SORT BRICK

THE STARTER GUIDE

5 things to check before you trust a move

A plain-English field guide to reading the signals the market gives off — before the news catches up.

The one idea this whole guide rests on

In almost every big market move, the **signal** shows up before the **story** does. Sometimes there's no story at all — just price doing something the headlines can't explain yet.

That gap, between when the data moves and when the news catches up, is where the opportunity lives. The problem is that the data is scattered across dozens of feeds — insider filings, on-chain transfers, contracts, hiring, prediction markets, social chatter — and most of it is noise. This guide gives you five fast checks to separate a real move from a loud one. They're the same checks Sort Brick runs automatically on thousands of names.

Check 1 — Is an insider buying real cash?

Company insiders sell for a hundred reasons — taxes, a house, diversification. They buy for only one: they think the stock is going up. An open-market purchase (SEC transaction code **P**) is one of the strongest leading signals there is.

> **THE TRAP**
>
> A "buy" isn't always a buy. When a board gets its annual equity grant, every director receives shares on the same day at $0 cost — and naïve tools record it as everyone "buying." It's not. Nobody spent a dollar.

Real example: on June 2, 2026, nine Robinhood directors each received an identical 3,289 shares at $0 — a grant, not conviction. But one director, **Meyer Malka**, was separately writing real checks:

DATE	INSIDER	VALUE
May 28, 2026	Meyer Malka (Director)	$20.0M
Jun 3, 2026	Meyer Malka (Director)	$15.1M
Jun 5, 2026	Meyer Malka (Director)	$20.2M

Over **$55 million** of personal money in eight days. Three weeks later, HOOD made a quiet **~22%** move. **The rule: ignore grants, watch for cash.** A buy only counts when someone chose to spend money they didn't have to — and a cluster of different insiders buying beats any single one.

Check 2 — Which way is the whale swimming?

In crypto, a "whale" is a wallet big enough to move the market alone. Every transfer is public, so you can watch them — but a big number on its own is usually noise. The useful question is **direction relative to an exchange**:

- **Coins moving onto an exchange** = possible selling pressure (you send coins there to trade or cash out).
- **Coins leaving an exchange** = possible accumulation (someone's pulling supply off to hold).
- **Wallet to wallet, unlabeled** = usually nothing — an exchange shuffling its own funds, a custodian, an OTC settlement.

Sort Brick treats transfers of roughly **$1M+ (ETH)** and **$5M+ (BTC)** as whale-grade. The signal is in sustained *flows* over time, never a single dramatic transfer.

Check 3 — Is the chatter accelerating?

Raw mention counts are useless — popular things are always mentioned a lot. What matters is **velocity**: how fast attention is rising versus its own normal baseline. A name suddenly running 3–4× its usual chatter is waking up. But chatter alone proves nothing (see Check 4) — it only matters when something real is underneath it.

Check 4 — Real, fake, or quiet?

Cross the chatter against the actual price and you get four readings. This single test is the heart of Sort Brick:

VERDICT	WHAT IT MEANS
Real move	Chatter up AND price confirms it
Fake hot	Loud chatter, price flat or falling — hype, not money
Quiet mover	Price moving, almost no chatter — the early edge
Watch	Chatter up, no hard price confirmation yet

The **quiet mover** is the prize: money is moving while the crowd hasn't noticed. That's the spot where you're early instead of late.

Check 5 — Does the evidence actually stack?

No single signal is a thesis. The real edge is **independent sources agreeing**. Sort Brick rolls every factor — insider buying, institutional moves, 8-K filings, contracts, FDA actions, hiring, whale flows, chatter, price — into one **Signal Score from 0 to 100**, with one hard rule:

> *A name can't score on hype alone. There must be at least one real leading catalyst underneath it — or it doesn't make the board.*

A confidence badge (preliminary / moderate / strong) tells you how solid the stack is. A 60 that's *strong* can beat a 75 that's only *preliminary*. Read the number and the badge together.

The weekly routine (15 minutes, twice a week)

Open the Signals board, top scores first → filter for quiet movers with moderate/strong confidence → read the factor breakdown (which signals built the score?) → verify any insider buys are real cash, not grants → read the sourced story → add to a watchlist and watch the score over the week. Rising score + new factors = the thesis strengthening.

That's the whole game: systematically look where real money is moving before the story breaks, instead of chasing what's already on the front page. None of it is a guarantee — insiders are early and sometimes wrong, quiet movers sometimes just go quiet. What good signals buy you isn't certainty. It's being early to the question while everyone else waits for the answer.