

Chart of the Day Watch \$ROST for a breakout

March 31, 2026

Scott McGregor presented **Ross Stores (\$ROST)** as his "Chart of the Day", highlighting it as a premier "relative strength" play. He noted that while the broader S&P 500 and Nasdaq have been breaking down to new 2026 lows, \$ROST has remained resilient, refusing to even test its 50-day moving average. Scott attributed this outperformance to shifts in consumer behavior; as inflation expectations rise and recession fears linger, discount retailers often see an influx of "bargain-hunting" shoppers.

Next Steps:

1. Execute the \$217.60 Breakout Alert: Set a hard price alert for \$217.60. Scott is looking for a decisive move through this level accompanied by high volume. A daily close above this pivot would signal that the sellers are "out of gas" and a new leg of the uptrend has begun.
2. Define Your Risk Brackets:
 - a. Near-Term Traders: Use the intraday low from March 31st as your protective stop. This creates a very tight risk-to-reward ratio.
 - b. Long-Term Swing Traders: Set a looser stop near \$207.00. This level aligns with the stock's 21-day EMA and provides "room to breathe" through potential index whipsaws.
3. Monitor the "Recession Hedge" Narrative: Watch for similar strength in TJX Companies (\$TJX) or Five Below (\$FIVE). If the entire discount retail group breaks out together, it confirms the sector-wide rotation and increases the probability of a multi-week run for \$ROST.
4. Audit the 21-Day EMA Support: \$ROST recently dipped under its 21-day EMA but immediately reclaimed it. As long as the stock remains above this line (currently near \$211.00), the near-term bullish thesis remains intact.

Transcript:

[0:00] What's up everyone? It's Scott at
[0:02] scottrades on x with
[0:04] stockmarketmentor.com
[0:06] and your chart of the day. Want to take
[0:08] a look at Ross Stores? This is ticker
[0:10] ROST. Now ROST is showing a heck of a
[0:13] lot of relative strength. While the
[0:16] general stock market has been breaking
[0:18] down and as you know weak over the past
[0:22] couple of sessions, Rost didn't even get
[0:27] down to its 50-day moving average. And
[0:29] so these discount retailers are holding
[0:32] up really well probably due to potential

[0:35] inflation expectations and pricing in
[0:38] future chances of recessions. Right? If
[0:41] there is going to be a recession, there
[0:43] might be an influx of people shopping at
[0:46] discount stores like Ross stores. And so
[0:49] this stock has shown a ton of relative
[0:51] strength near-term support down around
[0:53] the 21-day EMA. It closed under the
[0:56] 21day last night, but today gapped up,
[1:00] held the gap, and closed near the highs
[1:03] in and around 21760.
[1:05] And so, I certainly want to see a
[1:07] breakout here on Ross Stores if we see
[1:10] follow through in the market tomorrow. I
[1:13] think you could buy Rost with a move
[1:16] through and a close above 21760 coming
[1:19] on volume. Now, for a longerterm swing,
[1:22] you'd probably want to have a stop down
[1:24] around 207. But for a near-term trade,
[1:27] probably want to start with your stop in
[1:30] and around tomorrow's intraday low if it
[1:33] does trigger with a move through and a
[1:35] close above 21760.
[1:37] So, that's the setup that I'm watching
[1:39] to play out on Ross Stores, ticker Rost.
[1:43] I hope that video is helpful. Hey, give
[1:44] me a follow on Twitter or X if you don't
[1:47] already, Scott. My name is Scott
[1:50] McGregor. Thanks for watching. I'll see
[1:52] you next time.