## Forbes

## Generate Superior Equity Returns

With Dividends \& Premium Income
John Dobosz, Editor
Forbes Dividend Investor
Forbes Premium Income Report

# Earning Income From Equities 

## Dividend-Paying Stocks

## Selling Options On Stocks

 covered calls (buy writes) cash-covered puts dividends to boost returns
# Print Money Every Month Pocketing Dividends \& Options Premium 

4 Dividends, 8 Covered Calls

## Figuring Total Return

Price Change + Dividends + Premium Price Paid

Dividends \& Options Premium Reduce Cost Basis

## Three Reasons Stock Prices Rise

- Earnings

Depend on management decisions, competitive stature, overall economy

- Dividend Growth

Cash you earn for owning stocks; growth and continuity are highly prized

- Expanding Multiples

Price/Earnings, Price/Sales, Price/Cash Flow; Influenced by interest rates, earnings

## 2016 - It Was A Very Good Year

## ■ SAP 500 SPDRs $\$ SPDR DJIA $\|$ Russell 2000 ishr

## Forbes Premium Income Report

 2016 Closed Trades: 111/112 (99.1\%) profitable $+5.6 \%$ average,$+36.4 \%$ annualized
# Forbes Dividend Investor Top 25 Portfolio +19.2\% 

Strong Showing From Stocks In 2017


## Where Are We Now?



## Unleashing 'Animal Spirits’



## Repeal \& Replace Replacement






## S\&P 500 CAPE Ratio 1900-2017



## Interest Rates On The Rise

\$TNX CBOE 10-Year US Treasury Yield INDX
7.Jul-2017
\$ \$TNX (Daily) 23.93

- MA.(50) 22.55
- MA (200) 22.48 in Wolume undef

Open 23.87 High 23.96 Low 23.62 Close 23.93 Chg $+0.23(+0.97 \%) \Delta$

Aug Sep Oct Nov Dec 2016 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2017 Feb Mar Apr May Jun Jul

## Generational Turn In Rates?

## The long history of long (10-year US treasuries) yields



Source: Global Financial Database, Goldman Sachs Global ECS Research. Special thanks to Jose Ursua.

## Interest Rates Influence Stock Prices

$$
D C F=\frac{C F_{1}}{(1+r)^{1}}+\frac{C F_{2}}{(1+r)^{2}}+\cdots+\frac{C F_{n}}{(1+r)^{n}}
$$

$F V=D C F \cdot(1+i)^{n}$

## U.S. GDP Growth 1947-2017

US Real GDP Growth (SAAR)
3.2\% Average Since 1947

## U.S. Gov’t Debt to GDP 105\%

$\underbrace{105}_{105}$

## The Fred Sanford Fear

This Is The Big One!


## Returns Since 1926



## Depressed Returns Since 1996

## Ibbotson ${ }^{\circledR}$ SBBl ${ }^{\circledR}$

Stocks, Bonds, Bills, and Inflation 1996-2015


## ..but stocks still provide the best returns

## Warren Buffett

## 2017 Berkshire Hathaway shareholder letter

"Investors who avoid high and unnecessary costs and simply sit for an extended period with a collection of
large, conservatively-financed
American businesses will almost certainly do well."

## Don't Depend On Crystal Balls



# Demand Dividends! 

## Buy Cheap Stocks

Get Paid To Wait

## Why Dividends?

- Big source of total return, especially when stock prices are flat or declining
- Indication of management's long-term commitment to shareholder value
- Reliable source of portfolio income with yields substantially higher than bond rates


## The <br> Best Dividend Stocks are the <br> Best Value Stocks <br> It pays to be cheap

## Make Friends of Fear \& Greed




## Aetroit jree fress

HOME NEWS SPORTS BUSINESS AUTOS LIFE ENIERTANMENT OPINION ARCHIVES OSATODAY MORE

## Downtown Detroit sales prices rise to 'insane' levels

John Gallagher, Detroit Free Press Published 11:27 p.m. ET April 23, 2016| Updated 12:10 p.m. ET April 24, 2016


## Respect Ben Graham



## BENJAMIN GRAHAM <br> updated with new commentary by JASON ZWEIG

Preface and Appendix by WARREN E. BUFFETT
$\left.1 \begin{array}{l}\text { "By far the best book on } \\ \text { investing ever written." } \\ \text {-Warren E. Buffett }\end{array}<\begin{array}{c}\text { An INSTANT } \\ \text { Wall Street } \\ \text { Journal } \\ \text { Bestseller }\end{array}\right\}$ INTELLIGENT INVESTOR =

## THE DEFINITIVEBOOK ON VALUE INVESTING

## HarperBusiness Essentials

# Margin of Safety 

The margin of safety is always dependent on the price paid. It will be large at one price, small at some higher price, nonexistent at some still higher price.

- Bexiemin Graham -

AZ QU@TES

## Oracle of Omaha Agrees

The three most important words in investing...Margin of Safety.

\author{

- Warren Buffett -
}


## Honest Abe



## "Don't believe everything you read on the

 Internet just because there's a picture with a quote next to it."-Abraham Lincoln

## Buy Low, Sell High




## Price-Earnings Growth: PEG Ratio

## P/E Ratio / EPS Growth

Shoot for PEG < 1.0

## PEGY Ratio

## Builds on PEG Ratio by including dividends

## PEGY = P/E / Growth Rate + Dividend Yield

## Eugene Fama \& Kenneth French



Value \& Smaller Stocks Outperform

$$
r=R_{f}+\beta_{3}\left(K_{m}-R_{f}\right)+b_{s} \cdot S M B+b_{v} \cdot H M L+\alpha
$$

## Harry Markowitz Efficient Market Hypothesis



## MATIOMAL BESTSELLEE

The Time-Fested Strategy for<br>Successful Investing




## Screening For Dividends


$\ddagger$ Universe Limitations

## Column Heading

Recent Price
2. Date $(3 / 24 / 2017)$
3. Dividend Yield \%
4. Dividend /share \$
5. LTM EPS \$
3. P/S discount to 5 -year avg \%

P/BV discount to 5-year avg \%
3. P/E discount to 5 -year avg $\%$
9. EV/EBITDA discount to 5 -yr average \%
10. P/CF discount to 5 -yr average \%
11. FY1 EST EPS \$
12. FY2 EST EPS \$
13. FE Actual EPS \$
14. FY1 Report Date

|  | Passed | Available |
| :--- | :--- | :--- |
| POCameter Detail | NOCALC | NOCALC | Comments

## Forbes Dividend Investor

- Value Investing approach
- Stocks at discounts to historical valuations:
- Price-Sales, Price-Earnings, Price-Cash Flow (Operating \& Free), EV/EBITDA, Book Value
- Positive revenue growth, comfortable dividend coverage, positive operating cash flow
- Dividend growth and PEG ratio are also factors
- Insider buying/selling also considered


# Dividend Payout Ratio 

## Dividends / Earnings

Lower the better, but some industries pay out a higher percentage (REITs, MLPs)

Good idea to look at dividends divided by cash flow; earnings are not cash

# Dividend Yield 

## How High? Keep in mind <br> the " $4 \%$ Rule"

## Dividend Growth

\% change year-over-year

## Looking for long-term growth

## Cutting the dividend is serious

## Revenue Growth

## Can't pay higher

 dividends for long without rising sales
# Common Stocks 

MLPs<br>REITs<br>BDCs



## Weekly Top 25

| Ticker | Company | July 7 | Market Cap | Dividend |  | EPS | P/S | P/E | P/CF |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Price | (millions) | Yield | /share | 2017 est. | \% +/- 5-yr average |  |  |
| EQM | EQT Midstream Partners, L.P. | \$76.30 | \$6,148 | 4.7\% | \$3.56 | \$5.56 | -17.3 | -29.1 | -24.6 |
| OH | Omega Healthcare Investors | \$32.60 | \$6,416 | 7.7\% | \$2.52 | \$1.99 | -10.1 | -25.3 | -20.5 |
| KSS | Kohl's | \$38.24 | \$6,519 | 5.8\% | \$2.20 | \$3.66 | -34.0 | -19.1 | -46.5 |
| HT | Hersha Hospitality Trust | \$18.27 | \$763 | 6.1\% | \$1.12 | \$1.33 | -39.5 | -45.5 | -4.3 |
| STWD | Starwood Property Trust | \$22.09 | \$5,750 | 8.7\% | \$1.92 | \$2.10 | 1.8 | -18.1 | -27.5 |
| GILD | Gilead Sciences | \$69.25 | \$90,491 | 3.0\% | \$2.08 | \$8.12 | -50.3 | -53.8 | -65.6 |
| CLDT | Chatham Lodging Trust | \$20.02 | \$768 | 6.6\% | \$1.32 | \$0.73 | -9.3 | -49.9 | -13.8 |
| MDC | M.D.C. Holdings | \$35.57 | \$1,834 | 2.8\% | \$1.00 | \$2.52 | -16.4 | -18.0 | -97.9 |
| MIC | Macquarie Infrastructure Corp. | \$77.59 | \$6,395 | 6.8\% | \$5.28 | \$2.41 | 19.1 | -56.3 | -16.8 |
| HST | Host Hotels \& Resorts | \$18.26 | \$13,508 | 4.4\% | \$0.80 | \$0.78 | -5.7 | -64.0 | -18.6 |
| LAZ | Lazard Ltd. | \$46.59 | \$6,046 | 3.5\% | \$1.64 | \$3.40 | -1.4 | -37.1 | -3.0 |
| FAST | Fastenal | \$43.89 | \$12,696 | 2.9\% | \$1.28 | \$1.87 | -16.8 | -18.2 | -9.2 |
| CMP | Compass Minerals International | \$65.55 | \$2,217 | 4.4\% | \$2.88 | \$3.09 | -21.1 | 12.2 | 7.2 |
| ABBV | AbbVie | \$72.03 | \$114,639 | 3.6\% | \$2.56 | \$5.53 | 5.1 | -48.5 | -8.3 |
| UFS | Domtar | \$36.71 | \$2,298 | 4.5\% | \$1.66 | \$2.60 | -10.9 | -24.9 | -5.0 |
| CCI | Crown Castle International | \$99.47 | \$36,417 | 3.8\% | \$3.80 | \$1.23 | 16.2 | -34.8 | -11.2 |
| HBI | Hanesbrands | \$22.93 | \$8,350 | 2.6\% | \$0.60 | \$1.98 | -11.7 | -49.0 | -35.7 |
| FSP | Franklin Street Properties | \$10.93 | \$1,172 | 7.0\% | \$0.76 | \$0.10 | -12.6 | 38.4 | 11.4 |
| PLOW | Douglas Dynamics | \$31.85 | \$720 | 3.0\% | \$0.96 | \$1.38 | -6.5 | -10.4 | -9.5 |
| GTY | Getty Realty | \$25.26 | \$874 | 4.4\% | \$1.12 | \$1.14 | 24.5 | -48.9 | 8.5 |
| CAJ | Canon | \$32.38 | \$42,731 | 3.9\% | \$1.26 | \$1.65 | 6.2 | 13.2 | -12.5 |
| AAPL | Apple | \$144.18 | \$751,731 | 1.7\% | \$2.52 | \$8.91 | 9.2 | 17.5 | -3.3 |
| INTC | Intel | \$33.88 | \$159,541 | 3.2\% | \$1.09 | \$2.86 | -1.7 | -17.0 | 6.1 |
| DFT | DuPont Fabros Technology | \$59.61 | \$4,640 | 3.4\% | \$2.00 | \$1.81 | 70.6 | -31.0 | 14.0 |
| AEP | American Electric Power | \$69.15 | \$34,002 | 3.4\% | \$2.36 | \$3.65 | 27.0 | -18.7 | 13.0 |
|  |  |  | AVERAGE | 4.48\% |  |  |  |  |  |

## Valuation Discounts

Valuation Summary

|  | 5 Year |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Current | High | Low | Avg | $\begin{aligned} & \text { Vs } \\ & \text { Ind } \end{aligned}$ |
| P/E (LTM) | 25.1 | 38.5 | 19.6 | 28.6 | 1.1 |
| P/E (NTM) | 22.2 | 32.0 | 18.1 | 25.1 | 1.2 |
| PEG (NTM) | 1.3 | 2.1 | 1.1 | 1.5 | 0.9 |
| P/Bk | 6.4 | 10.0 | 5.7 | 7.5 | 2.0 |
| P/CF | 22.6 | 43.7 | 17.9 | 29.5 | 1.7 |
| P/Sales | 3.2 | 5.2 | 2.6 | 3.8 | 6.1 |
| EV/EBITDA | 14.1 | 22.1 | 11.2 | 16.4 | 1.2 |
| EV/Sales | 3.2 | 5.1 | 2.6 | 3.8 | 4.7 |
| Div Yld | 2.9\% | 3.2\% | 1.3\% | 2.1\% | 1.3 |

## FASTEMAL

## Sales (M)

| FY Ending | Dec '15 | Dec '16 | Dec '17E | Dec '18E |
| :--- | ---: | ---: | ---: | ---: |
| Q1 (Mar) | 953 | 987 | 1,048 | 1,135 |
| Q2 (Jun) | 998 | 1,014 | 1,106 | 1,194 |
| Q3 (Sep) | 995 | $\mathbf{1 , 0 1 3}$ | 1,098 | 1,185 |
| Q4 (Dec) | 923 | 948 | 1,044 | 1,132 |
| Fiscal Year | $\mathbf{3 , 8 6 9}$ | $\mathbf{3 , 9 6 2}$ | 4,297 | 4,658 |
| CY Ending | Dec '15 | Dec '16 | Dec '17E | Dec '18E |
| Cal. Year | $\mathbf{3 , 8 6 9}$ | $\mathbf{3 , 9 6 2}$ | $\mathbf{4 , 2 9 7}$ | 4,658 |


|  | Dec '15 | Dec '16 | Mar '17 | Jun '17E | Sep '17E | Dec '17E | Dec '17E |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  | 1.77 | 1.73 | 0.46 | 0.49 | 0.48 | 0.44 | 1.87 |
| QPS | 1.12 | 1.20 | 0.32 | 0.31 | 0.31 | 0.31 | 1.27 |
| Dividends per Share | 1.20 | Q4 |  |  |  |  |  |
| Cash Flow per Share | 1.87 | 1.78 | 0.65 | 0.26 | 0.52 | 0.48 | 1.89 |
| Book Value per Share | 6.20 | 6.69 | 6.85 | 7.02 | 7.20 | 7.34 | 7.28 |



## Hanesbrands (HBI)

## Hanes

## Hanesbrands Inc. (HBI) \$22.61

Valuation Summary

|  | 5 Year |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | :---: |
|  | Current | High | Low | Avg | Vs <br> Ind |  |
| P/E (LTM) |  | 16.3 | 38.2 | 13.7 | 25.8 |  |
|  | 0.8 |  |  |  |  |  |
| P/E (NTM) |  | 11.0 | 20.8 | 9.3 | 14.3 |  |
| PEG (NTM) |  | 0.7 | 1.9 | 0.5 | 1.0 |  |
| P/Bk |  | 8.6 | 11.2 | 3.9 | 7.3 |  |
| P/CF |  | 9.8 | 61.9 | 6.9 | 23.9 |  |
| P/Sales |  | 1.4 | 2.7 | 0.6 | 0.6 |  |
| EV/EBITDA |  | 11.6 | 20.8 | 9.8 | 14.0 |  |
| EV/Sales |  | 1.9 | 3.0 | 1.0 | 0.8 |  |
| Div Yld |  | $2.7 \%$ | $2.7 \%$ | $0.0 \%$ | $0.9 \%$ |  |

## Growth Looks Good

## EPS

| FY Ending | Dec '15 | Dec '16 | Dec '17E | Dec '18E |
| :--- | ---: | ---: | ---: | ---: |
| Q1 (Mar) | 0.22 | 0.26 | 0.28 | 0.30 |
| Q2 (Jun) | 0.50 | 0.51 | 0.56 | 0.61 |
| Q3 (Sep) | 0.50 | 0.56 | 0.59 | 0.64 |
| Q4 (Dec) | 0.44 | 0.53 | 0.54 | 0.59 |
| Fiscal Year | $\mathbf{1 . 6 6}$ | $\mathbf{1 . 8 5}$ | 1.96 | 2.13 |
| P/E (x) | 17.7 | 11.7 | 10.2 | 9.4 |
| CY Ending | Dec '15 | Dec '16 | Dec '17E | Dec '18E |
| Cal. Year | $\mathbf{1 . 6 6}$ | $\mathbf{1 . 8 5}$ | 1.96 | 2.13 |
| P/E (x) | 17.7 | 11.7 | 10.2 | 9.4 |

## Sales (M)

| FY Ending | Dec '15 | Dec '16 | Dec '17E | Dec '18E |
| :--- | ---: | ---: | ---: | ---: |
| Q1 (Mar) | $\mathbf{1 , 2 0 9}$ | $\mathbf{1 , 2 1 9}$ | 1,387 | 1,411 |
| Q2 (Jun) | 1,522 | $\mathbf{1 , 4 7 3}$ | 1,684 | 1,724 |
| Q3 (Sep) | $\mathbf{1 , 5 9 1}$ | $\mathbf{1 , 7 6 1}$ | 1,785 | 1,817 |
| Q4 (Dec) | $\mathbf{1 , 4 1 0}$ | $\mathbf{1 , 5 7 5}$ | 1,600 | 1,647 |
| Fiscal Year | $\mathbf{5 , 7 3 2}$ | $\mathbf{6 , 0 2 8}$ | $\mathbf{6 , 4 5 9}$ | $\mathbf{6 , 5 8 6}$ |
| CY Ending | Dec '15 $^{\prime}$ | Dec ' $^{\prime} 16$ | Dec '17E | Dec '18E |
| Cal. Year | $\mathbf{5 , 7 3 2}$ | $\mathbf{6 , 0 2 8}$ | $\mathbf{6 , 4 5 9}$ | $\mathbf{6 , 5 8 6}$ |

## Cash Flow Strong \& Rising

## Per Share

|  | Dec '15 | Dec '16 | $\begin{gathered} \text { Mar } 17 \mathrm{E} \\ \mathrm{Q}, \end{gathered}$ | Jun '17E | $\text { Sep }{ }_{\text {'17E }}^{\text {an }}$ | $\begin{array}{r} \text { Dec '17E } \\ \mathbf{Q 4} \end{array}$ | Dec '17E |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| EPS | 1.66 | 1.85 | 0.28 | 0.56 | 0.59 | 0.54 | 1.96 |
| Guidance (Low) | 1.66 | 1.89 | 0.27 | - | - | - | 1.93 |
| Guidance (High) | 1.68 | 1.92 | 0.29 | - | - | - | 2.03 |
| Dividends per Share | 0.40 | 0.44 | 0.13 | 0.13 | 0.13 | 0.14 | 0.56 |
| Cash Flow per Share | 1.25 | 1.76 | 0.36 | 0.70 | 0.69 | 0.60 | 2.58 |
| Book Value per Share | 3.19 | 3.20 | 2.88 | 3.20 | 3.58 | 3.81 | 3.74 |

## Risk Management

$$
\begin{aligned}
& \text { Use a 10\% } \\
& \text { Trailing Stop }
\end{aligned}
$$

Sell any stock that has declined -10\% from its highest closing price since you've owned it.

## L Brands

## Tempting but Treacherous



## You Broke My Heart, Fredo



## Let’s Just Kiss \& Say Goodbye



## 5 Steps for <br> Successful Dividend Stock Selection

## 1. Don't compromise on coverage

2. Demand reliable dividend history
3. Get a good view of relative valuation
4. Use the chart to guide buys and sells
5. Know when to walk away...when to run

# Boost Dividend Yields 

> By
> Selling Options On
> Dividend Stocks

## Call \& Put Options

Call Option: Contract giving an investor the right, but not the obligation, to buy an asset at a specified price within a specific time period

Put Option: Contract giving the owner the right, but not the obligation, to sell a specified amount of an underlying security at a specified price within a specified time

## Strike Price \& Expiration

Strike Price: Price at which a put call or option can be exercised

Expiration: Last date on which the holder of the option may exercise it

Each options "contract" cover 100 shares of the underlying stock

## Selling Calls

- Good way to earn income from stocks when they trade in a range
- Reduces cost basis, do it again and again
- Money today for giving upside potential above strike price
- Surrender upside, so make it worth your while ( $15 \%$ annualized minimum)
- Total return is the objective
- Dividends juice returns


## Selling Puts

- You agree to buy a stock at a certain price in the future in exchange for pocketing cash today
- Do it on stocks you wouldn't mind owning
- Use charts and fundamentals
- Ideally you sell them on a down day
- Need to tie up cash/margin
- Must deal in multiples of 100 shares
- Be mindful of trading costs


## Components

1. Intrinsic value: Amount in/ out of the money
2. Time value:

Days until expiration
3. Volatility
value: Higher volatility, higher premium

## L Brands July 21 Options

## L BRANDS INC COM (LB: NYSE)

D Refresh


EXAMPLE: IBM, SPY

| < | Jun 16 '17 |  | Jul 21 '17 |  | Aug 18 '17 |  |  |  | Nov 17 '17 |  |  | Jan 19 '18 |  | $>$ AII | All Months |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CALLS |  |  |  |  |  |  | JUL 21 '17 |  |  | PUTS |  |  |  |  |  |  |
| Trade | Quote | Open Interest | Volume | Net Change | Last | Bid | Ask | Strike <br> Price | Bid | Ask | Last | Net Change | Volume | Open Interest | Quote | Trade |
| Trade | Details | 3 | 0 | 0.00 | 6.35 | 6.50 | 7.00 | 45.00 | 0.20 | 0.30 | 0.27 | 0.01 | 2 | 1,601 | Details | Trade |
| Trade | Details | 21 | 10 | -0.90 | 4.00 | 4.60 | 4.80 | 47.50 | 0.55 | 0.65 | 0.70 | 0.03 | 56 | 213 | Details | Trade |
| Trade | Details | 2,099 | 102 | -0.45 | 2.78 | 2.85 | 2.95 | 50.00 | 1.20 | 1.35 | 1.37 | 0.03 | 69 | 390 | Details | Trade |
| Trade | Details | 2,847 | 151 | -0.34 | 1.50 | 1.45 | 1.60 | 52.50 | 2.35 | 2.50 | 2.45 | 0.10 | 266 | 573 | Details | Trade |
| Trade | Details | 2,435 | 551 | -0.25 | 0.60 | 0.60 | 0.70 | 55.00 | 3.90 | 4.20 | 4.03 | -0.27 | 149 | 391 | Details | Trade |
| Trade | Details | 1,847 | 41 | -0.10 | 0.20 | 0.20 | 0.30 | 57.50 | 6.00 | 6.40 | 0.00 | 0.00 | 0 | 0 | Details | Trade |
| Trade | Details | 114 | 3 | -0.10 | 0.05 | 0.05 | 0.10 | 60.00 | 8.10 | 9.50 | 8.15 | 0.00 | 0 | 2 | Details | Trade |
| Closing Price : June 16, 2017 4:03:00 PM EDT $\quad \square$ In-the-money ${ }^{1}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## More Liquidity In Intel Options

| $35.21-0.10(-0.28 \%)$ | Bid: 35.21 | Ask: 35.48 | Vol: $30,762,781$ | BUY |
| :--- | :--- | :--- | :--- | :--- |
| SELL |  |  |  |  |

6/16/17 4:15:00 PM ET


| $<$ | Jun 23 '17w |  | Jun 30 '17w |  | Jul 7 '17w |  |  |  | Jul 14 '17w |  |  | Jul 21 '17 |  | All Months |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CALLS |  |  |  |  |  |  | JUL 21 '17 |  |  | PUTS |  |  |  |  |  |  |
| Trade | Quote | Open Interest | Volume | Net Change | Last | Bid | Ask | Strike <br> Price | Bid | Ask | Last | Net Change | Volume | Open Interest | Quote | Trade |
| Trade | Details | 96 | 0 | 0.00 | 4.40 | 3.25 | 3.40 | 32.00 | 0.09 | 0.11 | 0.12 | -0.01 | 1,595 | 13,579 | Details | Trade |
| Trade | Details | 507 | 156 | -0.11 | 2.43 | 2.33 | 2.44 | 33.00 | 0.14 | 0.18 | 0.18 | -0.02 | 1,802 | 10,294 | Details | Trade |
| Trade | Details | 3,836 | 63 | -0.12 | 1.56 | 1.53 | 1.58 | 34.00 | 0.29 | 0.32 | 0.31 | -0.03 | 937 | 46,590 | Details | Trade |
| Trade | Details | 15,268 | 996 | -0.09 | 0.84 | 0.81 | 0.87 | 35.00 | 0.57 | 0.61 | 0.60 | 0.00 | 1,886 | 37,680 | Details | Trade |
| Trade | Details | 28,886 | 1,791 | -0.10 | 0.34 | 0.33 | 0.37 | 36.00 | 1.09 | 1.12 | 1.10 | 0.03 | 405 | 29,571 | Details | Trade |
| Trade | Details | 92,683 | 1,545 | -0.03 | 0.12 | 0.11 | 0.12 | 37.00 | 1.86 | 1.90 | 1.86 | 0.07 | 188 | 41,842 | Details | Trade |
| Trade | Details | 22,952 | 434 | -0.02 | 0.04 | 0.03 | 0.04 | 38.00 | 2.76 | 2.83 | 2.78 | 0.08 | 1 | 1,015 | Details | Trade |
| Closing Price : June 16, 2017 4:15:00 PM EDT $\quad \square$ In-the-money ${ }^{1}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |




## Think In Terms Of Annualized Return

What you would make in a year if you duplicate your return for a 12-month period

PREMIUM/MONEY AT RISK = RAW RETURN

RAW RETURN X (365/NUMBER OF DAYS) = ANNUALIZED RETURN
$3 \%$ for 45 days is $+24 \%$ annualized
$2.5 \%$ for 45 days is $+20 \%$ annualized

## Options Selling In Action

##  <br> PREMIUM CONTENT



## John Dobosz

I focus on income as a major component of total return.
full bio»
ㅂ $\ddagger$ ©

Print

## 5/09/2017 @ 1:18PM

## Capturing An Electric Dividend With ConEd Buy Write

## Forbes Premium Income Report

MAY 9, 2017 - Today's conservative trade is a buy write on shares of New York-based electric utility Consolidated Edison. Please email me (jdobosz@forbes.com) at any time with questions about trades, past positions, or how to use this service. -- J.D.

## TODAY'S TRADE

## CONSERVATIVE:

Consolidated Edison riggs (ED) - Buy Write
Buy 100 ED, Sell 1 June $16 \$ 80$ Call @ $\$ 0.60$ or better

## \$0.69 <br> Dividend May 15

## \$0.60 <br> Call Premium

## Total: <br> \$1.29

## Stock Price \$79

## Strike Price \$80

Consolidated Edison Inc (ED) Last: 79.00, Change: -0.39 (-0.49\%), Volume: 630,489 Put volume: 77 - Call volume: 91 - Put:Call Ratio: 0.85

June 16, 2017 (38 days until expiration)


## Got The Dividend and Got Called Away



## Stealing Dividends



## John Dobosz

I focus on income as a major component of total return. full bio »


## TODAY'S TRADE

CONSERVATIVE:
Xilinx (XLNX) - Buy Write
Buy 100 XLNX, Sell 1 June 16 \$65 Call @ \$1.30 or better

## Ex-Dividend Date May 12 \$0.35

June 16, 2017 (36 days until expiration)

### 65.00 STRIKE CALL

 <br> \title{Xilinx (XLNX) <br> \title{
Xilinx (XLNX) Buy Write Buy Write Buy 100 XLNX Buy 100 XLNX Sell 1 June $16 \$ 65$ Call @ \$1.30 or better
}


## How It Turned Out



## Do It Again... Bow, Bow, Bow!



## Sell Covered Calls



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## Writing Calls On Resurgent Shares Of Xilinx

## Forbes Premium Income Report

JUNE 22, 2017 - Today's conservative trade is a follow-up covered call selling recommendation on shares of chip maker Xilinx, on which we just had $\$ 65$ calls expire worthless on June 16. If you do not own Xilinx, you will find an attractive buy write.

Please email me (jdobosz@forbes.com) at any time with questions about trades, past positions, or how to use this service. -- J.D.

## TODAY'S TRADE

CONSERVATIVE: Xilinx (XLNX) - Covered Call/Buy Write
Sell 1 July 21 \$67.50 Call @ \$1.30 or better

## Writing Puts on STX



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Active Trades

# Selling Puts On Seagate With Eyes On A Dividend 

## Forbes Premium Income Report

MAY 4, 2017 - The last time we touched Seagate Technology was a buy write from April 6 to April 21. We were assigned and called away for a $2.85 \%$ profit for the twoweek period, which works out to $69.4 \%$ annualized. Here's to another profitable play on Seagate by writing a put that expires just before the ex-dividend date. Due to the time of day, I will provide an update on the desirability of this trade tomorrow morning. Please email me (jdobosz@forbes.com) at any time with questions about trades, past positions, or how to use this service. -- J.D.

## TODAY'S TRADE

AGGRESSIVE:
Seagate Technology PLC (STX) - Put Sale
Sell 1 STX June 16 \$42 Put @ $\$ 1.25$ or better


## Got Out Just In Time

STX Seagate Technology Holdings, Inc. Nasdaq GS
© StockCharts.com
7-Jul-2017
Open 37.48 High 38.69 Low 37.22 Close 38.20 Volume 5.9M Chg $+0.91(+2.44 \%) \Delta$


## June 16 Expirations

| Date | Stock | Shares | Price | P/C | Stike | Premium | Dividends | Exp.Price |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 5/9/2017 | D | 100 | \$79.00 | c | \$80.00 | \$0.60 | \$0.69 | \$84.85 |
| 5/4/2017 | 1 B | PUTSPPEAD | \$49.20 | P | 45.00/47.50 | \$0.83 |  | \$51.56 |
| 5/19/2017 | SBG | PUTSPPEAD | \$33.15 | P | 32.00/33.00 | \$0.40 |  | \$35.10 |
| 3/30/2017 | STAG | 200 | \$24.77 | C | \$25.00 | \$0.65 | \$0.23 | \$27.89 |
| 5/4/2017 | STX |  | \$42.54 | P | \$42.00 | \$1.26 |  | \$42.03 |
| 5/2/2017 | SPP |  | \$21.30 | P | \$20.00 | \$0.45 |  | \$19.25 |
| 4/4/2017 | TUP | 100 | \$55.03 | c | \$55.00 | \$1.70 | \$0.94 | \$48.70 |
| 5/11/2017 | XNX | 100 | \$64.30 | c | \$65.00 | \$1.30 | \$0.35 | \$64.74 |

## Closed-Out June Positions

Date Stock Outcome Total Return Annualized Return Days Held
5/9/2017 D
3/30/2017 STAG
5/4/2017 STX

| $\$ 229.00$ | $2.92 \%$ | $28.06 \%$ | 38 |
| :--- | :--- | :--- | :--- |
| $\$ 222.00$ | $4.60 \%$ | $21.53 \%$ | 78 |
| $\$ 252.00$ | $3.09 \%$ | $26.25 \%$ | 43 |

## Stocks We Ended Up Owning

| Date | Stock | Premium | Dividends | CostBasis | Current Price | Total Return |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: |
| $5 / 2 / 2017$ | SP | $\$ 0.45$ | $\$ 0.00$ | $\$ 19.55$ | $\$ 19.25$ | $-1.5 \%$ |
| $4 / 4 / 2017$ | TUP | $\$ 1.70$ | $\$ 0.94$ | $\$ 52.39$ | $\$ 48.70$ | $-7.0 \%$ |
| $5 / 11 / 2017$ | XNX | $\$ 1.30$ | $\$ 0.35$ | $\$ 62.65$ | $\$ 64.74$ | $3.3 \%$ |

-1.7\% average

## Tesoro Logistics (TLLP)

TLLP Tesoro Logistics LP NYSE
25-Apr-2017
TLLP (Daily) 55.50

- MA(50) 55.06
- MA.(200) 49.51
- MA( 10 ) 54.38
nin volume 325,046

Open 54.74 High 55.56 Low 54.52 Close 55.50 Volume 325.0 K Chg $+0.75(+1.37 \%)=$
Ex-Dividend Feb. 2: \$191 wh C


## M.D.C. Holdings (MDC)



Date Stock Price P/C Strike Premium Expiration Exp.Price Return Annualized Dass 4/26/2016 MDC \$25.45 P \$25.00 \$0.60 5/20/2016 \$21.29 21.0\% $23.6 \% ~ 325$ 1/24/2017 MDC \$27.68 C $\$ 28.00$ \$0.80 3/17/2017 $\$ 30.21$ 5.1\% $\quad 35.8 \% ~ 52$

## Spreads

## Do not require as much capital

Provide well-defined risk-reward

## Spreading Caterpillar

Symbol
CAT

Caterpillar Inc Del Com


## CAT Comes Through

CAT Caterpillar, Inc. NYSE
7-Jul-2017
Open 106.61 High 107.58 Low 105.85 Close 106.92 Volume 2.8 M Chg $+0.41(+0.38 \%) \Delta$


## Comcast Call Spread

## Symbol

CMCSA

## Comcast Corp New Cl A



## Wow, Talk About Timing!

CMCSA Comeast Corp. Nasdaq GS
© StockCharts.com
7-Jul-2017

# L Brands (LB) - Bull Put Spread Sell 2 HBI June 16 \$47.50 Puts Buy 2 HBI June 16 \$45.00 Puts Net Credit of \$0.8.3 or higher 

Symbol
LB

L Brands Inc Com

Select a Strategy Help Me Choose

| Put Spread | OR |
| :--- | :--- |

Make a Custom Ticket

## Add a Stock Leg

Add an Option Leg

| Order Type |  | Quantity | Type |  | Expiration ? |  | Strike ? |  | Last | Bid | Ask |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sell Open | * | 2 | Put | $\nabla$ | Jun 16 '17 | - | 47.5 | $\nabla$ | 1.80 | 1.65 | 1.80 |
| Buy Open | * | 2 | Put | - | Jun 16 '17 | $\nabla$ | 45 | $\checkmark$ | 0.91 | 0.85 | 0.95 |
| Net Bid: \$0.70 |  | Credit | Net Ask: $\$ 0.95$ |  |  | Debit |  | \$ |  |  |  |

Net Credit
0.83

## Max Gain: \$166 (Premium Collected)

## Max Loss: $\$ 334$ (Difference Between Strikes Minus Premium)



## L Brands Stays Up

LB L Brands, Inc. NYSE
7-Jul-2017
© StockCharts.com
Open 46.71 High 47.32 Low 44.92 Close 45.11 Volume 10.1 M Chg $-1.38(-2.97 \%){ }^{-1}$

52
51.32


## What could go wrong?

## Stock price tanks:

If you've sold calls, buy to close and sell new calls at lower strike prices if you can buy them at $75 \%$ or more below the price at which you sold them.

If you've sold puts, buy to close when underlying stock price drops $10 \%$ below potential cost basis (strike price minus put premium).

## When The Stock Jumps

If you've sold calls, you could buy to close the short calls at a loss, but then sell additional calls at a higher strike price

If you've sold puts, and if you can buy to close the position 75\% or more below the price you received for the puts, buy them and look for new opportunities, maybe a buy write on the underlying stock

## Forbes Premium Income Report

## 549 Closed Trades since March 20, 2014 <br> $31.9 \%$ average annualized return

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