.97, vs. the consensus of \$0.98, sales of \$2.95-\$3.1 bln, vs. \$2.94 bln.	negative
4	3-Oct	RIMM: A delayed BlackBerry Bold 9000 was still undergoing testing by AT&T Inc. (it should go on sale this summer)	negative
5	8-Oct	RIMM announced new developer tools for BlackBerry Storm, BlackBerry Bold and BlackBerry Pearl flip	positive

**OUR RECOMMENDATION: STRONG BUY**

**RECOMMENDED TRADING VEHICLE:**

Bullish Debit Call Spread

Buy to Open RFYAJ RIMM Jan9 50 Call IV 108.5 Delta .6869

Sell to Open RFYAK RIMM Jan9 55 Call IV 105.6 Delta .6223

Debit 3.10

Position Net Delta .646

Max Gain 1.90

Max Risk 3.10

Target Credit 3.55

## WEEKLY CHART



Chart courtesy of StockCharts.com

Key sector components	Fundamentals
AT&T INC. (T)	Trailing P/E (9.87); Forward P/E (6.85); PEG Ratio (1.06); EPS Trends-bearish
APPLE INC (AAPL)	Trailing P/E (16.77); Forward P/E (14.59); PEG Ratio (0.71); EPS Trends-bearish
CISCO SYS INC (CSCO)	Trailing P/E (12.56); Forward P/E (8.64); PEG Ratio (0.69); EPS Trends-bearish
INTL BUSINESS MACHC (IBM)	Trailing P/E (10.62); Forward P/E (9.14); PEG Ratio (0.91); EPS Trends-mixed

BULLISH	LONG-TERM FACTORS	BEARISH
	Fed cut key lending rate by 50 BPs to 1.5%. In coordinated effort, ECB and Bank of England each dropped their key rates by 0.5%, to 3.75% and 4.5% respectively.	✓
	Same-store sales figures: 71% of stores missed analyst expectations, while overall retail sales growth fell to just 0.8% - the worst since at least 2000.	✓
	Home prices down 16.3% from previous year in 20 major metro areas, according to S&P/Case Shiller	✓
	Manufacturing plunges. The ISM's index of factory activity fell to 43.5 in September, compared with 49.9 in August and 50.0 in July, well below consensus forecasts of 49.5. A reading below 50 indicates contracting economic activity.	✓
	Car sales slump, again. U.S. car sales fell 27% in September to 965K - a 15-year low. Seasonally adjusted, annual sales stand at just 12.5M, down from 16.19M a year ago. Of note was the weak performance by Japanese firms.	✓
✓	Initial jobless claims declined to 478,000 from last week's revised figure of 498,000 better than economists's 480K consensus.	
	RBC Consumer Attitudes and Spending by Households [CASH] Index dropped 32 points in October - the largest-single month drop since the index began in 2002. The current level stands at 37, vs. 69.2 in September.	✓

## 3D CHECK LIST

BULLISH	FACTORS	BEARISH
	<b>Technicals</b>	
	Bearish daily and weekly MACD	✓
✓	Oversold daily and weekly Stochastic Oscillator	
✓	The stock trying to form a bottom	
✓	Support at 54.0	
	Resistance at 77.0, 50MA, 200MA	✓
	Similar stocks or key components are looking for direction	✓
	<b>Fundamentals</b>	
✓	Forward P/E (12.12) < Trailing P/E (19.26)	
✓	PEG (0.43)	
	P/S (3.99)	✓
✓	Operating Margin (28.69%), ROE (43.93%)	
	Bearish EPS revisions trend	✓
	<b>Market Play</b>	
✓	Program trading buy orders at 52.50 after Oct 6	
✓	Implied volatility (96.38%) > Historical volatility (65.01%)	
✓	Adequate reaction on the latest positive news (see the chart above)	
✓	Unusually high option trading volumes for Jan9 50-75 Calls and Puts	

## BULLISH PLAY

## 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
<b>RIMM</b>	59.03	58.00	58.00	58.00	55.00	3.00	Unlimited	61.50	3.50	6.0%

## 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
<b>RIMM</b>	59.03	Jan-09	55.00	.RFYAK	58.00	12.87	67.87	Unlimited	12.87	14.81	1.93	15.0%

## 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
<b>RIMM</b>	59.03	Jan-09	50.00	.RFYMJ	55.00	55.00	58.00	2.40	52.60	2.40	2.60	2.00	0.40	15.4%

## 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
<b>RIMM</b>	59.03	Jan-09	50.00	.RFYAJ	55.00	.RFYAK	58.00	3.10	53.10	1.90	3.10	3.55	0.45	14.5%

## 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 until expiration.

### Auto-trade in 5 easy steps

optionsXpress	thinkorswim
1. Log into your brokerage account.	1. Log into your brokerage account.
2. Select Xecute, select OptionSmart as an Investor Publisher	2. Select Autotrade, click Sign Up/Newsletter Providers and choose OptionSmart as newsletter provider
3. Select a service	3. Select Autotrade Management, click Allocations (per trade)
4. Determine Amount Type (Specific Dollar Amount, # of Contracts/Shares, % of Cash Available, % of Buying Power, % of Total Account Value)	4. Determine Amount Type (Specified Dollar Amount, Srecified Quantity, % of Available Buying Power, % of Net Liquidating Value)
5. Select a Trade Amount	5. Select a Trade Amount

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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