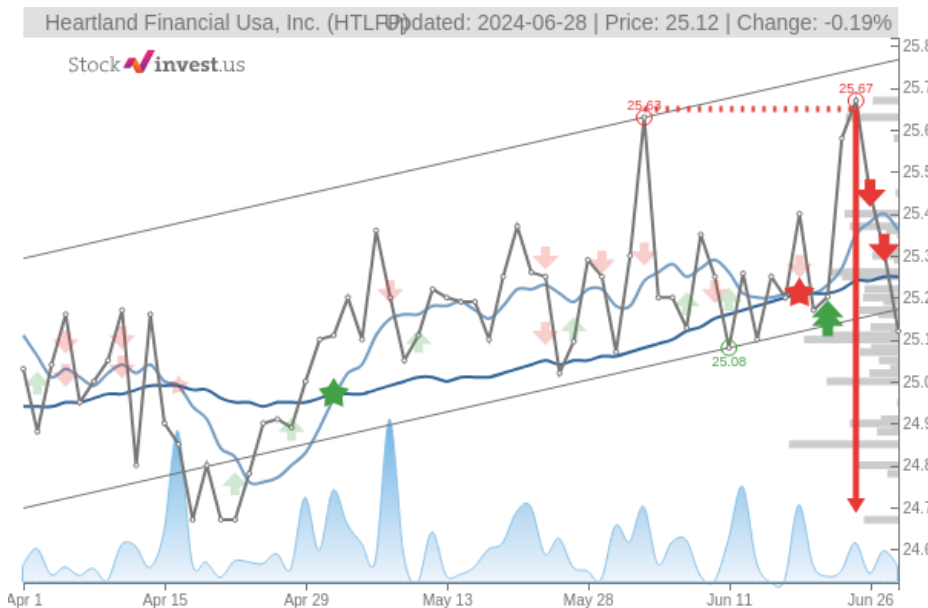


Heartland Financial Usa, Inc. (Fri, Jun 28, 2024)

Buy candidate since Jun 21, 2024

Loss -0.33%

StockInvest.us
Gyneju st. 14, "ROCKIT"
Vilnius, LT-01109
Lithuania



score: **-0.695**
#/ 54216

Trend: **Hold**
MV Long: **Sell**
MV Short: **Sell**
Pivot: **Sell**
Volume: **Sell**
MACD: **Buy**

Tech commentaries:

The **Heartland Financial Usa, Inc.** stock price fell by **-0.751%** on the last day (Friday, 28th Jun 2024) from **\$25.31** to **\$25.12**. It has now fallen 3 days in a row. During the last trading day the stock fluctuated **0.0797%** from a day low at **\$25.10** to a day high of **\$25.12**. The price has been going up and down for this period, and there has been a 0.08% gain for the last 2 weeks. Volume fell on the last day along with the stock, which is actually a good sign as volume should follow the stock. On the last day, the trading volume fell by **-2 thousand** shares and in total, **3 thousand** shares were bought and sold for approximately **\$70.91** thousand.

The stock has broken the narrow and horizontal trend down. Breaks like this are often followed by swift and strong movements, and any correction down to the breakline at approximately **\$25.17** is considered to be a "second chance" to get out before further fall. It is, however, important to note that false breaks may appear and that the price may move back into the horizontal trend. A break on increasing volume is considered to be more significant and reliable than breaks on low volume.

Furthermore, there is a buy signal from the 3 month Moving Average Convergence Divergence (MACD). Some negative signals were issued as well, and these may have some influence on the near short-term development. The **Heartland Financial Usa, Inc.** stock holds sell signals from both short and long-term Moving Averages giving a more negative forecast for the stock. On corrections up, there will be some resistance from the lines at **\$25.36** and **\$25.25**. A break-up above any of these levels will issue buy signals. A sell signal was issued from a pivot top point on **Tuesday, June 25, 2024**, and so far it has fallen -2.14%. Further fall is indicated until a new bottom pivot has been found. Volume fell along with the price during the last trading day which is technical positive. One should, however, note that this stock may have low liquidity in periods, which increases the general risk. The very low volume increases the risk and reduces the other technical signals issued.

Heartland Financial Usa, Inc. finds support from accumulated volume at \$25.10 and this level may hold a buying opportunity as an upwards reaction can be expected when the support is being tested. On the upside the stock meets some resistance just above today's level from accumulated volume at **\$25.20**, **\$25.25** and **\$25.26**.

In general the stock tends to have very controlled movements and therefore the general risk is considered very low. However, be aware of low or falling volume and make sure to keep an eye on the stock. During the last day, the stock moved **\$0.0200** between high and low, or **0.0797%**. For the last week the stock has had daily average volatility of **0.623%**

Heartland Financial Usa, Inc. holds several negative signals and this should be a sell candidate, but due to the general chance for a turnaround situation it should be considered as a hold candidate (hold or accumulate) in this position whilst awaiting further development. Due to some small weaknesses in the technical picture we have downgraded our analysis conclusion for this stock since the last evaluation from a Buy to a Hold/Accumulate candidate.

Risk: **Low**

Evaluation: **Hold/Accumulate**

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