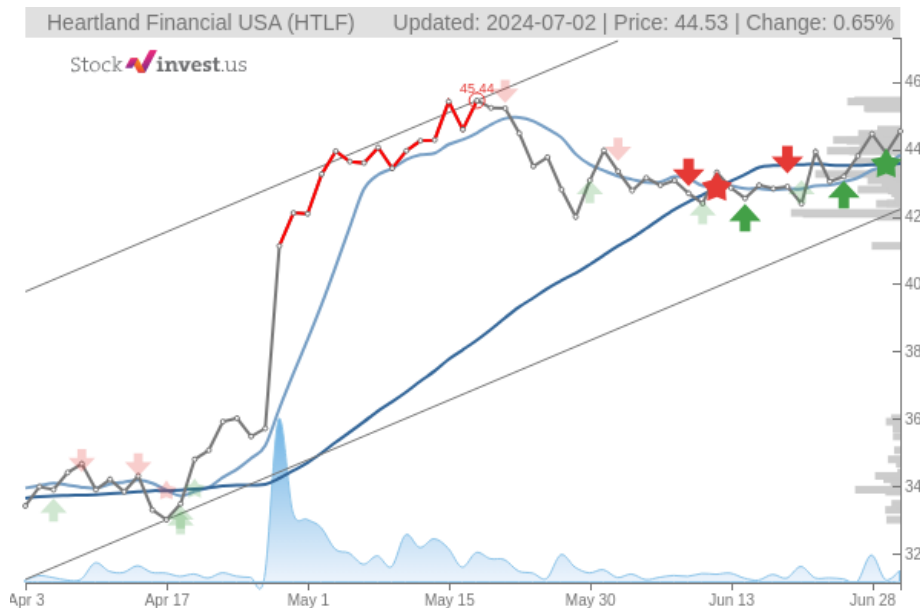


# Heartland Financial USA (Tue, Jul 02, 2024)

Buy candidate since Jun 28, 2024

Gain 0.18%

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## Tech commentaries:

The **Heartland Financial USA** stock price gained **1.48%** on the last trading day (Tuesday, 2nd Jul 2024), rising from **\$43.88** to **\$44.53**. During the last trading day the stock fluctuated **1.73%** from a day low at **\$43.82** to a day high of **\$44.58**. The price has risen in 6 of the last 10 days and is up by **3.73%** over the past 2 weeks. Volume has increased on the last day along with the price, which is a positive technical sign, and, in total, **156 thousand** more shares were traded than the day before. In total, **285 thousand** shares were bought and sold for approximately **\$12.67 million**.

The stock lies in the middle of a wide and strong rising trend in the short term and a further rise within the trend is signaled. Given the current short-term trend, the stock is expected to rise **27.60%** during the next 3 months and, with a 90% probability hold a price between **\$53.87** and **\$64.76** at the end of this 3-month period.

The **Heartland Financial USA** stock holds buy signals from both short and long-term Moving Averages giving a positive forecast for the stock. Also, there is a general buy signal from the relation between the two signals where the short-term average is above the long-term average. On corrections down, there will be some support from the lines at **\$43.83** and **\$43.57**. A breakdown below any of these levels will issue sell signals. Furthermore, there is a buy signal from the 3 month Moving Average Convergence Divergence (MACD). Volume is rising along with the price. This is considered to be a good technical signal. Some negative signals were issued as well, and these may have some influence on the near short-term development. A sell signal was issued from a pivot top point on **Friday, May 17, 2024**, and so far it has fallen -2.00%. Further fall is indicated until a new bottom pivot has been found.

On the downside, the stock finds support just below today's level from accumulated volume at **\$42.11** and **\$42.08**. On the upside the stock meets some resistance just above today's level from accumulated volume at **\$45.22**, **\$45.41** and **\$45.44**.

In general the stock tends to have very controlled movements and with good liquidity the risk is considered very low in this stock. During the last day, the stock moved **\$0.760** between high and low, or **1.73%**. For the last week the stock has had daily average volatility of **1.80%**.

**Heartland Financial USA** holds several positive signals and is within a strong rising trend. As the old saying says, "Let the trend be your friend.". We therefore consider it to be a good choice at these current levels and we are expecting further gains during the next 3 months. We have upgraded our analysis conclusion for this stock since the last evaluation from a Hold/Accumulate to a Strong Buy candidate.

**Risk:** Low

**Evaluation:** Strong Buy Candidate

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