

The *Under the Hood Report* is our original bottom-up stock screener complimenting our top-down process. The name "Under the Hood" is a play on *Robinhood*, the popular trading application.

In the report, we analyze the most popular stocks and find opportunities to either ride these momentum names higher, or fade the crowd and bet against them.

We use a variety of sources to generate the list of most popular names. There are so many new data sources available that all we need to do is organize and curate our feeds to show us exactly what we are looking for: *A list of stocks that are seeing an unusual increase in investor interest.* 

Whether we're measuring increasing interest based on large institutional purchases, unusual options activity, or simply our proprietary lists of trending tickers -- there is a lot of overlap.

Bottom line: there are a million ways to skin this cat. Relying on our entire data arsenal makes us confident that we're producing the best list each week and gives us more optionality in terms of finding the most favorable trade setups for our clients.

Look for the latest Under the Hood Report to drop *every other Sunday* ahead of the trading week.

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