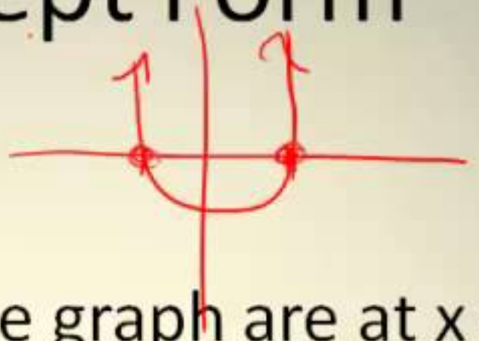
Intercept Form



- $y = a(x - p)(x - q)$

  The x-intercept(s) of the graph are at $x = p$ and $x = q$

  * opposite of BOTH p & q

- Use $y = 2(x + 1)(x - 6)$.....Indicate the x-intercepts, vertex, direction the parabola opens, if it is wider/narrower than $y = x^2$, and axis of symmetry.

$x = -1$