



OPTIONSMART  
3-D OPTION TRADING STRATEGIES

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# 3-D Research Note on XOM



Chart courtesy of StockCharts.com

#	Date	Most Recent News	Stock's Reaction
1	3-Sep	ExxonMobil Chemical Steps Up Asia Pacific Specialty Compounds Supply with Compounding Agreement	positive
2	9-Sep	ExxonMobil Investing \$2 Million per Day in R&D and Continues More Than \$11.8 Billion in Projects to Meet Increasing Energy Demand	negative
3	11-Sep	XOM was shutting its 567,000 barrel-per-day refinery in Baytown, Texas, due to Hurricane Ike.	positive
4	2-Oct	XOM chemical unit expands Singapore site	negative
5	3-Oct	XOM working with Pratt & Whitney Rocketdyne to Develop Advanced Gasification Technology	positive

**OUR RECOMMENDATION: STRONG BUY**

**RECOMMENDED TRADING VEHICLE:**

Bullish Debit Call Spread

Buy to Open XOMAN XOM Jan9 70 Call IV 42.9 Delta .69

Sell to Open XOMAO XOM Jan9 75 Call IV 41.2 Delta .58

Debit 3.00

Position Net Delta .11

Max Gain 2.00

Max Risk 3.00

Target Credit 3.45

## WEEKLY CHART



Chart courtesy of StockCharts.com

Key sector components	Fundamentals
CONOCOPHILIPS (COP)	Trailing P/E (5.55); Forward P/E (5.03); PEG Ratio (0.45); EPS Trends-bearish
CHEVRON CORP (CVX)	Trailing P/E (7.8); Forward P/E (6.30); PEG Ratio (0.69); EPS Trends-bearish
SCHLUMBERGER LTD (SLB)	Trailing P/E (14.6); Forward P/E (10.8); PEG Ratio (0.70); EPS Trends-neutral
APACHE CP (APA)	Trailing P/E (6.50); Forward P/E (5.28); PEG Ratio (0.61); EPS Trends-bearish

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.	✓
✓	Chain-store sales rose 1.3% last week vs. a year ago and 0.1% vs. the week before, the ICSC said. Notably strong were discounters, department stores and apparel.	
	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.	✓
	Jobless claims grow, again. Initial jobless claims climbed to 497,000 from last week's 496,000 (revised from 493K) - worse than economists' 475K consensus.	✓
	Factory orders dive. Factory Orders fell by 4% in August, far more than the -2.5% consensus - followed a downwardly revised 0.7% increase in July.	✓

## 3D CHECK LIST

BULLISH	FACTORS	BEARISH
	<b>Technicals</b>	
✓	Daily MACD - bullish	
	Bearish daily Stochastic Oscillator	✓
✓	The stock formed the ascending triangle pattern	
✓	Support at 72-75, 75.80	
	Resistance at 82.01	✓
	Similar stocks or key components are looking for direction	✓
	<b>Fundamentals</b>	
✓	Forward P/E (8.25) < Trailing P/E (9.41)	
✓	PEG (0.95)	
✓	P/S (0.92)	
✓	Operating Margin (15.72%), ROE (36.19%)	
	Bearish EPS revisions trend	✓
	<b>Market Play</b>	
✓	Program trading buy orders at 74.00 after Sep 29	
✓	Implied volatility (53.40%) > Historical volatility (46.32%)	
✓	Adequate reaction on the latest positive news (see the chart above)	
✓	Unusually high option trading volumes for Nov 70-85 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>XOM</b>	76.07	75.01	75.01	75.01	74.00	1.01	Unlimited	82.00	6.99	9.3%

## 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>XOM</b>	76.07	Jan-09	70.00	.XOMAN	75.01	8.50	78.50	Unlimited	8.50	9.00	0.50	5.9%

## 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>XOM</b>	76.07	Jan-09	70.00	.XOMMN	75.00	.XOMAO	75.01	2.00	73.00	2.00	3.00	1.60	0.40	13.3%

## 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
<b>XOM</b>	76.07	Jan-09	70.00	.XOMAN	75.00	.XOMAO	75.01	3.00	73.00	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.

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