



OPTIONSMART  
3-D OPTION TRADING STRATEGIES

# 3-D Research Note on UNP



Chart courtesy of StockCharts.com

#	Date	Most Recent News	Stock's Reaction
1	23-Sep	UNP raised Q3 earnings forecast from \$1.10-1.20 per share to \$1.28-1.33	positive
2	30-Sep	Michael R. McCarthy elected to Union Pacific Corporation Board of Directors	positive
3	2-Oct	UNP named James Houton Assistant Vice President of external relations	positive
4	8-Oct	UNP announced the development of implementation plan that should deliver Positive Train Control technology to UP rail lines shared with commuter lines in the LA region in the year 2012.	positive
5	23-Oct	UNP beat estimates by \$0.08, y-o-y revenue rose 15.6%, issued strong Q4 and full-year outlook	positive

**OUR RECOMMENDATION: STRONG BUY**

**RECOMMENDED TRADING VEHICLE:**

Bullish Debit Call Spread  
 Buy to Open UHPAX UNP Jan9 52.5 Call IV 65.8 Delta .68  
 Sell to Open UHPAY UNP Jan9 57.5 Call IV 63.0 Delta .57  
 Debit 3.00  
 Position Net Delta .11  
 Max Gain 2.00  
 Max Risk 3.00  
 Target Credit 3.45

## WEEKLY CHART



Key sector components	Fundamentals
General Electric Co. ( <b>GE</b> )	Trailing P/E (8.85); Forward P/E (10.12); PEG Ratio (0.84); EPS Trends-bearish
United Technologies Corp. ( <b>UTX</b> )	Trailing P/E (9.65); Forward P/E (8.74); PEG Ratio (0.85); EPS Trends-bearish
3M Co. ( <b>MMM</b> )	Trailing P/E (11.44); Forward P/E (10.84); PEG Ratio (0.97); EPS Trends-bearish
Boeing Co. ( <b>BA</b> )	Trailing P/E (8.72); Forward P/E (6.73); PEG Ratio (0.74); EPS Trends-bearish
Union Pacific Corp. ( <b>UNP</b> )	Trailing P/E (15.55); Forward P/E (11.43); PEG Ratio (0.67); EPS Trends-bullish

BULLISH	LONG-TERM FACTORS	BEARISH
	BC's Consumer Confidence Index dropped 7 points in the last two weeks to a dismal -50, one point away from the lowest rating in 22 years of weekly polling, and markedly worse than this year's -40 average.	✓
	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.	✓
✓	FDIC's new liquidity guarantee program: The government insurer will cover \$1.4T in senior unsecured debt and \$400-500B in transaction deposit accounts, which businesses use to meet payrolls and pay vendors.	
	Initial jobless claims increased by 15,000 to 478K - worse than consensus of 470K.	✓
	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 weekly MACD	✓
✓	Oversold weekly Stochastic Oscillator	
✓	The stock forming a bottom	
✓	Support at 53.0	
	Resistance at 65.0, 70.0, 50MA, 200MA	✓
	Similar stocks or key components are looking for direction	✓
	<b>Fundamentals</b>	
✓	Forward P/E (11.43) < Trailing P/E (15.55)	
✓	PEG (0.67)	
✓	P/S (1.87)	
✓	Operating Margin (2.83%), ROE (12.88%), ROA (5.87%)	
✓	Bullish EPS revisions trend	
	<b>Market Play</b>	
✓	Program trading buy orders at 53.0 after Oct 17	
✓	Implied volatility (71.75%) < Historical volatility (75.71%)	
✓	Adequate reaction on the latest positive news (see the chart above)	
✓	Unusually high option trading volumes for Jan9 52.5-75 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
UNP	59.62	58.00	58.00	58.00	14.00	44.00	Unlimited	15.40	-42.60	-73.4%

## 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
UNP	59.62	Jan-09	57.50	.UHPAY	58.00	7.06	64.56	Unlimited	7.06	8.12	1.06	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
UNP	59.62	Jan-09	52.50	.UHPMX	57.50	.UHPAY	58.00	1.45	56.05	1.45	3.55	1.05	0.40	11.3%

## 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
UNP	59.62	Jan-09	52.50	.UHPAX	57.50	.UHPAY	58.00	3.00	55.50	2.00	3.00	3.45	0.45	15.0%

## 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.

Copyright © 1998-2008 OptionSmart.com (Stock Markets Institute). All rights reserved.

Released on 10/27/08