

MARKETS, NEWS

Dollar Tree Down, but Expected to Rise Again as Investors Become Customers

BY CHRISTOPHER ROMANO ON MAY 27, 2021



This morning's sharp drop in the share value of Dollar Tree (\$DLTR) is expected to create a new crop of customers for the popular budget-friendly shop — namely those who held shares in the company as of this morning. We interviewed one such shareholder; Michael Sharps of Saratoga, Florida.

MS: "Well, I woke up this morning and checked my portfolio only to see that I was completely ruined. So I asked myself, what do I do now? Another look at my portfolio, and the answer was staring me right in the face!"

HM: "Dollar tree?"

MS: "Dollar Tree."

The influx of Dollar Tree investors as new Dollar Tree customers is predicted to cause \$DLTR to rise sharply in the coming weeks, but investors remain cautious, knowing that the rise of

the stock will cause those same customers to return to ritzier establishments like 7/11 or Publix.

“It’s all about timing the market,” said Jim Cramer, in a 2016 interview completely unrelated to the topic of this article.

Mr. Sharps said he is excited for a possible return to his favorite all-purpose store, the Piggly Wiggly, especially due to its location.

MS: “You see, I leased my car to buy Hertz shares, so now I drive a Hertz rental car everywhere, and the extra 2 miles to get to Dollar Tree are starting to add up. Fortunately Hertz shares are turning around for some reason, so I should have my Acura back in no time anyways!”

dltr

dollar tree

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