



ASBURY ALERT

Bright Horizons (BFAM) Resuming 2019 Advance

Posted on: Thursday, November 14th, 2019

Conclusion, Investment Implications, Strategy

Today's emerging resumption of the larger 2019 advance in Bright Horizons (BFAM) targets a 16% rise to \$168.28 that will remain valid above the \$142.38 area. This is an Asbury Value idea.

Analysis and Rationale

Bright Horizons Family Solutions, Inc. (BFAM) engages in the provision of child care and educational services. It operates through the following segments: Full Service Center-Based Child Care, Back-Up Care, and Educational Advisory Services. The company was founded by Roger H. Brown and Linda A. Mason in 1986 and is headquartered in Watertown, MA.

Chart 1 below plots **BFAM daily** since January. The green highlights point out that price is stabilizing and rising from last week's test of major underlying support at its 200-day moving average. Not shown is that market internals are also starting to improve. **A sustained rise above the \$142.38 November 4th low would help confirm this and target an additional 16% rise to \$168.28.**

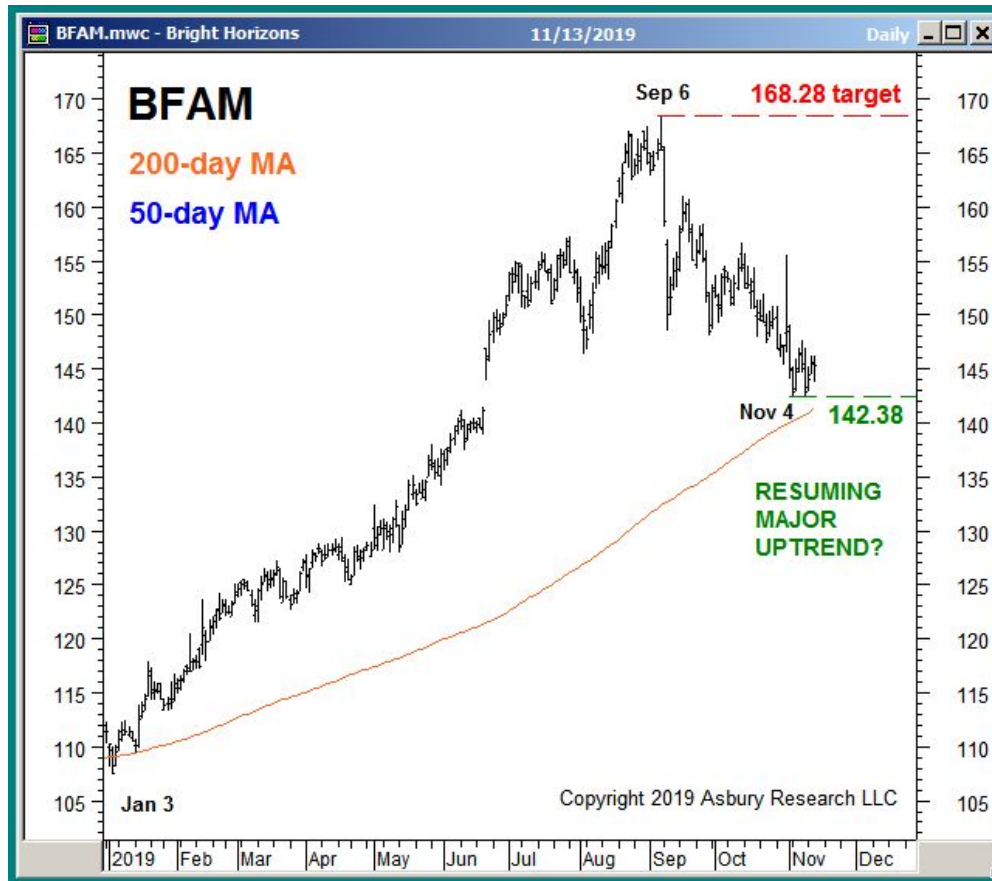


Chart 1

Table 1 below shows that, considering the aforementioned upside target and a protective stop placed below the \$142.38 area, a long entry price of \$145.68 would provide a 1:6.8 risk/reward ratio (risking \$1.00 to make \$6.80) with an initial risk of 2.3%.

ASBURY RESEARCH		
REWARD/RISK CALCULATOR: BFAM (long)		
ENTRY	145.68	
TARGET	168.28	
STOP	142.38	
\$ RISK	-3.30	
\$ REWARD	22.60	
% RISK	-2.3 %	
% REWARD	15.5 %	
R/R RATIO	6.8 to 1	

Table 1

[Click Here](#) for a table containing all of our current stock, ETF and index ideas.

Please consult the table showing our [Asbury 6](#) key market metrics to help determine if this investment is suitable for you.

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