RB TRADING

S&P 500, weekly. The white line is the 200 week EMA.

Long term. No leverage. Weekly chart.

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start.rbtrading.site

WHAT THIS IS

The idea in one paragraph

Quality assets spend most of their life above their 200 week exponential moving average. That line is where long-term trends tend to get defended. So instead of guessing tops and bottoms, we wait for a strong asset to come back to that line, and we accumulate there. No leverage, no rush, position built slowly.

Two things have to be true before a pullback counts as an opportunity rather than a breakdown, and both are about the trend, not the price.

1. **The 50 week EMA is above the 200 week EMA**

   The long-term structure is intact. Below this, we do not buy at all.

2. **The 200 week EMA itself is rising**

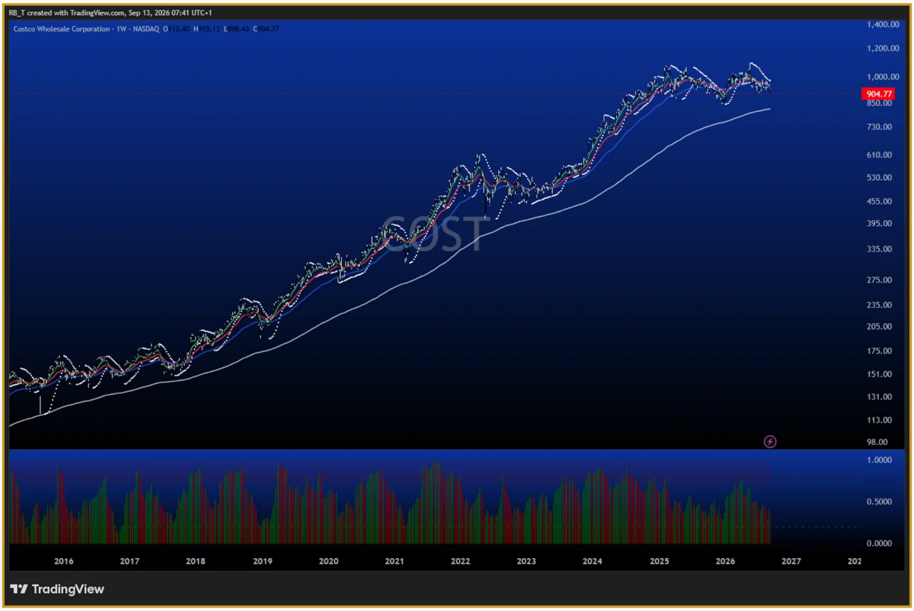
   At least 8% higher than it was two years ago. This is the rule that filters out weak assets that have only bounced recently.

The second rule does most of the work. Plenty of broken assets hold a 50W above a 200W for a while after a bounce. Requiring the 200W line itself to be climbing is what separates a real long-term uptrend from a dead cat with good posture.

WORTH KNOWING

Why 200 weeks, and not 50 or 100

Two hundred weeks is close to four years, which is roughly one full market cycle. A line that long barely moves week to week, so it describes where a trend lives rather than where price happens to be. It is also watched by enough institutions to become partly self-fulfilling: when a quality asset reaches it, the buyers who have been waiting for it tend to already be there.



Costco, weekly. The white line is the 200 week EMA. A quality asset spends most of its life above that line, and the line itself climbs. This is what the two trend rules are looking for.

THE ARITHMETIC

Why distance is measured in ATR

Close to the line has to mean the same thing for a calm bond fund and for crypto. A 3% dip is nothing on one and a catastrophe on the other. So every distance in this system is measured in weekly ATR, the asset's own average weekly range.

The one formula you need

```
distance in ATRs  =  ( price - 200W EMA )  /  weekly ATR
```

Positive means price is above the line, negative means below. Every threshold in this guide is a rule about that single number.

Worked, on a real asset

AstraZeneca on the London exchange, as the Desk showed it on 13 September 2026. Prices in pence.

DISTANCE

```
price          11,708
200W EMA       11,678
weekly ATR      1,346

( 11,708 - 11,678 ) / 1,346  =  0.02

0.0x ATR from the line. Inside the buy zone.
```

Thirty pence above an eleven thousand pence line is nothing in percentage terms, and the ATR confirms it: two hundredths of one weekly range. Price is sitting on the line.

WORTH KNOWING

What the T in ATR is doing

Average True Range, not average range. True range takes the largest of three numbers: this week's high minus its low, the high minus last week's close, and the low minus last week's close. The last two exist so that a gap counts. An asset that opens far from where it closed has moved, even if the candle itself is small, and a measure that ignored that would understate risk on exactly the weeks that matter most.

ENTRY QUALITY, NOT COMPANY QUALITY

The score is five yes or no checks

Five checks, each one either passes or fails. No weighting, no black box. A 5 out of 5 means today is the moment to start accumulating. It is not a verdict on the business.

1. **Long-term structure**
   50 week EMA is above the 200 week EMA

2. **In the buy zone**
   Price within 1x weekly ATR of the 200W, either side

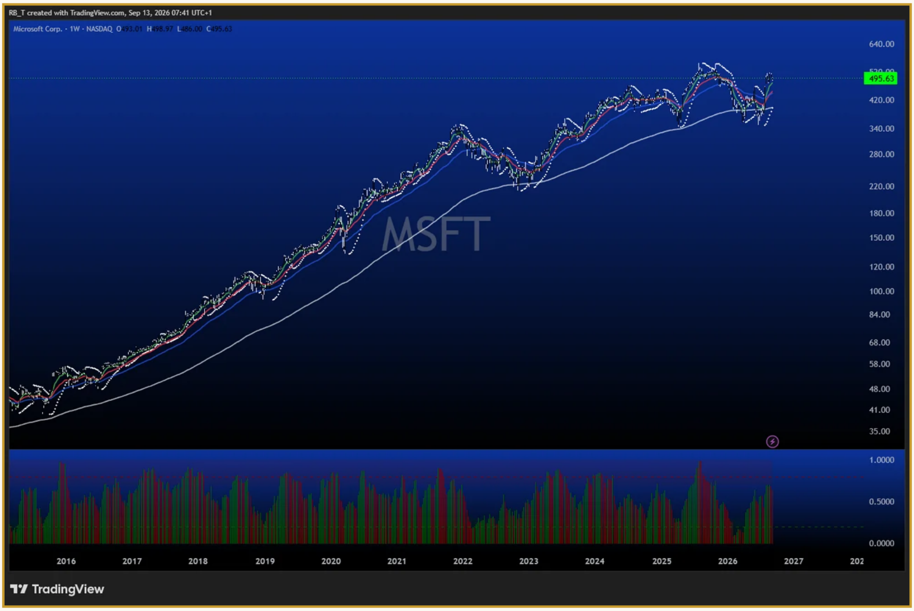
3. **Not chasing**
   No more than 2x ATR above the 200W

4. **Not a falling knife**
   No more than 2x ATR below the 200W

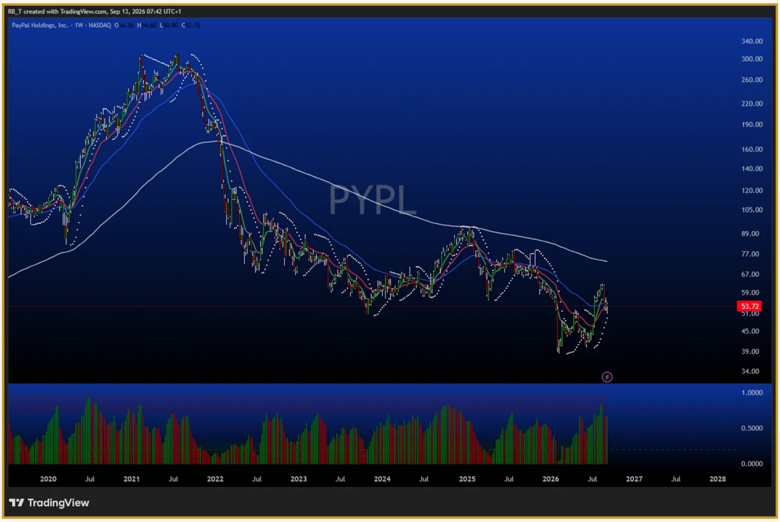
5. **Momentum washed out**
   Weekly DeMarker below 0.30, so the touch is likelier to hold

Why something that has fallen further can score lower

Being down a long way is not the same as being on sale. An asset sitting well under its 200 week line has usually broken its trend, so it loses marks for the same reason one that has run too far above does. The score looks for price sitting at the line, whichever side it arrives from.



The good entry. Microsoft, weekly. Price back at a rising 200 week EMA with the 50W still above it. Trend intact, price at the line.



The cheap one. PayPal, weekly. Far below a 200 week EMA that has rolled over. Much cheaper than Microsoft, and a much worse entry.

WHAT THE SCANNER CALLS IT

The five states

Every asset lands in exactly one of these, decided by the two trend rules and then by how far price sits from the 200 week line in ATRs.

Buy Zone

Uptrend confirmed and price within 1x ATR of the 200W. The moment to accumulate.

Holding

Uptrend, price between 1x and 4x ATR above. Hold, and trail below the 50 week EMA.

Extended

Uptrend but more than 4x ATR above. Too far to start. Wait for the pullback.

Weak Trend

50W above the 200W, but the 200W is flat or falling. A counter-trend bounce.

No Signal

50W EMA below the 200W. Weekly downtrend. We do not buy here.

The state is a description, not advice

Extended does not mean sell, it means this is not where a new position starts. Weak Trend does not mean the company is in trouble, it means the long-term line has stopped climbing and the setup we look for is not there.

WORTH KNOWING

States change under you, and that is the point

An asset you bought in the Buy Zone becomes Holding as it lifts away, then Extended if it runs. None of that is a signal to do anything new. The state describes where price sits relative to the line, so it tells a buyer whether to start. Once you are in, your decisions come from the trailing rule and the targets, not from the label.

See every asset's state, scored weekly >

NOTHING HERE IS PROPRIETARY

Set it up yourself in four minutes

Four indicators on a weekly chart and you can run every check in this guide by hand, on any platform.

THE WHOLE SETUP

```
Timeframe      1W   weekly candles, not daily

EMA  200       on close   the line everything is measured from
EMA  50        on close   the trailing line
ATR  14        weekly     the unit of distance
DeMarker 14    weekly     the momentum check
```

Always exponential, never simple. An SMA weights a four year old candle exactly the same as last week's, which is the opposite of what you want from a line meant to describe where a trend currently lives.

Reading the two year slope by eye

The scanner compares today's 200 week EMA to its own value 104 weeks ago and wants at least 8% of rise. By hand: put your cursor on the 200W line two years back, read the value, compare it to today. Flat or lower and the asset is in Weak Trend, however good the chart looks near the front.

> WORTH KNOWING
>
> **Decide the full position size before the first tranche**
>
> Building slowly only works if you know what you are building towards. Settle the total you are willing to hold in one asset first, then divide it into tranches. Do it the other way round, buying a bit and then a bit more because it got cheaper, and the position size is being set by the drawdown instead of by you. That is averaging down wearing a disguise.

Or skip the setup and read the scan >

One warning about splits

Use split-adjusted data. An unadjusted feed leaves pre-split bars at the old price, which drags a 200 week average badly wrong and puts an asset in a zone it is nowhere near. Most charting platforms adjust by default. It is worth checking once.

A LIVE BUY ZONE, GIVEN AWAY

One of them, in full

SCANNED 13 SEPTEMBER 2026 *a snapshot, not a standing call*

AstraZeneca, weekly. Not a tidied-up teaching example, a real Buy Zone from that week's scan, printed with nothing removed.

```
THE FIVE CHECKS

50W 12,950  >  200W 11,678             check 1  PASS
200W +15% over two years  (>= 8%)   trend confirmed
distance  0.0x ATR  (within 1x)     check 2  PASS
not more than 2x above              check 3  PASS
not more than 2x below              check 4  PASS
weekly DeM 0.28  (< 0.30)           check 5  PASS

SCORE  5 / 5      STATE  Buy Zone
```

A clean 5 out of 5. The selling is already stretched, so a single entry at the zone is the standard play here rather than splitting it.

The levels that fall out of it

```
FROM THE 200W, IN THIS ASSET'S OWN ATR

entry zone            near 11,678   the 200W itself
second tranche         9,659        200W - 1.5 ATR
stop zone              6,968        200W - 3.5 ATR

TP1                   18,407        200W + 5 ATR
TP2                   25,135        200W + 10 ATR
TP3                   35,901        200W + 18 ATR
```

Nothing here is a prediction. Every line is the 200 week EMA plus or minus a multiple of one number, and you can rebuild all six on your own chart in under a minute.

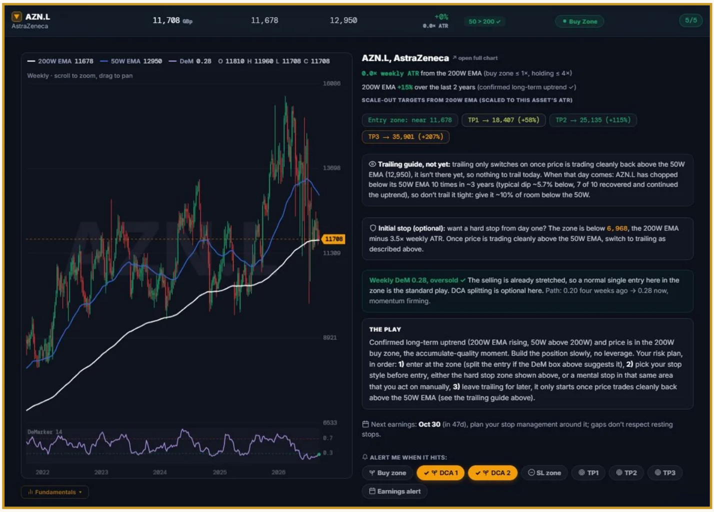
WHAT THE SCAN LOOKS LIKE

The same asset, on the Desk

SCANNED 13 SEPTEMBER 2026

the scan moves every week

This is the panel those numbers came from, untouched. The chart, the state, the score, the levels, the trailing guide and the next earnings date on one screen.



The Trading Desk, Portfolio Builder. AstraZeneca, 13 September 2026, exactly as a member saw it that morning.

You have just had one of them for nothing. Members get this panel for every asset in the universe, rescored every week, with the ones that reached the zone flagged so they do not have to be hunted for.

The Trading Desk · Portfolio Builder

The same panel, for 900+ assets, rescored every week.

>

RUNNING THE POSITION

Entering, stopping and scaling out

Entry

Start accumulating when the asset is in the Buy Zone. Build slowly. Never leverage a long-term position.

When the zone touch is riskier

If price reaches the zone while the weekly DeMarker is 0.30 or above, momentum has not washed out and the odds of a deeper dip are higher. Split the entry: half now, half at the 200 week EMA minus 1.5x weekly ATR. Same money at risk, better average, and the stop then sits under the deeper zone instead of inside it.

Stop

For a hard stop from day one, the zone sits below the 200 week EMA minus 3.5x weekly ATR. Once price trades cleanly above the 50 week EMA, switch to trailing.

Trailing

Trail below the 50 week EMA minus 1x weekly ATR, and not before a weekly candle has closed cleanly above the 50W. Trailing too early is the most common way to be stopped out of a position that was working, on noise.

Scale-out targets

Measured from the 200 week EMA, in that asset's own weekly ATR:

TP1	TP2	TP3
+5 ATR	**+10 ATR**	**+18 ATR**

Take partial profit at each and trail the rest. Because the targets are set in ATR rather than a flat percentage, they stay realistic on a calm currency ETF and on volatile crypto alike.

WORTH KNOWING

Scaling out is a psychology tool as much as a maths one

Taking something off at TP1 removes the two decisions that wreck long holds: selling everything at the first scare, and holding everything to the top and all the way back down. Once part of the position is banked the rest is easier to leave alone, which is the whole reason a long-term method works at all.

LEARN THESE CHEAPLY

Five ways people get this wrong

1. **Using an SMA instead of an EMA**
   A simple average weights a four year old candle like last week's.

2. **Judging distance in percent**
   5% is a rounding error on one asset and a crash on another.

3. **Buying below a falling 200W**
   Cheap is not the same as at the zone. A falling line is a broken trend.

4. **Trailing before the 50W is reclaimed**
   Trail too early and normal noise takes you out of a working position.

5

Leverage on a long-term position

The edge is being able to sit through a drawdown. Leverage removes it.

And one thing that is not a mistake

Doing nothing. Most weeks, most assets are Holding or Extended, and the correct action is none. The scan exists to tell you which few are actually at the line, so the other several hundred can be ignored with a clear conscience.

Most of these turn up in the letters, usually because one of them cost me something that week.

Inside the Trade, free, three a week >

HOW THIS ACTUALLY GETS RUN

The Sunday routine

The method is not hard. Keeping it up is. Here is the loop, per asset:

SIX STEPS, PER ASSET, PER WEEK

```
1   pull the weekly chart
2   50W above 200W?                     if no, stop here
3   200W up at least 8% over 2 years?   if no, Weak Trend
4   ( price - 200W ) / ATR              the distance
5   weekly DeM under 0.30?              the fifth check
6   score it, and if it is at the line, work the levels

then repeat, for every asset you follow
```

Across five names that is a cup of coffee on a Sunday. Across nine hundred it stops being a routine and becomes a job, and it is the specific job the Portfolio Builder was built to do. That is the only real difference between doing this yourself and paying for it.

Either way the method above is the whole method. Nothing has been held back from this guide.

The Trading Desk · Portfolio Builder
Those six steps, run across 900+ assets, every week. >

If you trade rather than invest

Everything here is the long-term, no-leverage version read off the weekly chart. We trade as well, and the method condenses onto the daily chart: the same questions about trend, about where the entry is, and about where you are wrong, over days and weeks instead of years. On the daily we work from the 8, 21, 50 and 200 EMAs. Always exponential, never simple.

WORTH KNOWING

Weekly candles are the filter, not a limitation

A daily chart gives you five times the candles and roughly five times the false starts. On a method whose holding period is measured in years, most daily movement is noise that would only tempt you into acting. Checking once a week is not laziness, it is the thing that makes sitting still possible.

THREE OF THESE FOUR ARE FREE

Where to go next

Inside the Trade · free newsletter >

Three letters a week. The setups, and the thinking behind them.

The Trading Desk >

The scan above, across 900+ assets, plus this week's setups.

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