



# RIA Pulse Report

Data Up Through: 07/17/2020

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Disclosure

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# About Envestnet Analytics

## What We Do

Our dedicated analytics team is comprised of data scientists, analysts, and wealth domain experts who work to answer your key business questions completely, simply, quickly, and sometimes before you even think of them.

Envestnet Analytics delivers market-leading insights to Advisors, Wealth Enterprise Home Office executives, Money Managers, and Financial Institutions through its omni-channel platform, Envestnet Intelligence. Our out of the box solutions are designed to deliver answers to the questions that matter most. Custom solutions take it a step further to optimize the dashboards specific to your firm by including additional data sources, custom labels, custom fields, proprietary risk profile rules, data mapping, and more.

Our traditional dashboards and question and answer-based user interface are available via desktop, mobile app, Alexa skill, reports, and notifications to get you the insights you need, wherever you are.

## WE WANT YOUR FEEDBACK!

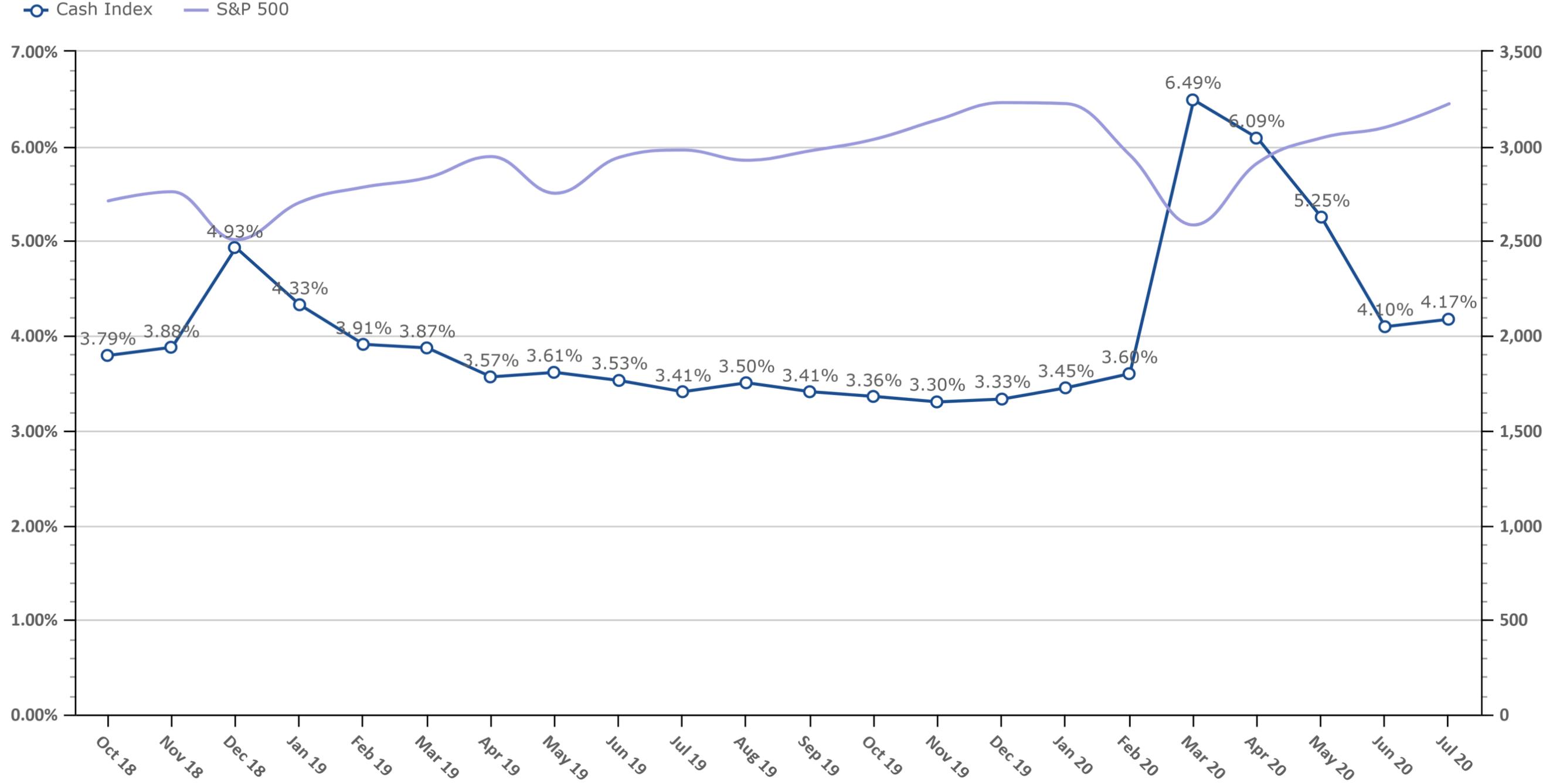
Your feedback is crucial to making this report most beneficial to advisors like you. If you have any comments on the data we show in this report or additional metrics you'd like to see included, please email [feedback@envestnetintelligence.com](mailto:feedback@envestnetintelligence.com). We'd love to hear from you.

**215.240.7063**

# Cash Levels Index

Data Up Through: 07/17/2020

**Notes:** The Cash Levels Index is the sum of cash and cash equivalents as a percentage of AUM.

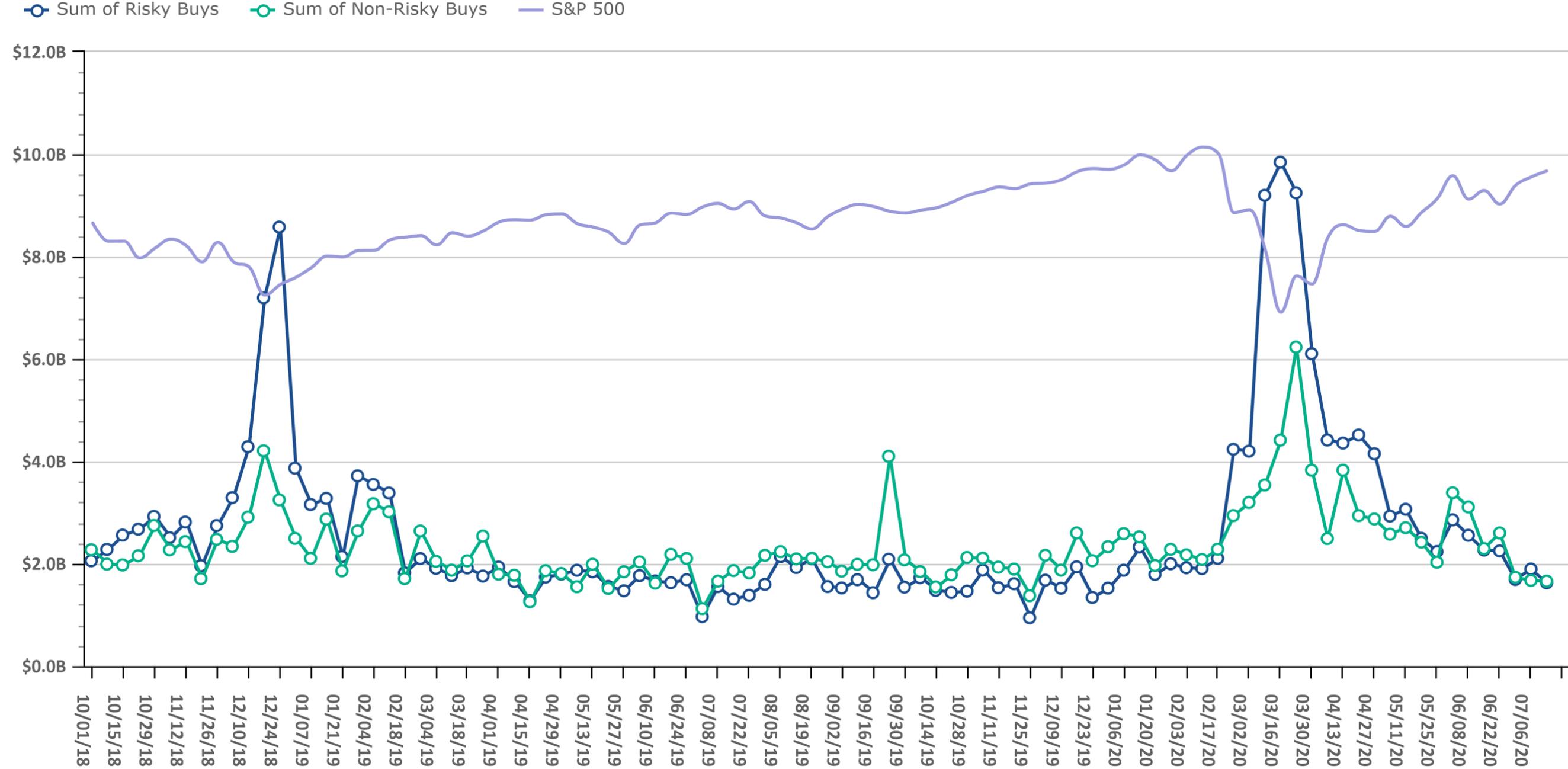


Source: Evestnet Wealth Management Platform

# Risk On vs. Risk Off Sums

Data Up Through: 07/17/2020

**Notes:** Risk On vs. Risk Off displays the sum of both "risky" and "non-risky" buys. See the disclosure for a definition of Risk On & Risk Off.

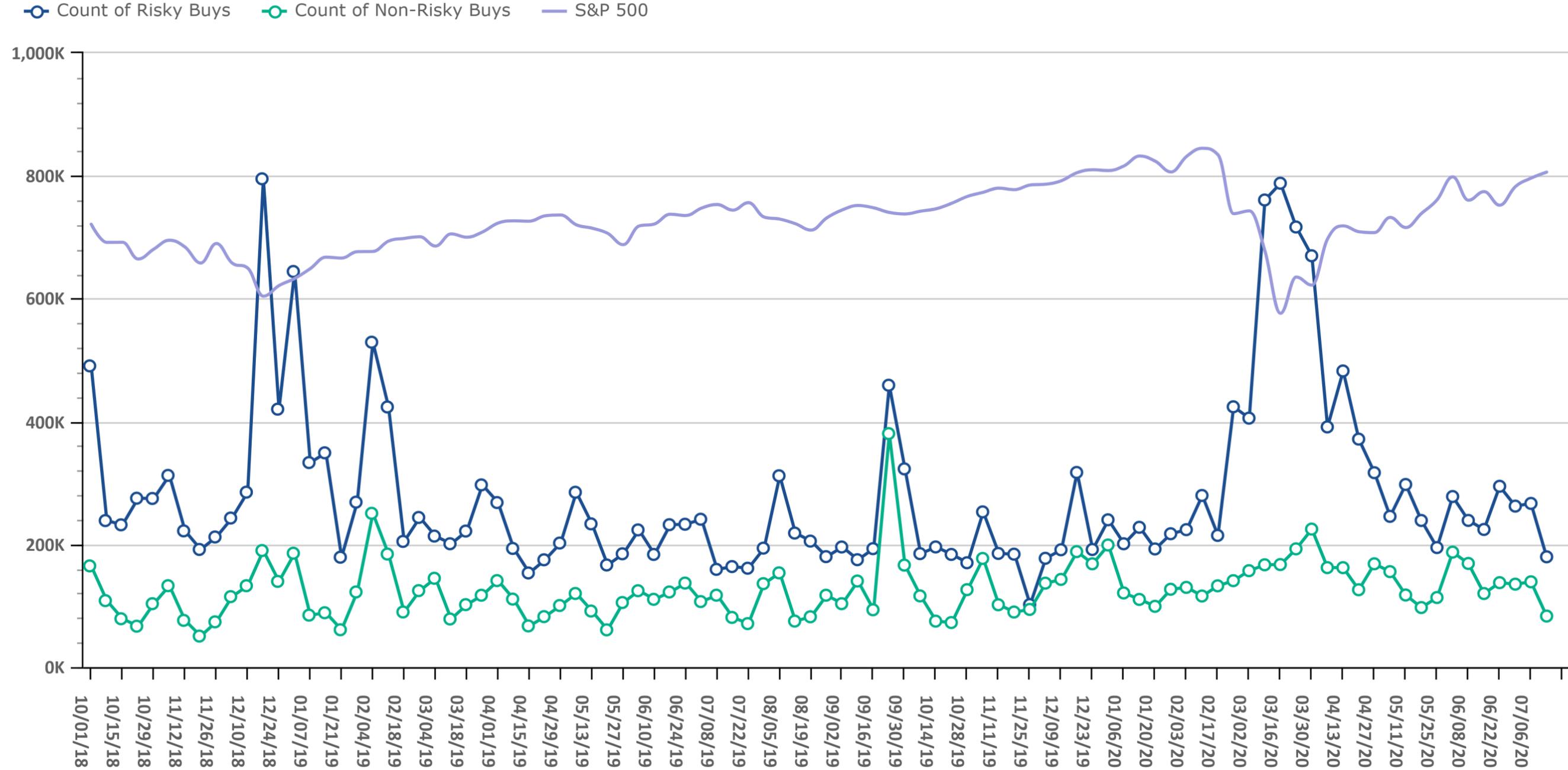


Source: Investnet Wealth Management Platform

# Risk On vs. Risk Off Volume

Data Up Through: 07/17/2020

**Notes:** Risk On vs. Risk Off displays the count of both "risky" and "non-risky" buys. See the disclosure for a definition of Risk On & Risk Off.

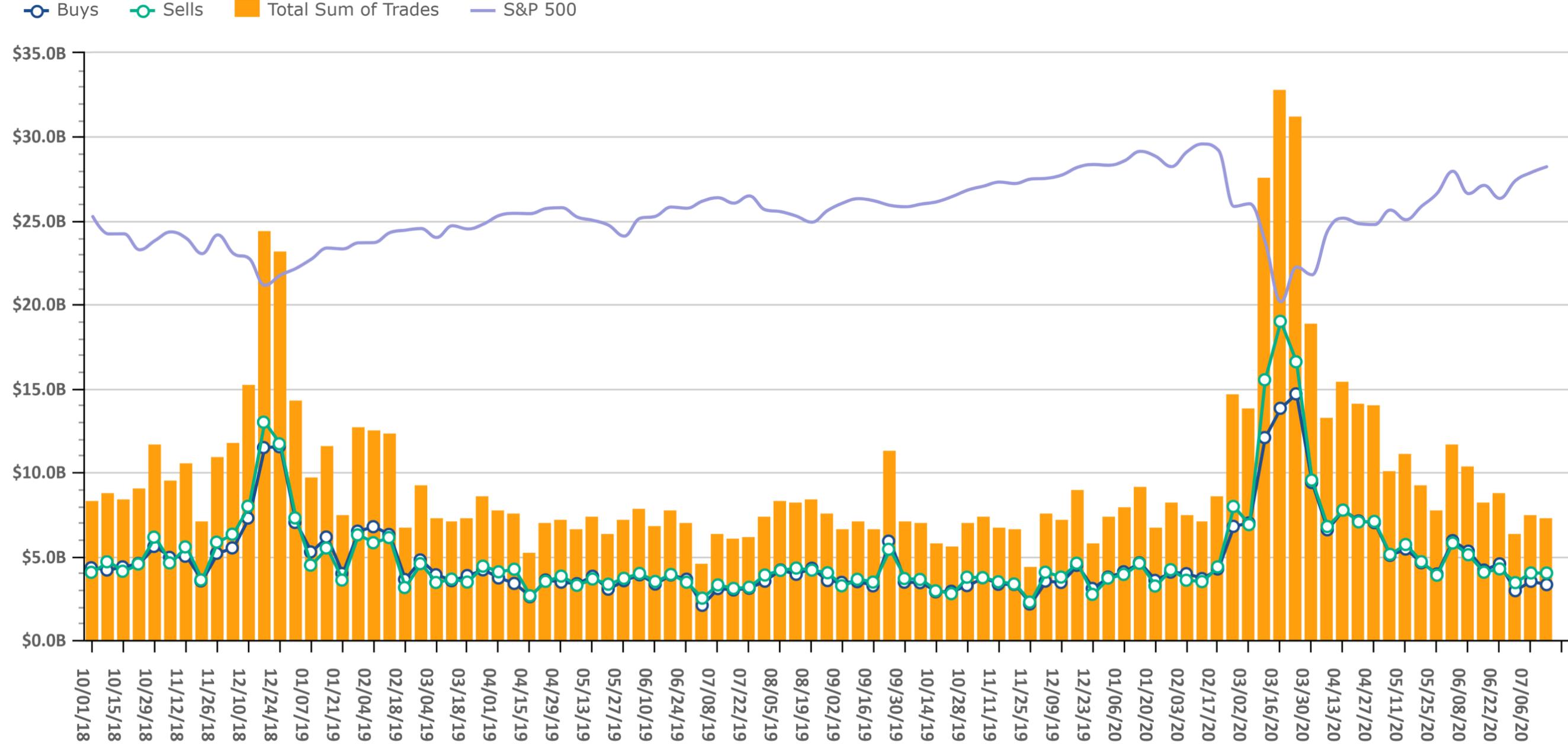


Source: Investnet Wealth Management Platform

# Trading Amount

Data Up Through: 07/17/2020

**Notes:** Sum of trades measures the total sum of buy and sell transactions in mutual funds, ETFs, & equities.

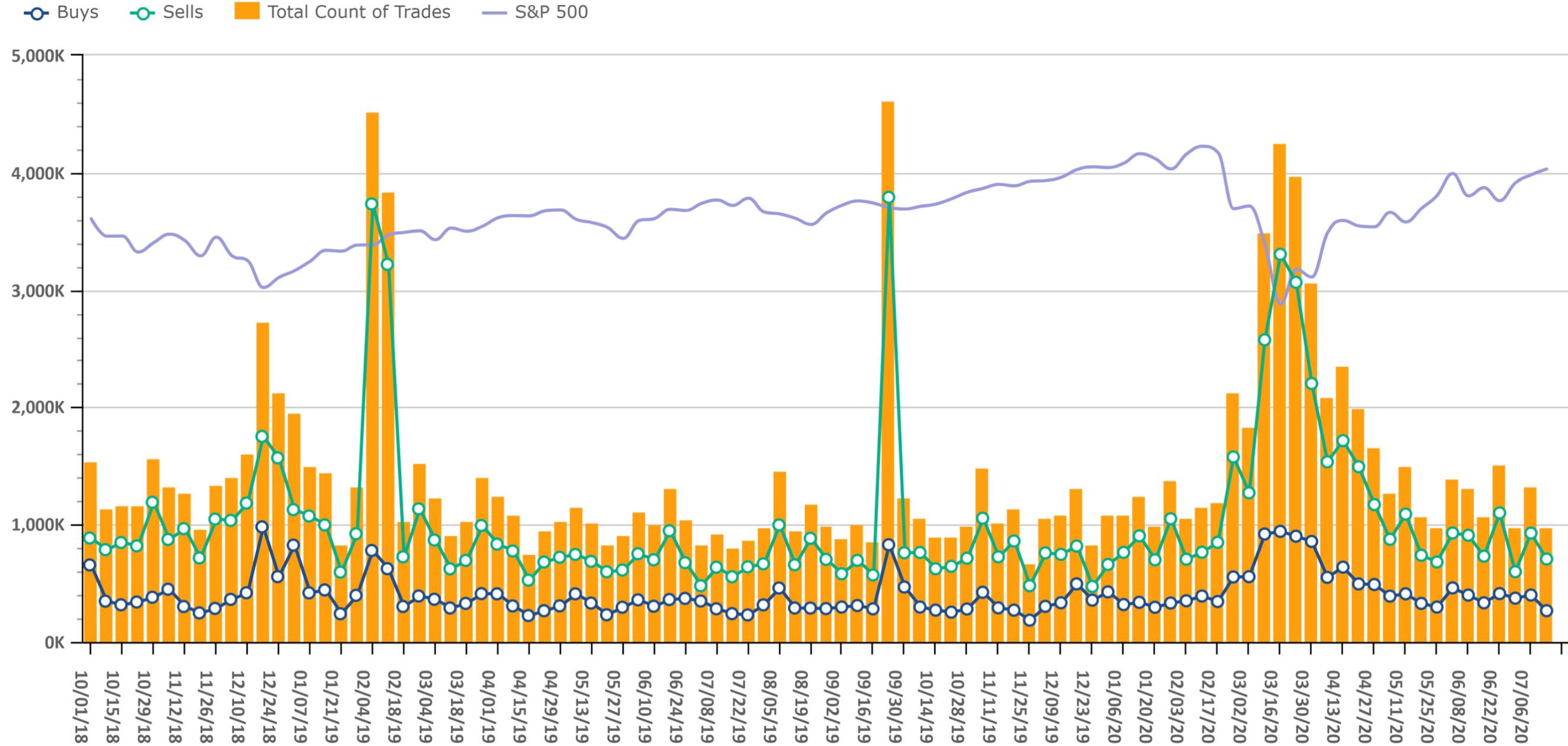


Source: Investnet Wealth Management Platform

# Trading Volume

Data Up Through: 07/17/2020

**Notes:** Count of trades measures the total number of buy and sell transactions in mutual funds, ETFs, & equities.

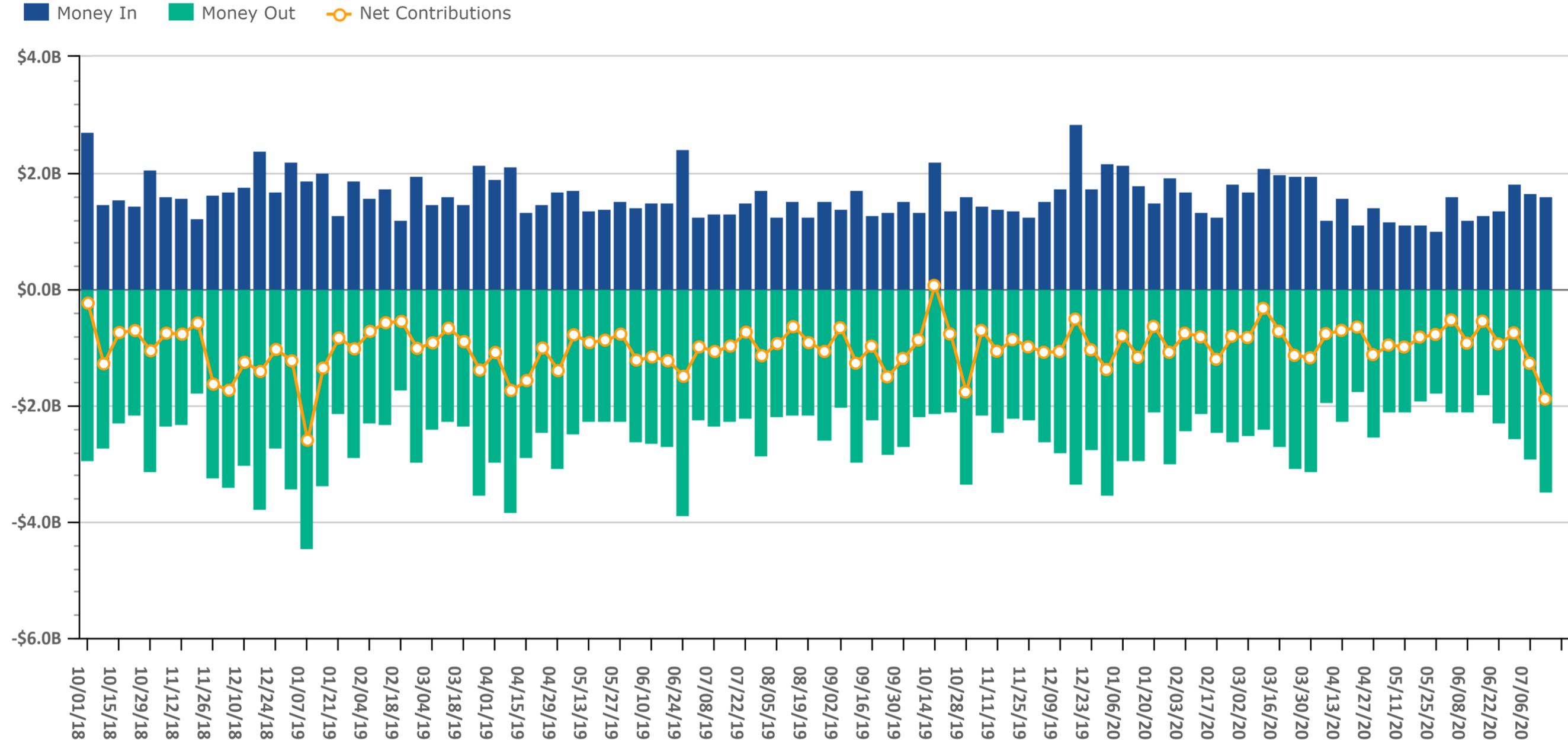


Source: Investnet Wealth Management Platform

# Client Contributions

Data Up Through: 07/17/2020

**Notes:** Money In is the amount of contributions made by clients into existing accounts. Money Out is the amount of withdrawals made by clients out of existing accounts.

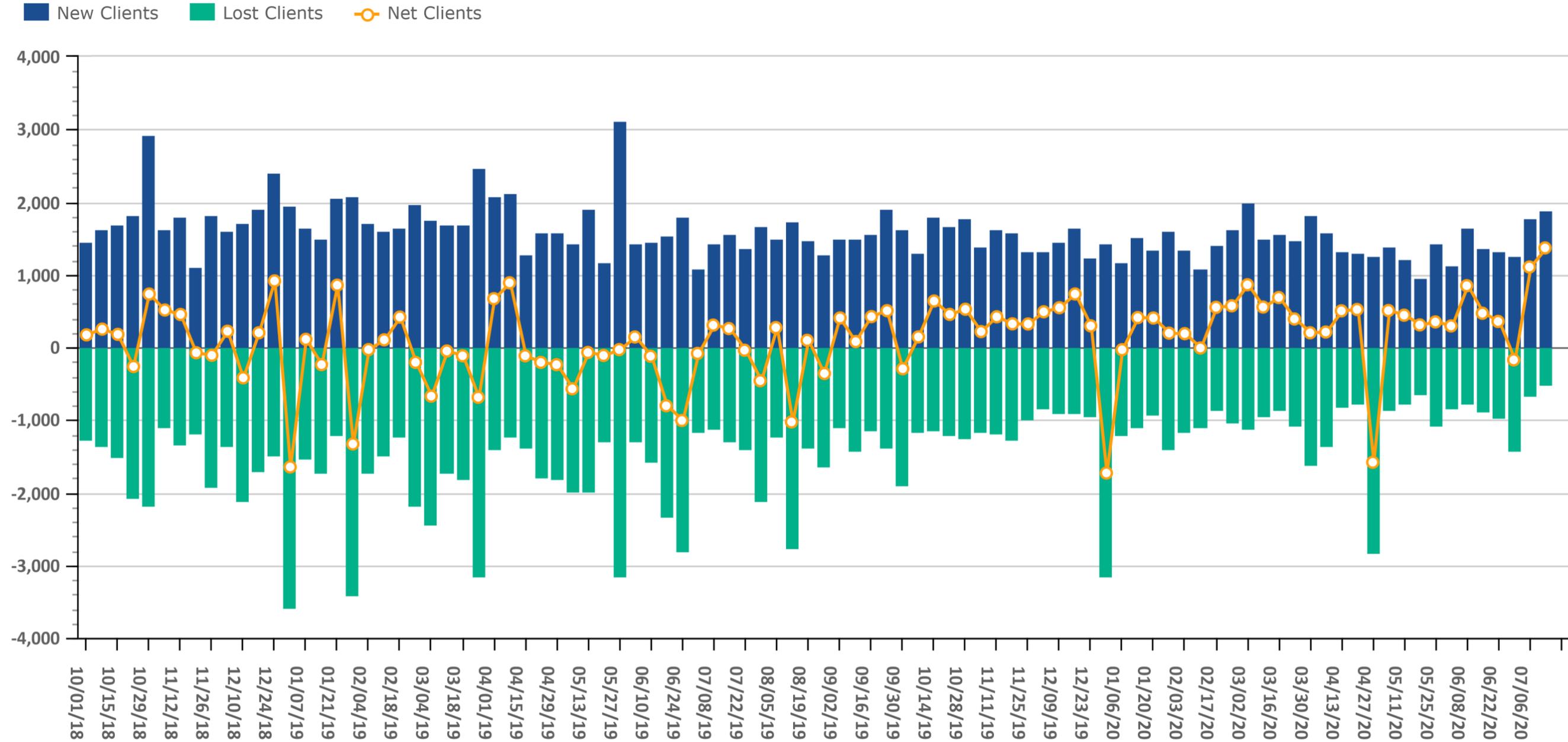


Source: Investnet Wealth Management Platform

# Client Growth

Data Up Through: 07/17/2020

Notes: Client Growth measures new and lost clients.



Source: Investnet Wealth Management Platform

# Combined Mutual Fund & ETF Styles by Net Flows

Data Up Through: 07/17/2020

## Weekly Highest Styles : Higher Ranks have best Net Flows

Style	Weekly Rank	Weekly Delta
Intermediate Bond	1	0
Commodity	2	9▲
Short Bond	3	33▲
Foreign Large Cap Growth	4	22▲
Intermediate Muni	5	-3▼
Long Bond	6	-3▼
High Yield	7	-3▼
Inflation-Protected Bond	8	-1▼
International Bond	9	14▲
Small-Cap Value	10	19▲

## YTD Highest Styles

Style	YTD Rank
Intermediate Bond	1
Large-Cap Core	2
Large-Cap Growth	3
Long Bond	4
Commodity	5
Foreign Large Cap Growth	6
Mid-Cap Growth	7
Inverse	8
High Yield	9
Small-Cap Growth	10

## Weekly Lowest Styles : Higher Ranks have worst Net Flows

Style	Weekly Rank	Weekly Delta
Large-Cap Core	1	1▲
Int'l Developed Mkts	2	14▲
Large-Cap Growth	3	6▲
Small-Cap Core	4	4▲
Large-Cap Value	5	-4▼
Balanced	6	-3▼
Int'l Emerging Mkts	7	-3▼
Mid-Cap Core	8	6▲
REITs	9	-4▼
Managed Futures	10	16▲

## YTD Lowest Styles

Style	YTD Rank
Large-Cap Value	1
Int'l Developed Mkts	2
Balanced	3
International Bond	4
Int'l Emerging Mkts	5
Alternative Fixed Income	6
Foreign Large Cap Value	7
Mid-Cap Value	8
Bank Loan	9
Short Muni	10

Source: Investnet Wealth Management Platform

## Highest & Lowest MFs & ETFs by Net Flows

Data Up Through: 07/17/2020

### Weekly Highest Mutual Funds

Security Description	Weekly Rank	Weekly Delta
GIBIX - Guggenheim Total Return B	1	7▲
DFAIX - DFA Short-Duration Real R	2	192▲
CIVIX - Causeway International Va	3	5,006▲
DFGFX - DFA Two-Year Global Fixed	4	366▲
DBLTX - DoubleLine Total Return B	5	0
VCOBX - Vanguard Core Bond Admira	6	175▲
VWIUX - Vanguard Interm-Term Tx-E	7	-5▼
WCMFX - WCM Focused Small Cap Ins	8	2,961▲
TRGLX - T. Rowe Price Global Stoc	9	430▲
MSEMXX - Morgan Stanley Inst EMkts	10	932▲

### Weekly Lowest Mutual Funds

Security Description	Weekly Rank	Weekly Delta
DFEQX - DFA Short-Term Extended Q	1	87▲
ELSMX - Elements U.S. Small Cap P	2	234▲
ELMMX - Elements Emerging Markets	3	79▲
TGBAX - Templeton Global Bond Adv	4	27▲
DFIEX - DFA International Core Eq	5	-2▼
VFIRX - Vanguard Short-Term Treas	6	1,252▲
DFEOX - DFA US Core Equity 1 I	7	10▲
VFSUX - Vanguard Short-Term Inves	8	5,199▲
DFCEX - DFA Emerging Markets Core	9	-2▼
SDRIX - Swan Defined Risk I	10	492▲

Source: Investnet Wealth Management Platform

### Weekly Highest ETFs

Security Description	Weekly Rank	Weekly Delta
BIV - Vanguard Intermediate-Term	1	45▲
GLD - SPDR Gold Shares	2	21▲
IMTM - iShares Edge MSCI Intl Mom	3	816▲
GSIE - Goldman Sachs ActiveBeta	4	1,023▲
JPST - JPMorgan Ultra-Short Incom	5	39▲
VTIP - Vanguard Short-Term Infl-P	6	59▲
GOVT - iShares US Treasury Bond	7	18▲
IGSB - iShares Tr Sh Tr Crport Et	8	-4▼
LQD - iShares iBoxx \$ Investment	9	-8▼
GEM - Goldman Sachs ActiveBeta E	10	848▲

### Weekly Lowest ETFs

Security Description	Weekly Rank	Weekly Delta
IFV - First Trust Dorsey Wright I	1	355▲
EFV - iShares MSCI EAFE Value	2	81▲
STPZ - PIMCO 1-5 Year US TIPS ETF	3	87▲
QQQ - Invesco QQQ Trust	4	1,034▲
JAGG - JPMorgan US Aggregate Bond	5	11▲
DIA - SPDR Dow Jones Industrial	6	65▲
SPY - SPDR S&P 500 ETF	7	1,037▲
SCHR - Schwab Intermediate-Term U	8	107▲
HDMV - First Trust Hrzn MgdVolati	9	384▲
SPLV - Invesco S&P 500 Low Volat	10	2▲

# Weekly Stock Buys & Sells

Data Up Through: 07/17/2020

## Weekly Buys | Stocks

Security Description	Weekly Rank	Weekly Delta
TSLA - Tesla Motors Inc	1	26▲
AMZN - Amazon.com Inc	2	-1▼
VZ - Verizon Communications Inc	3	26▲
BJ - BJ's Wholesale Club Holdings	4	276▲
JPM - JPMorgan Chase & Co	5	20▲
SO - Southern Co	6	126▲
PFE - Pfizer Inc	7	4▲
AAPL - Apple Inc	8	0
COST - Costco Wholesale Corp	9	120▲
NVDA - NVIDIA Corp	10	-5▼
SHOP - Shopify Inc	11	78▲
NFLX - Netflix Inc	12	6▲
MRCY - Mercury Systems Inc	13	721▲
VTR - Ventas Inc	14	453▲
EPD - Enterprise Products Partner	15	112▲
SBUX - Starbucks Corp	16	79▲
LAMR - Lamar Advertising Co	17	105▲
GS - Goldman Sachs Group Inc	18	41▲
CAT - Caterpillar Inc	19	72▲
MSFT - Microsoft Corp	20	-18▼
WFC - Wells Fargo & Co	21	23▲
MRK - Merck & Co Inc	22	21▲
LMT - Lockheed Martin Corp	23	9▲
CVS - CVS Health Corp	24	76▲
EA - Electronic Arts Inc	25	67▲

## Weekly Sells | Stocks

Security Description	Weekly Rank	Weekly Delta
AAPL - Apple Inc	1	2▲
AMZN - Amazon.com Inc	2	-1▼
TSLA - Tesla Motors Inc	3	13▲
MSFT - Microsoft Corp	4	-2▼
MRNA - Moderna Inc	5	643▲
T - AT&T Inc	6	56▲
DIS - Walt Disney Co	7	-2▼
C - Citigroup Inc	8	75▲
NFLX - Netflix Inc	9	-1▼
WFC - Wells Fargo & Co	10	35▲
CSCO - Cisco Systems Inc	11	41▲
NVO - Novo Nordisk A/S	12	410▲
KRC - Kilroy Realty Corp	13	1,027▲
APD - Air Products & Chemicals In	14	236▲
JPM - JPMorgan Chase & Co	15	-2▼
SCHW - Charles Schwab Corp	16	143▲
RMD - ResMed Inc	17	421▲
FB - Facebook Inc A	18	-7▼
BRK.B - Berkshire Hathaway Inc B	19	-7▼
BA - Boeing Co	20	70▲
ADBE - Adobe Systems Inc	21	14▲
CVX - Chevron Corp	22	15▲
D - Dominion Resources Inc	23	-19▼
RUN - Sunrun Inc	24	23▲
PYPL - PayPal Holdings Inc	25	34▲

Source: Investnet Wealth Management Platform

## Data Content

Our goal with this weekly compendium of industry metrics and indices is to inform the report's consumer about the investment, risk and business activities executed by RIAs across the nation. We believe this information will provide advisors with near real time insights that may help them improve their business and client outcomes.

The data included in the RIA Pulse metrics comes from our wealth management solutions databases, which include Investnet and Tamarac data. We filter the data those firms and advisors who we have segmented as Registered Investment Advisors (RIAs). The data is de-identified and aggregated to create a representative set of metrics and indices. We curate the data to eliminate data which we deem to be incomplete, having insufficient history, or have minimal contribution to the metrics. We reevaluate the components and qualifiers of the metrics and indices on at least an annual basis in an effort to keep our RIA index representative of advisors' inferred attitudes and actual behaviors.

**Risk On** includes all individual equities (stocks). Risk On also includes equity focused mutual fund and ETF styles. This includes Large Cap, Mid Cap, Small Cap, International, and Emerging Markets.

**Risk Off** includes all individual fixed income instruments. Risk Off also includes fixed income focused mutual fund and ETF styles. This includes Taxable, Muni, Bank Loan, and International Fixed Income.

**Risk On & Risk Off** exclude buys and sells of Cash/Money Markets, Balanced/Asset Allocated, and Alternative styles.

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