

SmartStops.net Launches Reentry Service to Accompany its Portfolio Risk Monitoring and Alert Services

PALO ALTO, Calif., Feb. 16 (SEND2PRESS NEWSWIRE) – SmartStops (www.SmartStops.net) announced today the launch of its much anticipated Reentry Service. Designed as a companion service to the SmartStop Risk Alerts, the addition of the Reentry Service makes it easier than ever for investors of all levels to easily identify and sidestep periods of abnormal risk.

“Investors typically make buying decisions based on the risk/reward analysis of a particular equity. Unfortunately, the risk exposure does not remain constant over time,” explains Chuck LeBeau, Director of Analytics. “Our goal at SmartStops is to make investors of all levels more aware of changes in their risk exposure, enabling them to make timely and informed decisions that protect assets and improve returns.”

The SmartStops.net risk management solution monitors stock portfolios throughout the trading day watching for signs of abnormal risk, alerts investors when a SmartStop is triggered and encourages taking protective action.

With the new Reentry Service, SmartStops subscribers can now receive an alert when trading patterns indicate that the position’s risk profile has improved and returned to normal indicating an opportunity to reinvest may be present.

One of many studies conducted by SmartStops.net looks at the 5 year performance of a \$100,000 portfolio invested evenly over 10 widely held stocks: Alcatel Lucent (ALU), Citigroup, Inc. (C), Cisco (CISCO), General Electric (GE), Home Depot (HD), IBM (IBM), Intel (INTC), Johnson and Johnson (JNJ), Merck (MRK), and Microsoft (MSFT).

5 Year Performance Results:

- * Following Buy & Hold over this period lost \$18,319 (a loss of 18.3 percent)
- * Following SmartStops.net Risk & Reentry Alerts produced a gain of \$9,062 (9.1 percent).

In addition, for the period of time that the positions were hedged or in cash, market risk was vastly reduced. In effect, following the SmartStop.net alerts reduced risk and preserved equity while providing peace of mind. [Click here](#) to view details regarding this and other performance studies.

SmartStops.net is excited to be introducing the Reentry Service and continues to develop solutions that help its members be better investors.

About SmartStops:

SmartStops.net is dedicated to helping investors of all levels be more aware

of changes in their risk exposure enabling timely decisions that protect assets, improve returns and provide peace of mind. SmartStops.net portfolio monitoring and risk alert services start at just \$9.95 per month. For more information visit www.SmartStops.net or contact info@SmartStops.net .

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