

# Fundamentally different: a better approach to exchange traded funds

*Our unique approach to ETFs helps investors make informed decisions based on forward-looking measures of investment merit, not just past performance.*



## Forward looking

*View & value ETFs based on forward-looking measures of investment merit, not just past performance*

## Strategy agnostic

*Find ETFs that fit your investment criteria, however you define it*

## Timely

*Critical fundamental and valuation data is updated daily to keep you on top of changing markets*

## Complete toolset

*Everything you need to build and monitor a disciplined portfolio of ETFs*

*ETFs and other index funds are rapidly displacing traditional, actively managed mutual funds, but selecting the right ones for your portfolio and maintaining oversight is critical. Our research approach and analytical tools are designed to help you accomplish that task quickly and easily, but based on criteria you determine, putting you in the driver's seat.*

## How we're different

Most ETF research is really warmed-over mutual fund research that focuses entirely on past performance. We take a different approach by applying the traditional tools of security analysis to each underlying constituent, aggregating results up to the fund level.

Among its many benefits, this allows readers to view & value funds in an objective and familiar way, based on forward-looking measures of investment merit.

We believe this enables clients to make more informed investment decisions by answering questions about expectations, how they are changing, and how the market is valuing them. And unlike with mutual funds, investors know exactly what they own putting them in full control.

## Who we help

### Financial Advisors

Screen and research funds and build multiple ETF portfolios through the ETF Research Center

### Institutions & Broker/Dealers

License our data to power your trading strategies or provide unique, critical content for your website or newsletter

### Fund Issuers

Differentiate your funds by providing investors independent research that makes it easier for them to assess and utilize your products

## ETF Research Center

ETF Research Center provides financial advisors and other sophisticated investors with up-to-date access to all of our ETF analysis and tools. Visit [www.etfresearchcenter.com](http://www.etfresearchcenter.com).

## Professional strength tools



Everything you need to build and monitor disciplined ETF portfolios based on investment factors you determine

## Resources for Investors



Guides to researching ETFs and information on finding experienced advisors and industry events



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