

#### Raising Confidence for the Institutional Investor

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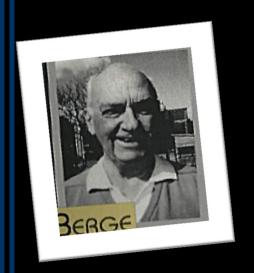
# Brogan Group Equity Research



- Founded in 1968 by Bob Brogan, Sr.
- Family Managed Group since 2002
- Money Flow & Relative Performance Analysis



#### A Tradition of Research Excellence

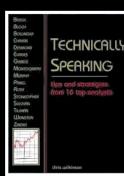


Bob Brogan's notable accomplishments:

- Mentored by Stan Berge in the 70's & 80's
  - Stan was IIAA in Market Timing prior to

    Bob Farrell
- Co-created with Marc Chakin the first windows-based Financial Research & Analytics workstation, today known as the Thomson Reuters EIKON.







THOMSON REUTER

## Money Flow History

## 2 Types of Money Flow

#### Ticker Tape Money Flow

Don Wordon, Lazlo Birinyi & Jesse Livermore

~ Explained in Michael Carr's July 14' issue of Technically Speaking & Lazlo Birinyi's white paper Mr. Market Speaks



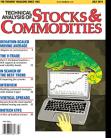


Money Flows: Mr Market Speaks

#### Mean Price Money Flow

Bill Schmitt, Larry William, David Bostian, Marc Chaikin, Bob Brogan, Don Wordon

~ Explained in Stocks & Commodities V. 12:1 (30-37): Chatting With Marc Chaikin & Chris Wilkerson's Technically Speaking





THE
SECRET
OF
SELECTING
STOCKS
FOR
IMMEDIATE
AND
SUBSTANTIAL
GAINS



## Money Flow Factor Explained

Money Flow Measures Buying & Selling Pressure

$$\frac{(close - low) - (high - close)}{(high - low)} \bullet volume$$

$$\frac{(30 - 10) - (30 - 30)}{(30 - 10)} = \frac{20}{20} = 1.0 \bullet volume$$

$$\downarrow \text{Mean} \rightarrow \text{Low}$$

- Close > Mean = Positive Money Flow
- Close < Mean = Negative Money</li>

## Relative Performance Factor Explained

**Relative Performance = Alpha** 

<u>Relative Performance Ratio</u> = <u>Stock Price</u> Index Price

- Money Flow & Relative Performance > 200 day m.a. = Bullish
- Money Flow & Relative Performance < 200 day m.a. = Bearish

# Brogan's Bottom Up Research

Money Flow/Relative Performance Ranking & Screening

~ Liquidity & Alpha Driven Stock Selection ~

#### **Top List**

#### **Technical/Quantitative Screening**

344.65

174.73

75

Automotive Retail

Automotive Retail

S&P500 ~ 1	Ton Mone	v Flow/Relative	Performance	liet -	~ Nov 21. 2018
Jarjuu ~ I	op mone	y FIUW/Nelative	remonitance	LISE	- NOV 21, 2010

Communication Services

Communication Services

Communication Services

Communication Services

Communication Services

Consumer Discretionary

Consumer Discretionary

Consumer Discretionary

Consumer Discretionary

,						
Industry Group	Close	YTD	Weighting	Days	MACD Signal	Days
Advertising	76.51	5	Overweight	20	PosCross	41
Broadcasting	30.44	36	Overweight	105	NegCross	0
Broadcasting	27.73	31	Overweight	106	NegCross	1
Integrated Telecommunication S	Sen 59.45	12	Overweight	31	PosCross	30
Interactive Media & Services	59.42	72	Overweight	16	PosCross	12
Apparel, Accessories & Luxury	Go: 21.52	49	Overweight	11	PosCross	15
Apparel, Accessories & Luxury	Go: 19.975	50	Overweight	14	PosCross	14

Overweight

#### **Accumulation List**

Symbol Name

OMC

٧Z

TRIP

UAA

ORLY

AAP

UA

DISCA

DISCK

OMNICOM GROUP INC

VERIZON COMMUNICATIONS INC

O REILLY AUTOMOTIVE INC NEW

ADVANCE AUTO PARTS INC

DISCOVERY INC

DISCOVERY INC

TRIPADVISOR INC

UNDER ARMOUR INC

UNDER ARMOUR INC

#### S&P500 ~ Accumulation Money Flow/Relative Performance List ~ Nov 21, 2018

-5.05% Ave Loss Year to Date

Symbol	Name	Sector	Industry Group	Close	YTD	Weighting	Days	Signal	Days
NWSA	NEWS CORP NEW	Communication Services	Publishing	12.65	-22	<b>PosNeutral</b>	37	Pos Cross	29
K	KELLOGG CO	Consumer Staples	Packaged Foods & Meats	62.24	-8	PosNeutral	5	NegCross	13
ALL	ALLSTATE CORP	Financials	Property & Casualty Insurance	88.63	-15	<b>PosNeutral</b>	8	NegCross	11
RE	EVEREST RE GROUP LTD	Financials	Reinsurance	216.21	-2	<b>PosNeutral</b>	81	Pos Cross	43
IDXX	IDEXX LABS INC	Healthcare	Healthcare Equipment	194.36	24	<b>PosNeutral</b>	8	NegCross	66
BAX	BAXTER INTL INC	Healthcare	Healthcare Equipment	65.26	1	<b>PosNeutral</b>	18	NegCross	25
ALGN	ALIGN TECHNOLOGY INC	Healthcare	Healthcare Supplies	216.44	-2	<b>PosNeutral</b>	14	NegCross	80

#### **Distribution List**

#### S&P500 ~ Distribution Money Flow/Relative Performance List ~ Nov 21, 2018

11.44% Ave Gain Year to Date

								m AC D	
Symbol	Name	Sector	Industry Group	Close	YTD	Weighting	Days	Signal	Days
IPG	INTERPUBLIC GROUP COS INC	Communication Services	Advertising	23	14	NegNeutral	14	PosCross	40
CMCSA	COMCAST CORP NEW	Communication Services	Cable & Satellite	37.71	-6	NegNeutral	19	PosCross	111
VIAB	VIACOM INC NEW	Communication Services	Movies & Entertainment	31.79	3	NegNeutral	12	PosCross	71
DIS	DISNEY WALT CO	Communication Services	Movies & Entertainment	113.84	6	NegNeutral	35	PosCross	33
FOX	TWENTY FIRST CENTY FOX INC	Communication Services	Movies & Entertainment	48.875	43	NegNeutral	75	PosCross	22
FOXA	TWENTY FIRST CENTY FOX INC	Communication Services	Movies & Entertainment	49.24	43	NegNeutral	81	PosCross	21

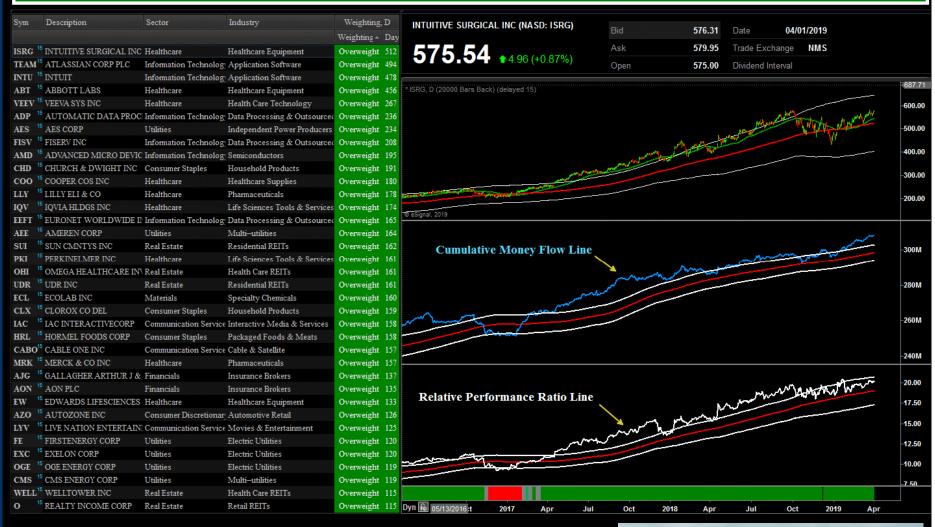
#### **Bottom** List

#### S&P500 ~ Bottom Money Flow/Relative Performance List ~ Nov 21, 2018

-16.55% Ave Loss Year to Date

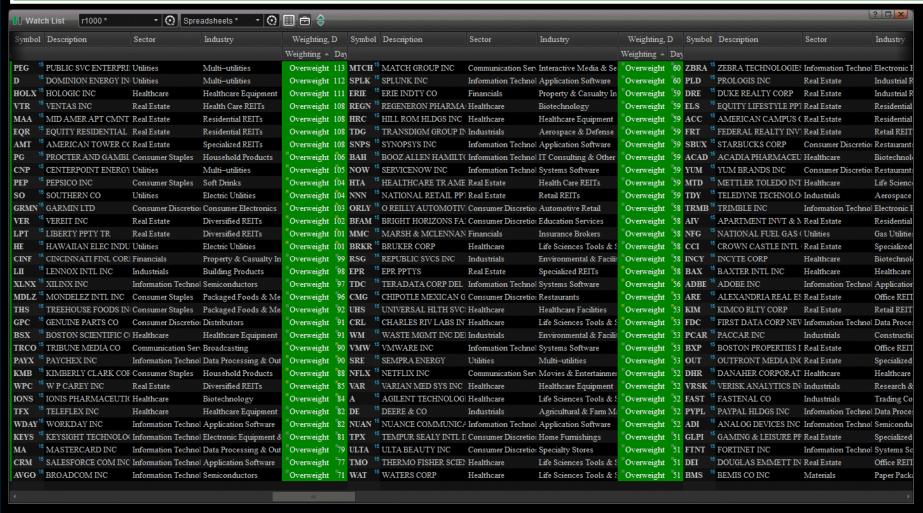
Symbol	Name	Sector	Industry Group	Close	YTD	Weighting	Days	MACD Signal	Days
DISH	DISH NETWORK CORP	Communication Services	Cable & Satellite	31.32	-34	Underweight		PosCross	0
Т	AT&T INC	Communication Services	Integrated Telecommunication Services	s 29.855	-23	Underweight	274	NegCross	3
TTWO	TAKE-TWO INTERACTIVE SOFTWARE	Communication Services	Interactive Home Entertainment	107.28	-2	Underweight	3	NegCross	31
ATVI	ACTIVISION BLIZZARD INC	Communication Services	Interactive Home Entertainment	51	-19	Underweight	6	NegCross	18
EA	ELECTRONIC ARTS INC	Communication Services	Interactive Home Entertainment	84.26	-20	Underweight	63	NegCross	81
FB	FACEBOOK INC	Communication Services	Interactive Media & Services	136.41	-22	Underweight	9	NegCross	80
GOOG	ALPHABET INC	Communication Services	Interactive Media & Services	1045.9	0	Underweight	24	NegCross	59
								No. of Concession, Name of Street, or other party of the Concession, Name of Street, or other pa	Market .

## ~ Momentum Screening ~ Top Money Flow /Relative Performance Ranking



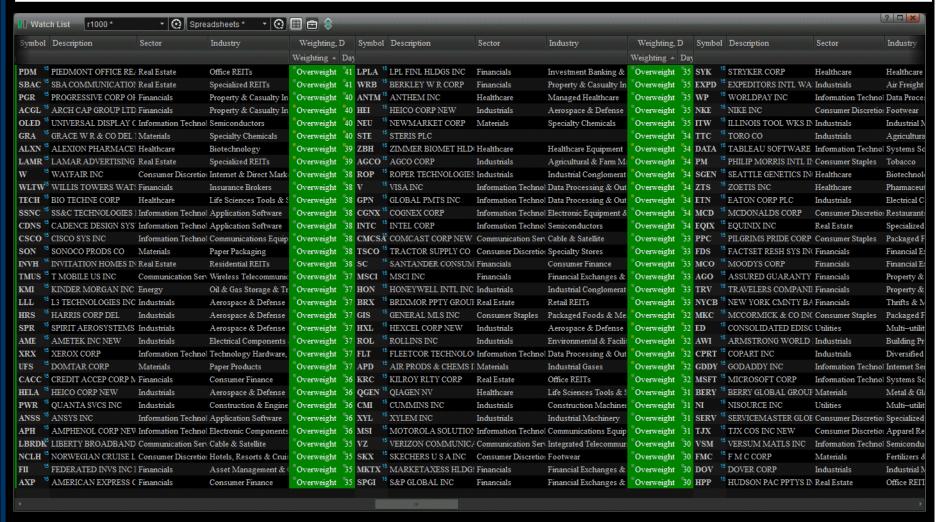
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## ~ Momentum Screening ~ Top Money Flow /Relative Performance <u>Ranking</u>



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## ~ Momentum Screening ~ Top Money Flow /Relative Performance Ranking



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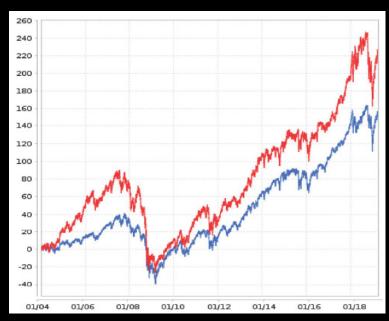
## ~ Momentum Screening ~ Top Money Flow /Relative Performance Ranking

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# ~ Momentum Screening ~ Top Money Flow & Relative Performance Historical Performance

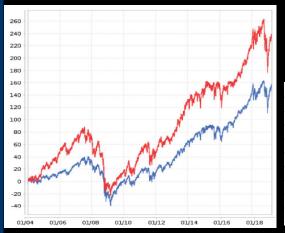




Total Return		221.99%
Benchmark Return		151.67%
Active Return	4 5 5	70.32%
Annualized Return	1> Day PS	7.98%
Annual Turnover	70% Alpha	40.34%
Max Drawdown	1070 Alphi	-61.48%
Benchmark Max Drawdown		-56.78%
Overall Winners		(227/417) 54.44%
Sharpe Ratio		0.48
Correlation with S&P 500 (\$S	P500)	0.89

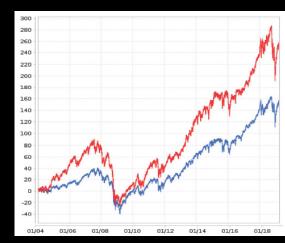
- •The Brogan Group is providing the following charts as an illustration only. The illustrations are not FINRA Rule 2411 research reports and are not intended as to buy or sell securities.
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# Top Money Flow & Relative Performance Historical Performance



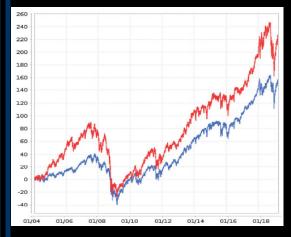
#### 45 Day PS 84% Alpha

Total Return	237.67%
Benchmark Return	153.48%
Active Return	84,19%
Annualized Return	8.32%
Annual Turnover	42,65%
Max Drawdown	-58.76%
Benchmark Max Drawdown	-56.78%
Overall Winners	(241/437) 55.15%
Sharpe Ratio	0.51
Correlation with S&P 500 (\$SP500)	0.92



#### 90 Day PS 102% Alpha

Total Return	255,749
Benchmark Return	153,489
Active Return	102.27%
Annualized Return	8,699
Annual Turnover	40,859
Max Drawdown	-60,959
Benchmark Max Drawdown	-56.789
Overall Winners	(236/421) 56.069
Sharpe Ratio	0.5
Correlation with S&P 500 (\$SP500)	0.9



#### 180 Day PS 117% Alpha

Total Return	271.35%
Benchmark Return	153.48%
Active Return	117.87%
Annualized Return	9.00%
Annual Turnover	39,18%
Max Drawdown	-58,62%
Benchmark Max Drawdown	-56.78%
Overall Winners	(237/401) 59.10%
Sharpe Ratio	0.57
Correlation with S&P 500 (\$SP500)	0.93

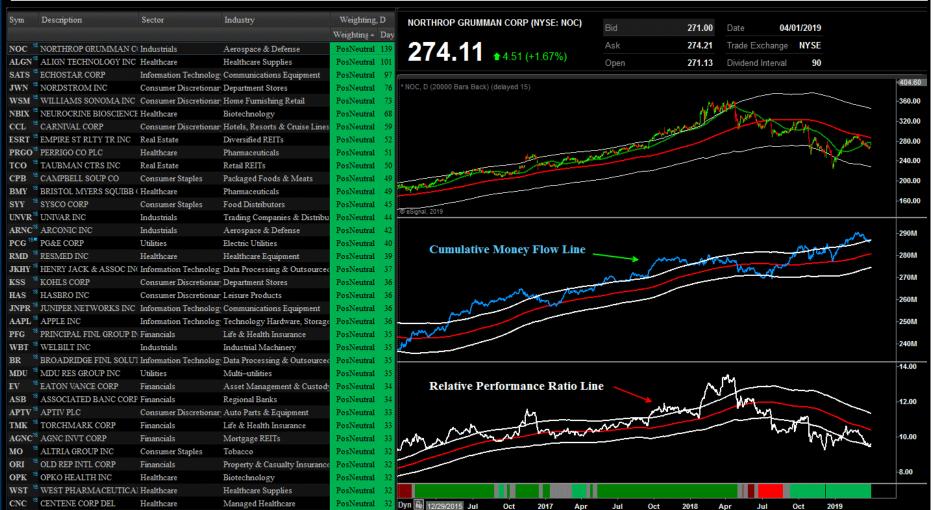


#### 200 Day PS 113% Alpha

Total Return	266,46%
Benchmark Return	153.48%
Active Return	112,99%
Annualized Return	8,90%
Annual Turnover	38,75%
Max Drawdown	-58,77%
Benchmark Max Drawdown	-56.78%
Overall Winners	(231/395) 58.48%
Sharpe Ratio	0.56
Correlation with S&P 500 (\$SP500)	0.92

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# ~ Value Screening ~ Money Flow /Relative Performance Ranking



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# ~ Value Screening ~ Money Flow /Relative Performance Ranking

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ymbol	Description	Sector	Industry	Weighting, I	D Symbo	1 Description	Sector	Industry	Weighting,
				Weighting A	Day				Weighting A
MY	15 BRISTOL MYERS SQUIBB CO	Healthcare	Pharmaceuticals	PosNeutral	49 CTSH	15 COGNIZANT TECHNOLOGY SOLU	Information Technology	IT Consulting & Other Services	PosNeutral
ľΥ	15 SYSCO CORP	Consumer Staples	Food Distributors	PosNeutral	45 VNO	15 VORNADO RLTY TR	Real Estate	Office REITs	PosNeutral
NVR	15 UNIVAR INC	Industrials	Trading Companies & Distributors	PosNeutral	44 T	15 AT&T INC	Communication Services	Integrated Telecommunication Servi	PosNeutral
RNC	15 ARCONIC INC	Industrials	Aerospace & Defense	PosNeutral	42 CAG	15 CONAGRA BRANDS INC	Consumer Staples	Packaged Foods & Meats	PosNeutral
CG	<sup>15■</sup> PG&E CORP	Utilities	Electric Utilities	PosNeutral	40 NLY	15 ANNALY CAP MGMT INC	Financials	Mortgage REITs	PosNeutral
MD	15 RESMED INC	Healthcare	Healthcare Equipment	PosNeutral	39 NTAP	15 NETAPP INC	Information Technology	Technology Hardware, Storage & P	PosNeutral
CHY	15 HENRY JACK & ASSOC INC	Information Technology	Data Processing & Outsourced Serv	PosNeutral	37 CERN	15 CERNER CORP	Healthcare	Health Care Technology	PosNeutra
SS	15 KOHLS CORP	Consumer Discretionary	Department Stores	PosNeutral	36 UPS	15 UNITED PARCEL SERVICE INC	Industrials	Air Freight & Logistics	PosNeutra
AS	15 HASBRO INC	Consumer Discretionary	Leisure Products	PosNeutral	36 LOGM	15 LOGMEIN INC	Information Technology	Application Software	PosNeutra
NPR	15 JUNIPER NETWORKS INC	Information Technology	Communications Equipment	PosNeutral	36 MSM	15 MSC INDL DIRECT INC	Industrials	Trading Companies & Distributors	PosNeutra
APL	15 APPLE INC	Information Technology	Technology Hardware, Storage & Pe	PosNeutral	36 SRC	15 SPIRIT RLTY CAP INC NEW	Real Estate	Retail REITs	PosNeutra
G	15 PRINCIPAL FINL GROUP INC	Financials	Life & Health Insurance	PosNeutral	35 RYN	15 RAYONIER INC	Real Estate	Specialized REITs	PosNeutra
BT	15 WELBILT INC	Industrials	Industrial Machinery	PosNeutral	35 TRIP	15 TRIPADVISOR INC	Communication Services	Interactive Media & Services	PosNeutra
2	15 BROADRIDGE FINL SOLUTIONS I	Information Technology	Data Processing & Outsourced Serv	PosNeutral	35 PDCO	15 PATTERSON COMPANIES INC	Healthcare	Healthcare Distributors	PosNeutra
DU	15 MDU RES GROUP INC	Utilities	Multi-utilities	PosNeutral	35 HIW	15 HIGHWOODS PPTYS INC	Real Estate	Office REITs	PosNeutra
	15 EATON VANCE CORP	Financials	Asset Management & Custody Ban	PosNeutral	34 AGR	15 AVANGRID INC	Utilities	Electric Utilities	PosNeutra
B	<sup>15</sup> ASSOCIATED BANC CORP	Financials	Regional Banks	PosNeutral	34 <b>Z</b>	15 ZILLOW GROUP INC	Communication Services	Interactive Media & Services	PosNeutra
PTV	15 APTIV PLC	Consumer Discretionary	Auto Parts & Equipment	PosNeutral	33 LSTR	15 LANDSTAR SYS INC	Industrials	Trucking	PosNeutra
ΔK	15 TORCHMARK CORP	Financials	Life & Health Insurance	PosNeutral	33 HD	15 HOME DEPOT INC	Consumer Discretionary	Home Improvement Retail	PosNeutra
GNC	15 AGNC INVT CORP	Financials	Mortgage REITs	PosNeutral	33 CHRW	<sup>15</sup> C H ROBINSON WORLDWIDE INC	Industrials	Air Freight & Logistics	PosNeutra
0	15 ALTRIA GROUP INC	Consumer Staples	Tobacco	PosNeutral	32 WRI	15 WEINGARTEN RLTY INVS	Real Estate	Retail REITs	PosNeutra
RI	15 OLD REP INTL CORP	Financials	Property & Casualty Insurance	PosNeutral	32 CPA	15 COPA HOLDINGS SA	Industrials	Airlines	PosNeutra
PK	15 OPKO HEALTH INC	Healthcare	Biotechnology	PosNeutral	32 WCG	15 WELLCARE HEALTH PLANS INC	Healthcare	Managed Healthcare	PosNeutra
ST	15 WEST PHARMACEUTICAL SVSC	Healthcare	Healthcare Supplies	PosNeutral	32 TRU	15 TRANSUNION	Industrials	Research & Consulting Services	PosNeutra
NC	15 CENTENE CORP DEL	Healthcare	Managed Healthcare	PosNeutral	32 RPAI	15 RETAIL PPTYS AMER INC	Real Estate	Retail REITs	PosNeutra
IR.	15 EMERSON ELEC CO	Industrials	Electrical Components & Equipment	PosNeutral	32 KR	15 KROGER CO	Consumer Staples	Food Retail	PosNeutra
BBV	15 ABBVIE INC	Healthcare	Biotechnology	PosNeutral	30 CONE	15 CYRUSONE INC	Real Estate	Specialized REITs	PosNeutra
XIM	15 MAXIM INTEGRATED PRODS IN	Information Technology	Semiconductors	PosNeutral	30 NDAQ	15 NASDAQ INC	Financials	Financial Exchanges & Data	PosNeutra
<b>IP</b>	15 AMERIPRISE FINL INC	Financials	Asset Management & Custody Ban	PosNeutral	29 ICE	15 INTERCONTINENTAL EXCHANGE	E Financials	Financial Exchanges & Data	PosNeutra
	15 KELLOGG CO	Consumer Staples	Packaged Foods & Meats	PosNeutral	28 CAH	15 CARDINAL HEALTH INC	Healthcare	Healthcare Distributors	PosNeutra
IIN	15 HAIN CELESTIAL GROUP INC	Consumer Staples	Packaged Foods & Meats	PosNeutral	28 LDOS	15 LEIDOS HLDGS INC	Information Technology	IT Consulting & Other Services	PosNeutra
AC	<sup>15</sup> MACERICH CO	Real Estate	Retail REITs	PosNeutral	28 MCY	15 MERCURY GENL CORP NEW	Financials	Property & Casualty Insurance	PosNeutra
SLA	15 TESLA INC	Consumer Discretionary	Automobile Manufacturers	PosNeutral	27 DCI	15 DONALDSON INC	Industrials	Industrial Machinery	PosNeutra

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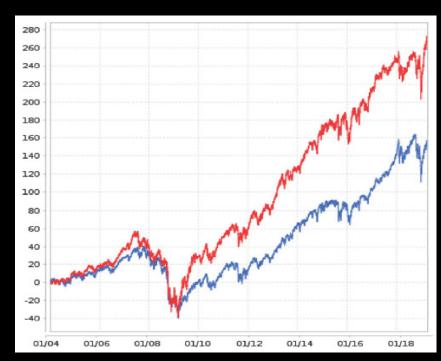
# ~ Value Screening ~ Money Flow /Relative Performance Ranking

	ch List r1000 * • 6	Spreadsheets * •	Q <b>=</b> ÷						
Symbol	Description	Sector	Industry	Weighting, D	Symbol	Description	Sector	Industry	Weighting, D
				Weighting *	Day				Weighting * 1
NATI	15 NATIONAL INSTRS CORP	Information Technology	Electronic Equipment & Instruments	PosNeutral	12 BK	15 BANK NEW YORK MELLON COR	Financials	Asset Management & Custody Ban	PosNeutral
H	15 HYATT HOTELS CORP	Consumer Discretionary	Hotels, Resorts & Cruise Lines	PosNeutral	11 DFS	15 DISCOVER FINL SVCS	Financials	Consumer Finance	PosNeutral
BBT	15 BB&T CORP	Financials	Regional Banks	PosNeutral	11 ANAT	15 AMERICAN NATL INS CO	Financials	Multi-line Insurance	PosNeutral
PFE	<sup>15</sup> PFIZER INC	Healthcare	Pharmaceuticals	PosNeutral	11 PB	<sup>15</sup> PROSPERITY BANCSHARES INC	Financials	Regional Banks	PosNeutral
BWXT	15 BWX TECHNOLOGIES INC	Industrials	Aerospace & Defense	PosNeutral	11 UNIT	15 UNITI GROUP INC	Real Estate	Specialized REITs	PosNeutral
LSI	<sup>15</sup> LIFE STORAGE INC	Real Estate	Specialized REITs	PosNeutral	11 TIF	15 TIFFANY & CO NEW	Consumer Discretionary	Specialty Stores	PosNeutral
DISH	15 DISH NETWORK CORP	Communication Services	Cable & Satellite	PosNeutral	10 IDXX	15 IDEXX LABS INC	Healthcare	Healthcare Equipment	PosNeutral
ROST	<sup>15</sup> ROSS STORES INC	Consumer Discretionary	Apparel Retail	PosNeutral	10 MAN	15 MANPOWERGROUP INC	Industrials	Human Resource & Employment Se	PosNeutral
LEXEA	<sup>15</sup> LIBERTY EXPEDIA HLDGS INC	Consumer Discretionary	Internet & Direct Marketing Retail	PosNeutral	10 AKAM	15 AKAMAI TECHNOLOGIES INC	Information Technology	Internet Services & Infrastructure	PosNeutral
AMGN	15 AMGEN INC	Healthcare	Biotechnology	PosNeutral	10				
BURL	<sup>15</sup> BURLINGTON STORES INC	Consumer Discretionary	Apparel Retail	PosNeutral	9				
СНН	15 CHOICE HOTELS INTL INC	Consumer Discretionary	Hotels, Resorts & Cruise Lines	PosNeutral	9				
OXY	<sup>15</sup> OCCIDENTAL PETE CORP	Energy	Integrated Oil & Gas	PosNeutral	9				
USG	<sup>15</sup> U S G CORP	Industrials	Building Products	PosNeutral	9				
RHI	15 ROBERT HALF INTL INC	Industrials	Human Resource & Employment Se	PosNeutral	9				
WY	15 WEYERHAEUSER CO	Real Estate	Specialized REITs	PosNeutral	9				
VMI	15 VALMONT INDS INC	Industrials	Construction & Engineering	PosNeutral	8				
PXD	<sup>15</sup> PIONEER NAT RES CO	Energy	Oil & Gas Exploration & Production	PosNeutral	7				
ILMN	15 ILLUMINA INC	Healthcare	Life Sciences Tools & Services	PosNeutral	6				
LKQ	15 LKQ CORP	Consumer Discretionary	Distributors	PosNeutral	5				
HP	15 HELMERICH & PAYNE INC	Energy	Oil & Gas Drilling	PosNeutral	5				
APA	15 APACHE CORP	Energy	Oil & Gas Exploration & Production	PosNeutral	5				
TROW	15 PRICE T ROWE GROUP INC	Financials	Asset Management & Custody Ban	PosNeutral	5				
MORN	15 MORNINGSTAR INC	Financials	Financial Exchanges & Data	PosNeutral	5				
NBR	15 NABORS INDUSTRIES LTD	Energy	Oil & Gas Drilling	PosNeutral	4				
AXS	<sup>15</sup> AXIS CAPITAL HOLDINGS LTD	Financials	Property & Casualty Insurance	PosNeutral	4				
BDX	15 BECTON DICKINSON & CO	Healthcare	Healthcare Equipment	PosNeutral	4				
MDT	15 MEDTRONIC PLC	Healthcare	Healthcare Equipment	PosNeutral	4				
AVT	<sup>15</sup> AVNET INC	Information Technology	Technology Distributors	PosNeutral	4				
PRU	15 PRUDENTIAL FINL INC	Financials	Life & Health Insurance	PosNeutral	3				
PBCT	15 PEOPLES UTD FINL INC	Financials	Regional Banks	PosNeutral	3				
OMC	15 OMNICOM GROUP INC	Communication Services	Advertising	PosNeutral	2				
GM	<sup>15</sup> GENERAL MTRS CO	Consumer Discretionary	Automobile Manufacturers	PosNeutral	2				

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# Value Money Flow Relative Performance Backtest

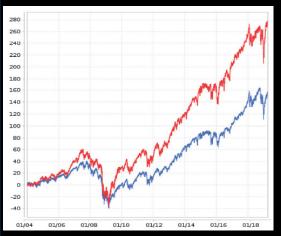
Return (%)																
Model																15.35
Benchmark																
Excess	3.46	0,34	4.56	-1.88	-1.69	29.92	4.75	6.21	1.79	-5.59	6.75	2,22	4.26	-8.88	-1.23	3.72



Total Return	267.76%
Benchmark Return	151.67%
Active Return	116.09%
Annualized Return 1> Day PS	8.93%
Annual Turnover 116% Alpha	43,66%
Max Drawdown	-60,06%
Benchmark Max Drawdown	-56.78%
Overall Winners	(241/362) 66.57%
Sharpe Ratio	0.56
Correlation with S&P 500 (\$SP500)	0.90

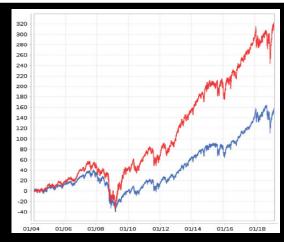
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## ~ Value Screening ~ Money Flow Relative Performance Historical Performance



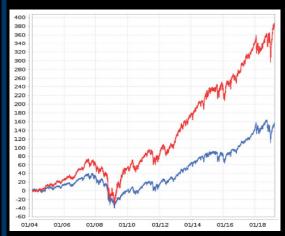
#### 45 Day PS 120% Alpha

Total Return	273.17%
Benchmark Return	153.48%
Active Return	119.69%
Annualized Return	9.03%
Annual Turnover	51.94%
Max Drawdown	-60,10%
Benchmark Max Drawdown	-56.78%
Overall Winners	(280/421) 66.51%
Sharpe Ratio	0.57
Correlation with S&P 500 (\$SP500)	0.94



#### 90 Day PS 164% Alpha

Total Return	317,96%
Benchmark Return	153,48%
Active Return	164,48%
Annualized Return	9,85%
Annual Turnover	49,81%
Max Drawdown	-58,21%
Benchmark Max Drawdown	-56.78%
Overall Winners	(273/400) 68.25%
Sharpe Ratio	0.60
Correlation with S&P 500 (\$SP500)	0.92



#### 180 Day PS 229% Alpha

Total Return	382.92%
Benchmark Return	153.48%
Active Return	229.44%
Annualized Return	10.89%
Annual Turnover	45.72%
Max Drawdown	-60,73%
Benchmark Max Drawdown	-56.78%
Overall Winners	(264/374) 70.59%
Sharpe Ratio	0.66
Correlation with S&P 500 (\$SP500)	0.92



# 200 Day PS 243% Alpha

Total Return	382.92%
Benchmark Return	153.48%
Active Return	229.44%
Annualized Return	10.89%
Annual Turnover	45.72%
Max Drawdown	-60,73%
Benchmark Max Drawdown	-56.78%
Overall Winners	(264/374) 70.59%
Sharpe Ratio	0.66
Correlation with S&P 500 (\$SP500)	0.92

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# Brogan's Top Down Research

~ Money Flow Breadth ~

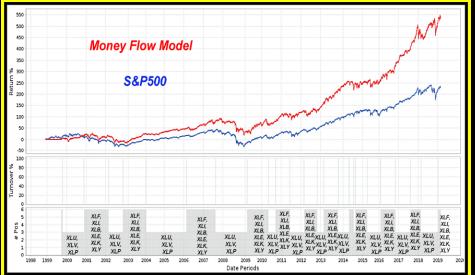
Liquidity Driven Market Timing Indicator

# ~ Brogan's Money Flow Breadth ~ Liquidity Market Timing Indicator



DJIA Money Flow Breadth 310% Alpha

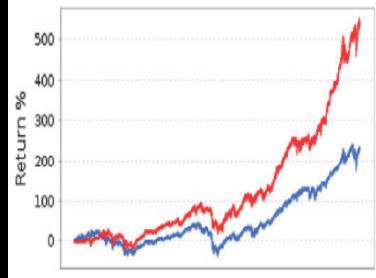
Screen	542.87%
S&P 500 (SPY)	232.79%



	Screen	S&P 500 (SPY)
Return		
Annualized	9.63%	6.12%
One Month	0.86%	1.18%
Three Month	10.65%	14.52%
One Year	15.11%	9.43%
Three Year	71.95%	46.02%
Five Year	91.96%	68.15%
Total	542.87%	232.79%

# ~ Brogan's Money Flow Breadth ~ Liquidity Market Timing Indicator





DJIA Money Flow Breadth 310% Alpha

Screen	542.87%
S&P 500 (SPY)	232.79%

	Screen	S&P 500 (SPY)
Return		
Annualized	9.63%	6.12%
One Month	0.86%	1.18%
Three Month	10.65%	14.52%
One Year	15.11%	9.43%
Three Year	71.95%	46.02%
Five Year	91.96%	68.15%
Total	542.87%	232.79%

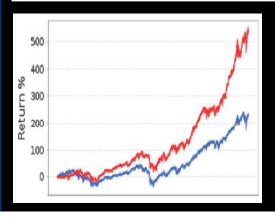
# ~ Money Flow Breadth vs. Price Breadth ~ Top Down Market Timing Indicator





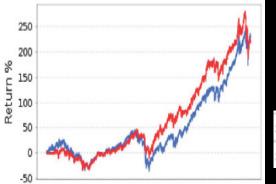
DOW 30 Money Flow Breadth % Stocks Money Flow > 200 Day m.a.

DOW 30 Price Breadth % Stocks Price > 200 Day m.a.



DJIA MF Breadth 310% Alpha

Screen	542.87%
S&P 500 (SPY)	232.79%



DJIA
Price Breadth
-10% Alpha

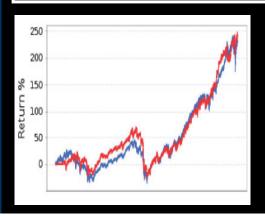
Screen	223.86%
S&P 500 (SPY)	232.79%

# ~ Money Flow Breadth vs. Price Breadth ~ Top Down Market Timing Indicator





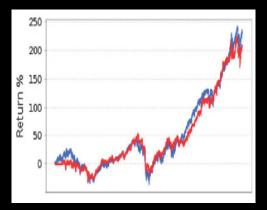
S&P500 Money Flow Breadth % Stocks Money Flow > 200 Day m.a.



S&P500 MF Breadth 11% Alpha

Screen	206.84%
S&P 500 (SPY)	232.79%

S&P500 Price Breadth % Stocks Price > 200 Day m.a.



S&P500 Price Breadth -25% Alpha

Screen	244.31%
S&P 500 (SPY)	232.79%

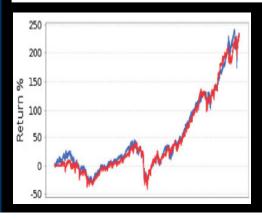
# ~ Money Flow Breadth vs. Price Breadth ~ Top Down Market Timing Indicator





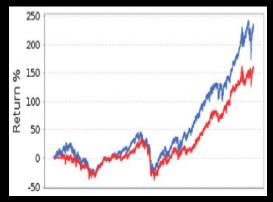
S&P400 Money Flow Breadth % Stocks Money Flow > 200 Day m.a.

S&P400 Price Breadth % Stocks Price > 200 Day m.a.



S&P400 MF Breadth 2% Alpha

Screen	234.61%
S&P 500 (SPY)	232.79%



S&P400 Price Breadth -52% Alpha

Screen	160.87%
S&P 500 (SPY)	232.79%

# ~ Money Flow Breadth vs. Price Breadth ~ Top Down Market Timing Indicator

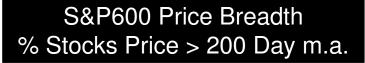


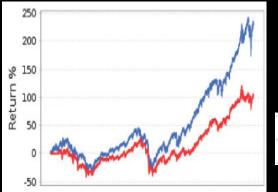


S&P600 Money Flow Breadth % Stocks Money Flow > 200 Day m.a.



Screen	203.86%
S&P 500 (SPY)	232.79%



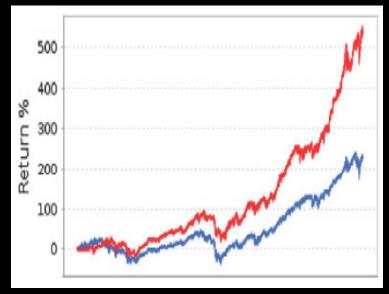


S&P600 Price Breadth -127% Alpha

Screen	105.76%
S&P 500 (SPY)	232.79%

# Best Measure Tested ~ Brogan's DJIA Money Flow Breadth ~ Liquidity Market Timing Indicator





DJIA Money Flow Breadth 310% Alpha

Screen	542.87%
S&P 500 (SPY)	232.79%

	Screen	S&P 500 (SPY)
Return		
Annualized	9.63%	6.12%
One Month	0.86%	1.18%
Three Month	10.65%	14.52%
One Year	15.11%	9.43%
Three Year	71.95%	46.02%
Five Year	91.96%	68.15%
Total	542.87%	232.79%

# Market Call Cyclicals Vs. Non-Cyclicals



**BGER Cyclical 6 index ETF: ~BGERCI2** 

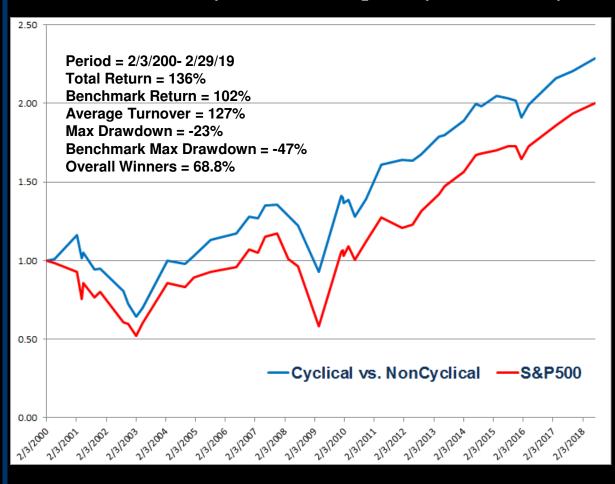
Cyclical Index vs. Non-Cyclical Index

**591566.68** •-176.21 (-0.03%)



#### Cyclical Vs. Non-Cyclical

• Tactically Generate Alpha By Persistently Managing Alpha Trends



- Produces ALPHA In Bull & Bear Markets
- 18 Year 39% Alpha Return versus S&P500
- Increase Cyclical Exposure Before Market Markups
- Reduce Cyclical Exposure Before Market Drawdown



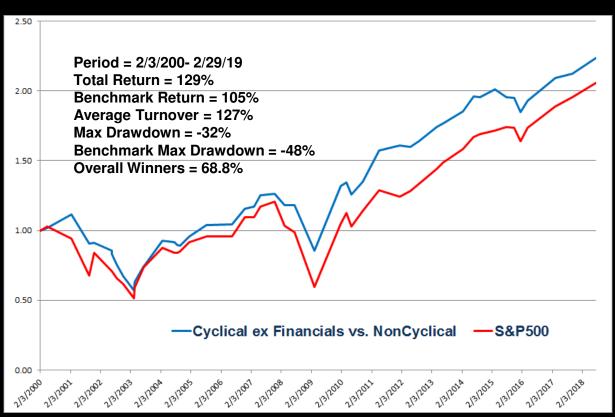
BGER Cyclical Index ex Financials: ~BGEREXFIN

498619.36 +229.03 (+0.05%) Cyclical Index ex Financials vs. Non-Cyclical Index



#### Cyclical ex Financials Vs. Non-Cyclical

• Tactically Generate Alpha By Persistently Managing Alpha Trends



- Produces ALPHA In Bull & Bear Markets
- 18 Year 22% Alpha Return versus S&P500
- Increase Cyclical Exposure Before Market Markups
- Reduce Cyclical Exposure Before Market Drawdown



BGER Cyclical Index ex Tech: ~BGEREXTECH

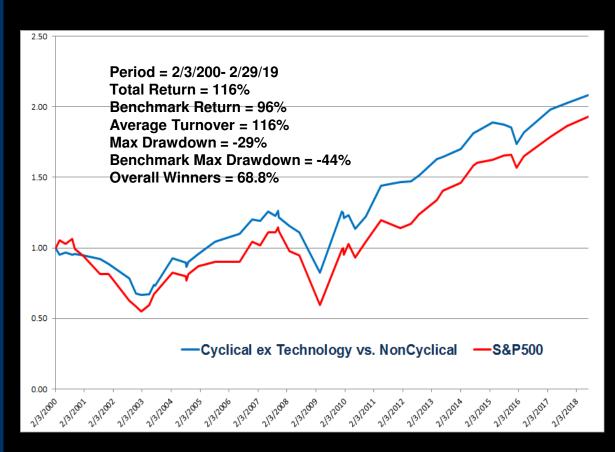
8318.13 +6.75 (+0.08%)

Cyclical ex Technology Index vs. Non-Cyclical Index



#### Cyclical ex Technology Vs. Non-Cyclical

• Tactically Generate Alpha By Persistently Managing Alpha Trends



- Produces ALPHA In Bull & Bear Markets
- 18 Year 20% Alpha Return versus S&P500
- Increase Cyclical Exposure Before Market Markups
- Reduce Cyclical Exposure Before Market Drawdown



## Bob Brogan, CMT



- Co-Head Market Technician and Equity Market Strategist for The Brogan Group Equity Research
- Produces and Markets Money Flow/Relative
   Performance Equity Research to Portfolio Mangers
- Editor of "Signal Report" a daily market letter providing daily commentary on equity market strategy using proprietary money flow research



## Terence W. Brogan, CMT



- Co-Head Market Technician and Equity Market
   Strategist for The Brogan Group Equity Research
- Produces and Markets Money Flow/Relative
   Performance Equity Research to Portfolio Mangers
- Editor of "The Relative Report" a daily market letter providing daily commentary on equity market strategy using proprietary money flow research



## Robert V. Brogan, Jr.



- The Head of Operations and Business Development for The Brogan Group Equity Research
- Helps Market the Money Flow/Relative Performance Equity Research to Portfolio Mangers





#### Raising Confidence for the Institutional Investor

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