STOCK&OPTION MARKET MENTOR

Chart of the Day
As the market broke down $ROL broke out!

November 4, 2025

Scott analyzed Rollins Inc. (ROL), noting that it is a stock exhibiting strong relative strength by attempting a breakout on a day when the major indices are showing weakness. He highlighted that the stock is in a strong, rising uptrend, sitting right on the 8-day EMA with the 21-day EMA acting as clear near-term support. Scott recommended a specific breakout entry above $59.70 on higher-than-average volume.

Next Steps:

1. Set a Buy Alert: Place a buy alert on Rollins Inc. (ROL) at $59.70.
2. Confirm the Buy: Look for a strong move and a close above $59.70 that is confirmed by higher than average volume.
3. Define Risk: Place the initial stop loss right under today's intraday low, which is around $56.80.
4. Acknowledge Strength: The stock is showing excellent relative strength by rising while the major indices pull back.
5. Alternative Entry: If the momentum move is missed, watch for a pullback bounce to the 8-day or 21-day EMA.

Transcript:

0:00: Hey everyone, good evening.

0:02: It's Scott at Scottrades on X with Stockmarketmentor.com and your chart of the day.

0:09: Want to take a look at Rawlins Inc.

0:11: This is Ticker ROW.

0:13: Now, on a day where we had billions of dollars wiped from the stock market indexes, Spy closing under the 8 day exponential, QQQ.

0:24: Closing under the eight-day exponential, and IWM closing under the 50 day moving average, Rawlins Inc.

0:31: is actually trying to break out here.

0:33: And so I definitely like searching for relative strength in a weak market, meaning stocks that are strong when the general market is weak.

0:42: And we definitely have that here with ROL.

0:45: We have a nice long base of consolidation.

0:47: We have a breakout today coming on higher than average volume, and so I would definitely watch for A potential pullback bounce to the eight day or 21 day exponential period moving average to get in, or a momentum move through 5970.

1:03: Now, of course, you're chasing a bit here, so you'll want a tighter stop, but again, I absolutely love looking for stocks that are strong on a day when the market is weak, and this is one of them, and it trades a good amount of volume.

1:16: Typically, you know, sometimes you get a strong stock on a weekday, it doesn't trade more than a million shares a day.

1:21: You know, this one, on average, trays about 2 million a day, so it's liquid enough, and ideally, has enough juice in the tank for a momentum move through 5970.

1:31: That's what I would look for here on Rawlins Inc.

1:34: So, that's just one of many stocks we're looking at tonight over at Stockmarketmentor.com.

1:38: I hope that video is helpful.

1:40: I'll see you next time.