



# RIA Pulse Report

Data Up Through: 09/04/2020

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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!

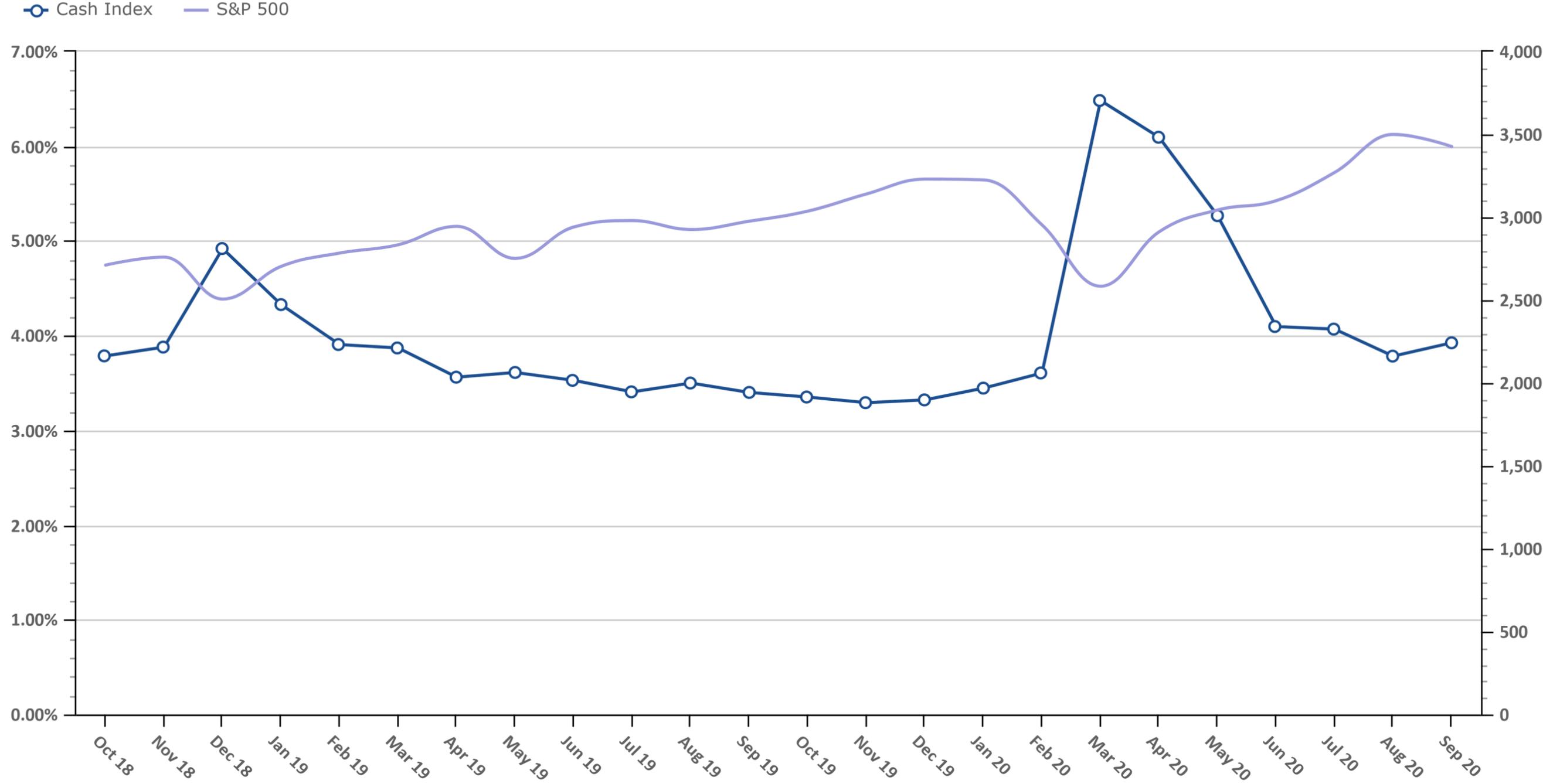
Your feedback is crucial to making this report most beneficial to advisors like you. If you have any comments on the data we show in this report or additional metrics you'd like to see included, please email [feedback@envestnetintelligence.com](mailto:feedback@envestnetintelligence.com). We'd love to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

**215.240.7063**

# Cash Levels Index

Data Up Through: 09/04/2020

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

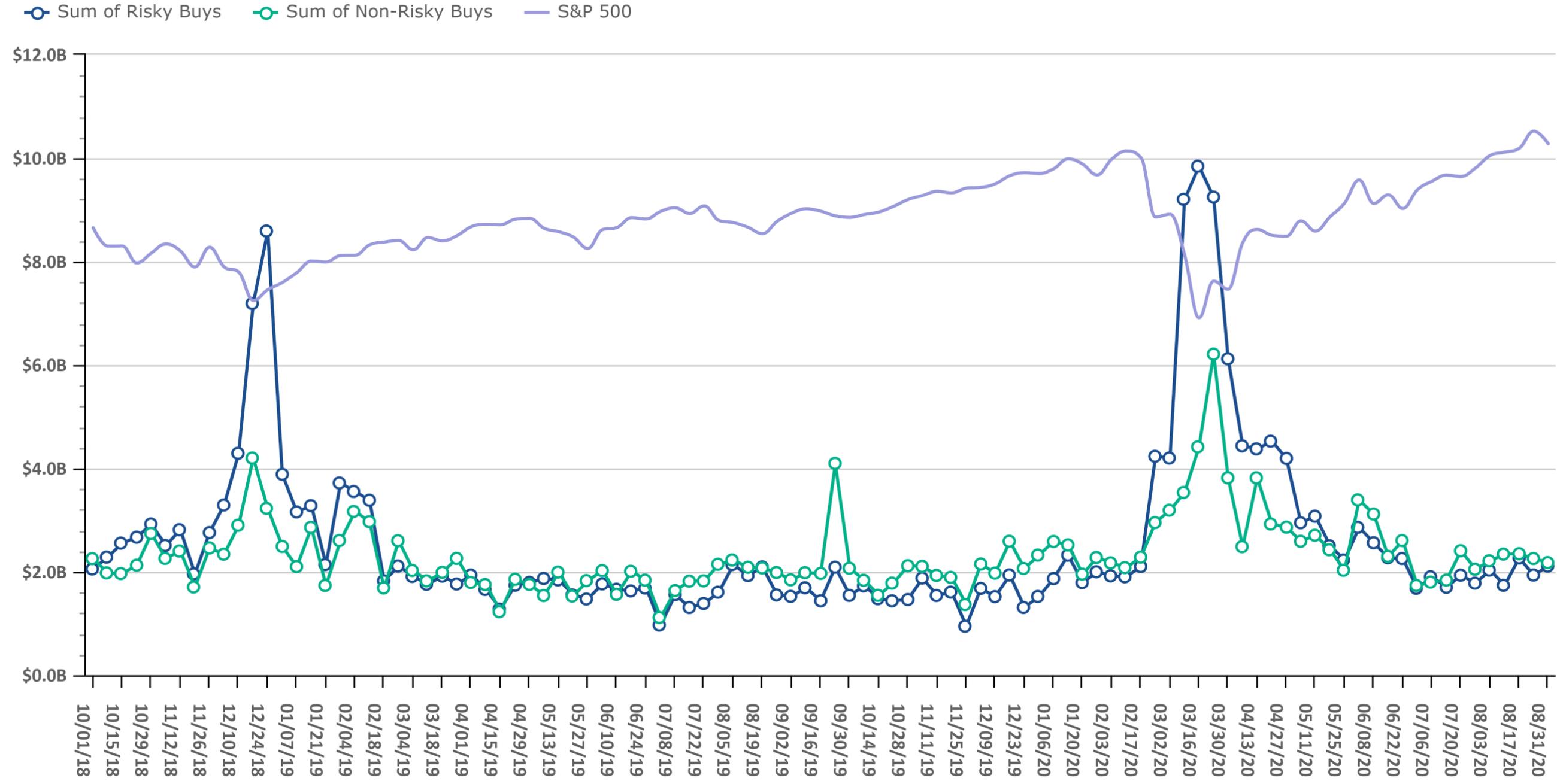


Source: Evestnet Wealth Management Platform

# Risk On vs. Risk Off Sums

Data Up Through: 09/04/2020

**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.

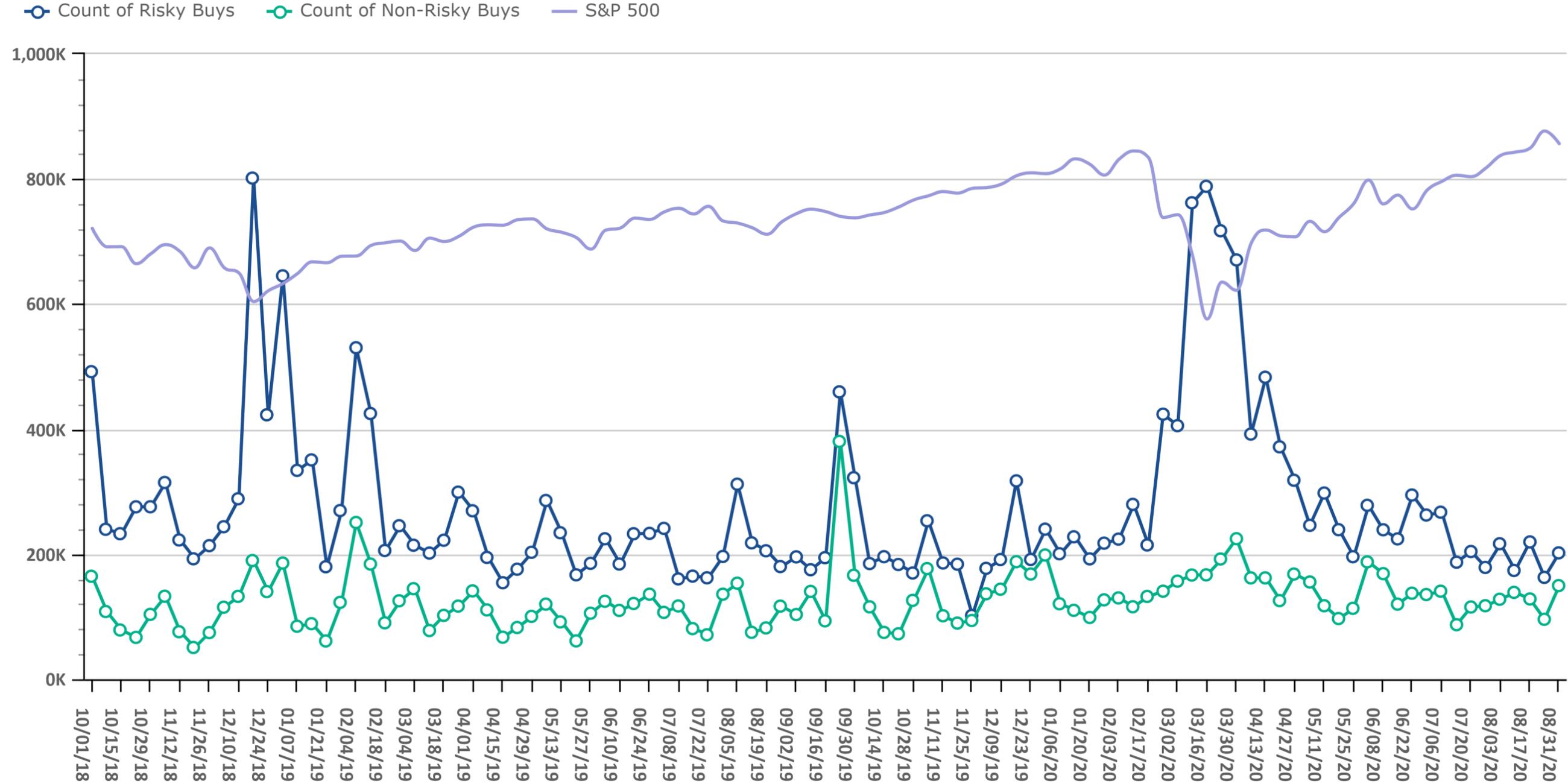


Source: Investnet Wealth Management Platform

# Risk On vs. Risk Off Volume

Data Up Through: 09/04/2020

**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.

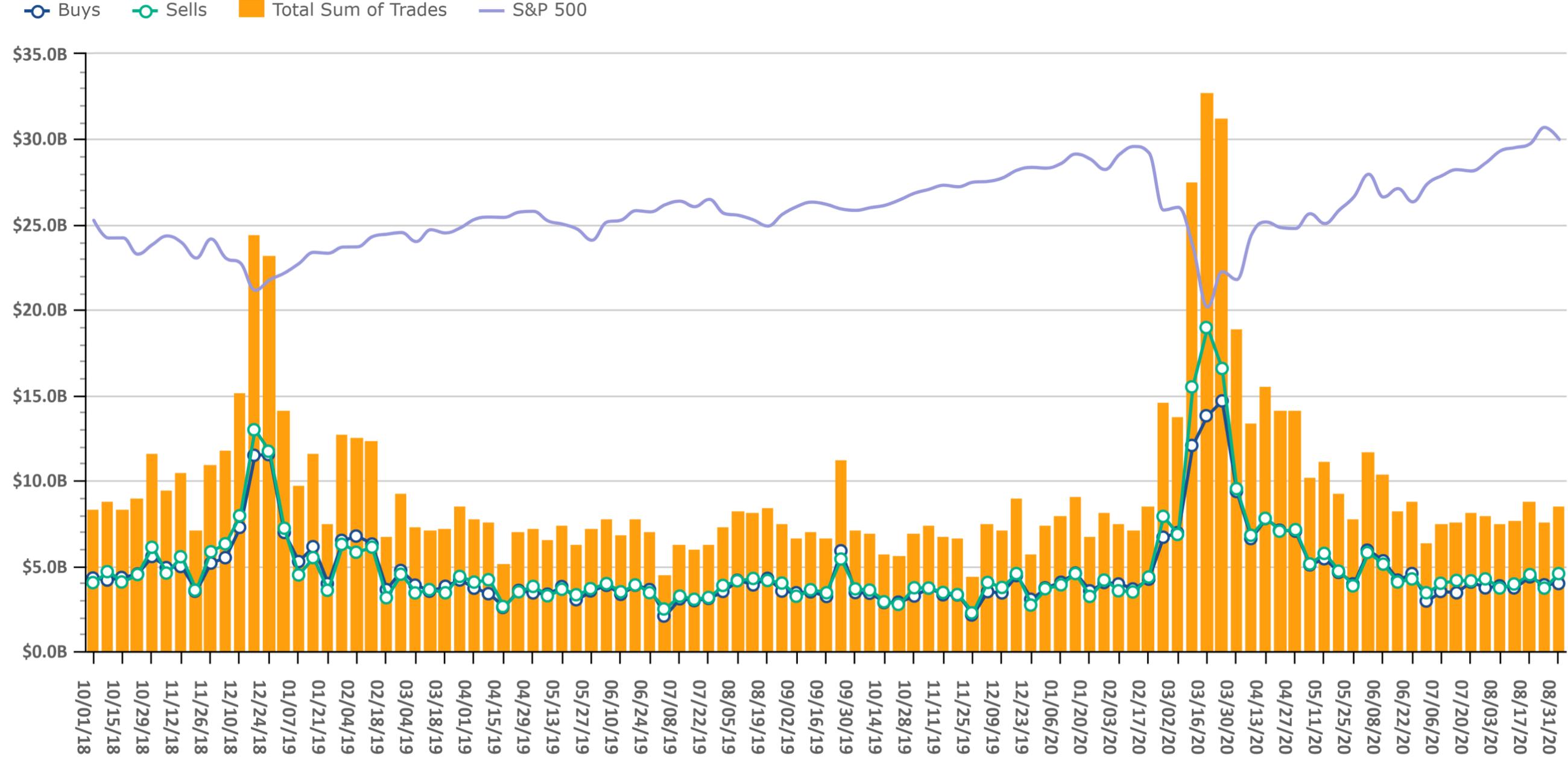


Source: Investnet Wealth Management Platform

# Trading Amount

Data Up Through: 09/04/2020

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

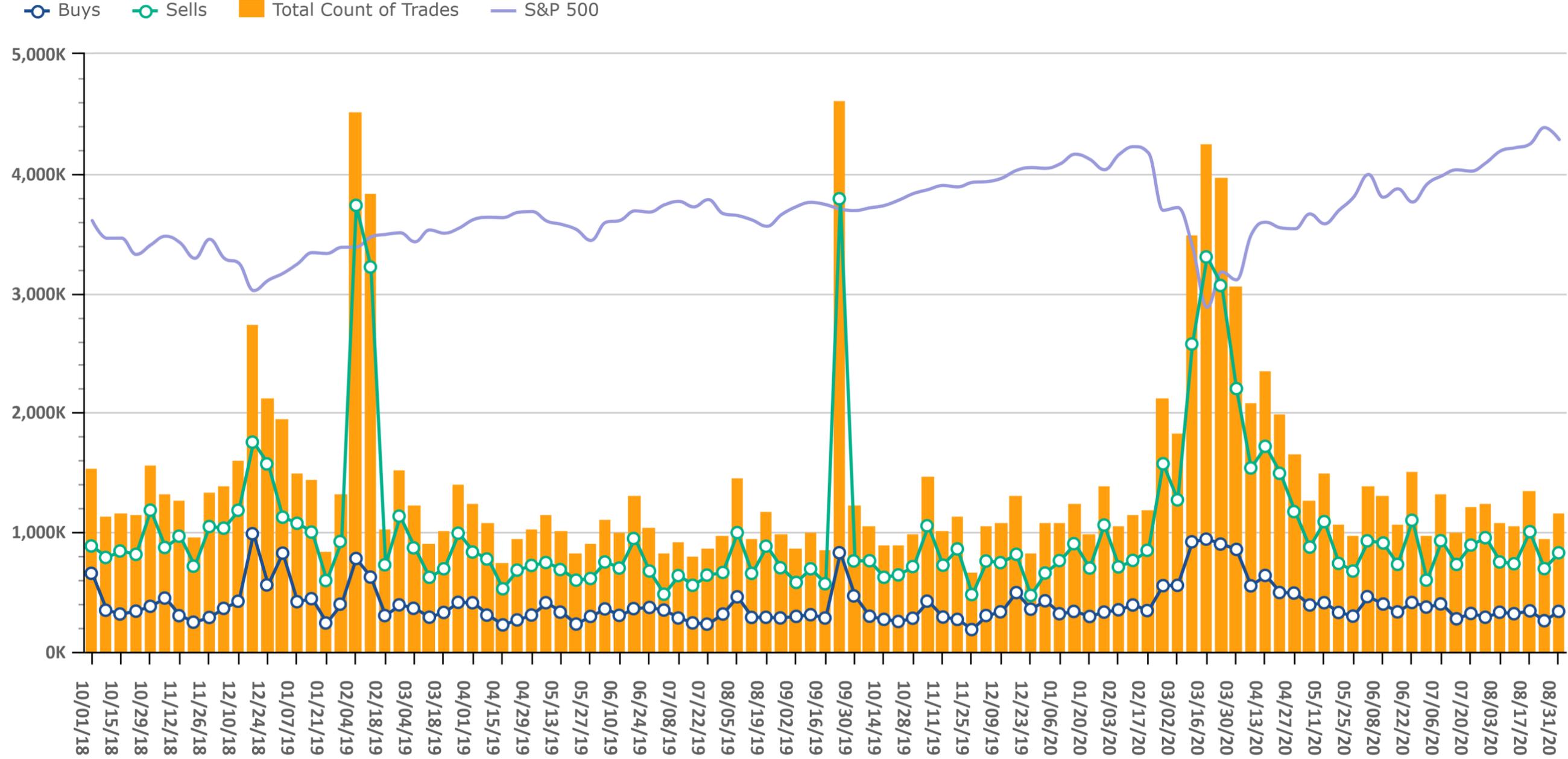


Source: Investnet Wealth Management Platform

# Trading Volume

Data Up Through: 09/04/2020

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

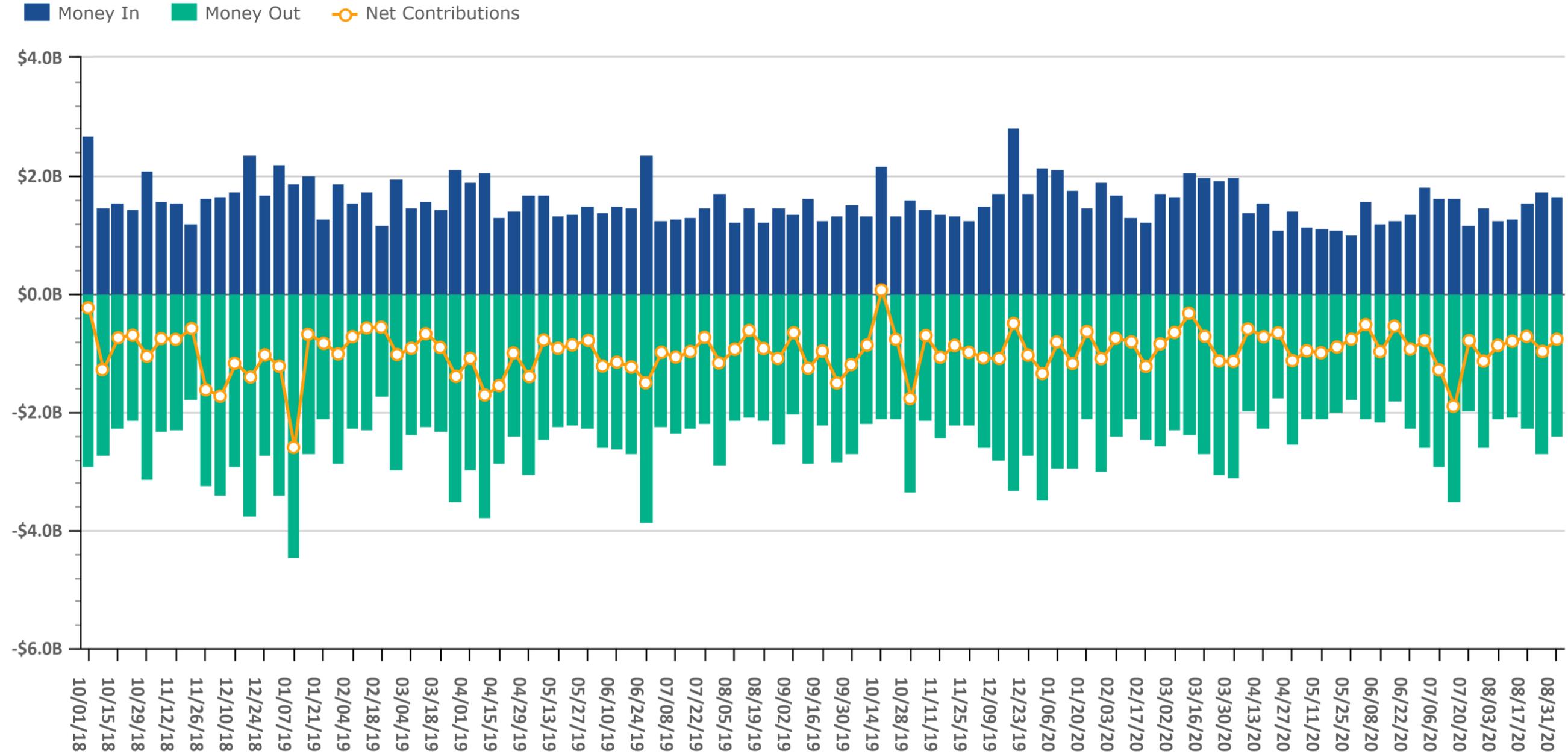


Source: Investnet Wealth Management Platform

# Client Contributions

Data Up Through: 09/04/2020

**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.

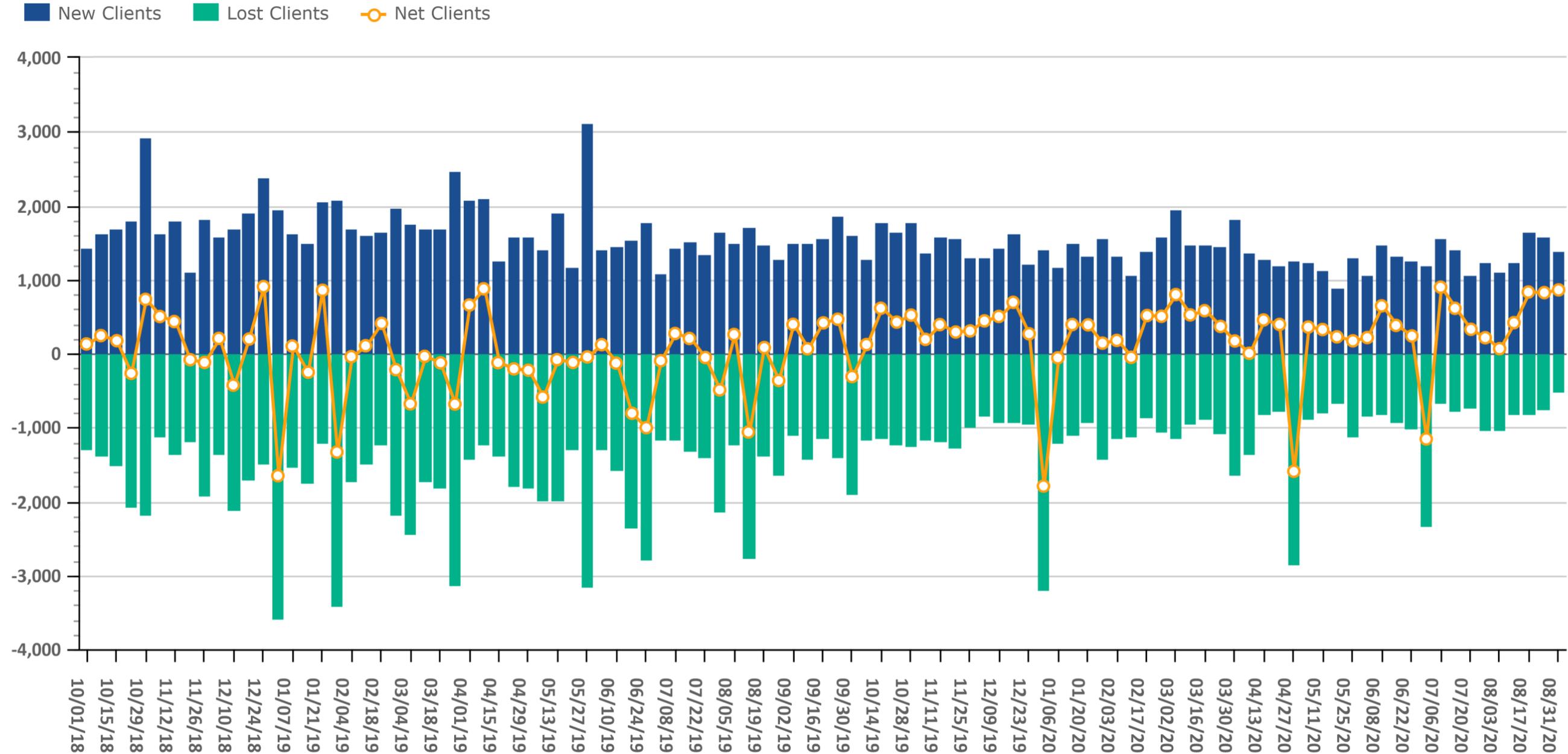


Source: Investnet Wealth Management Platform

# Client Growth

Data Up Through: 09/04/2020

Notes: Client Growth measures new and lost clients.



Source: Investnet Wealth Management Platform

# Combined Mutual Fund & ETF Styles by Net Flows

Data Up Through: 09/04/2020

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

Style	Weekly Rank	Weekly Delta
Intermediate Bond	1	1▲
Short Bond	2	-1▼
Intermediate Muni	3	0
Foreign Large Cap Growth	4	3▲
Hedged Equity	5	5▲
High Yield	6	11▲
Int'l Developed Mkts	7	29▲
Inflation-Protected Bond	8	-2▼
Short Muni	9	0
Commodity	10	-6▼

## YTD Highest Styles

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

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

Style	Weekly Rank	Weekly Delta
Large-Cap Core	1	1▲
Large-Cap Growth	2	4▲
Int'l Emerging Mkts	3	1▲
Large-Cap Value	4	-3▼
Small-Cap Value	5	2▲
Foreign Small Mid Cap Value	6	6▲
Balanced	7	-4▼
Foreign Large Cap Value	8	27▲
REITs	9	0
Small-Cap Core	10	-5▼

## YTD Lowest Styles

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

Source: Investnet Wealth Management Platform

## Highest & Lowest MFs & ETFs by Net Flows

Data Up Through: 09/04/2020

### Weekly Highest Mutual Funds

Security Description	Weekly Rank	Weekly Delta
VWIIUX - Vanguard Interm-Term Tx-E	1	2▲
PSDYX - Putnam Ultra Short Durati	2	62▲
GSIMX - Goldman Sachs GQG Ptnrs I	3	19▲
AVEEX - Avantis Emerging Markets	4	932▲
GIBIX - Guggenheim Total Return B	5	12▲
BSNIX - Baird Strategic Municipal	6	436▲
BAGIX - Baird Aggregate Bond Inst	7	13▲
DFAPX - DFA Investment Grade I	8	5▲
FEQIX - Fidelity◆ Equity-Income	9	4,249▲
VBIRX - Vanguard Short-Term Bond	10	29▲

### Weekly Lowest Mutual Funds

Security Description	Weekly Rank	Weekly Delta
SVSPX - State Street S&P 500 Inde	1	252▲
MICHX - Matthews China Small Comp	2	455▲
DFCEX - DFA Emerging Markets Core	3	9▲
MLPZX - Invesco Opp SteelPath MLP	4	130▲
FDEGX - Fidelity◆ Growth Strategi	5	18▲
VFIAX - Vanguard 500 Index Admira	6	-2▼
PIMIX - PIMCO Income Instl	7	5,181▲
DFQTX - DFA US Core Equity 2 I	8	-3▼
DFEOX - DFA US Core Equity 1 I	9	-6▼
ABNFX - American Funds Bond Fund	10	5,031▲

Source: Investnet Wealth Management Platform

### Weekly Highest ETFs

Security Description	Weekly Rank	Weekly Delta
IVV - iShares Core S&P 500	1	1,154▲
PSEP - INNOVATOR S AND P 500 POWE	2	638▲
WCLD - WisdomTree Cloud Computing	3	412▲
QQQ - Invesco QQQ Trust	4	14▲
JPST - JPMorgan Ultra-Short Incom	5	14▲
AGG - iShares Core US Aggregate B	6	5▲
BND - Vanguard Total Bond Market	7	3▲
IGRO - iShares International Divi	8	661▲
IEF - iShares 7-10 Year Treasury	9	-2▼
BSV - Vanguard Short-Term Bond ET	10	7▲

### Weekly Lowest ETFs

Security Description	Weekly Rank	Weekly Delta
IBMI - iShares iBonds Sep 2020 Te	1	662▲
ITOT - iShares Core S&P Total US	2	58▲
BLV - Vanguard Long-Term Bond ETF	3	1,018▲
PFEB - INNOVATOR S&P 500 POWER BU	4	185▲
SPY - SPDR◆ S&P 500 ETF	5	12▲
QID - ProShares UltraShort QQQ	6	1,118▲
VTI - Vanguard Total Stock Market	7	982▲
SCHB - Schwab US Broad Market ETF	8	1,158▲
PJUN - Innovator S&P 500 Power Bu	9	378▲
SCHG - Schwab US Large-Cap Growth	10	1,009▲

# Weekly Stock Buys & Sells

Data Up Through: 09/04/2020

## Weekly Buys | Stocks

Security Description	Weekly Rank	Weekly Delta
AAPL - Apple Inc	1	0
TSLA - Tesla Motors Inc	2	26▲
AMZN - Amazon.com Inc	3	2▲
TDOC - Teladoc Health Inc	4	194▲
MSFT - Microsoft Corp	5	7▲
INTC - Intel Corp	6	55▲
DOCU - Docusign INC	7	67▲
ROKU - Roku Inc	8	68▲
PPG - PPG Industries Inc	9	355▲
NVDA - NVIDIA Corp	10	56▲
JPM - JPMorgan Chase & Co	11	9▲
MA - Mastercard Inc A	12	148▲
QDEL - Quidel Corp	13	23▲
SBUX - Starbucks Corp	14	-3▼
CSCO - Cisco Systems Inc	15	-2▼
CVX - Chevron Corp	16	2▲
MRK - Merck & Co Inc	17	-2▼
ISRG - Intuitive Surgical Inc	18	70▲
USB - US Bancorp	19	178▲
ZM - Zoom video communications-A	20	66▲
UNH - UnitedHealth Group Inc	21	78▲
RNG - RingCentral Inc	22	285▲
MU - Micron Technology Inc	23	34▲
IQV - Iqvia Hldgs Inc	24	927▲
DIS - Walt Disney Co	25	62▲

## Weekly Sells | Stocks

Security Description	Weekly Rank	Weekly Delta
AAPL - Apple Inc	1	0
MSFT - Microsoft Corp	2	1▲
TSLA - Tesla Motors Inc	3	9▲
AMZN - Amazon.com Inc	4	-2▼
GWRE - Guidewire Software Inc	5	91▲
DHR - Danaher Corp	6	131▲
DOCU - Docusign INC	7	91▲
NVDA - NVIDIA Corp	8	-1▼
CRM - Salesforce.com Inc	9	6▲
XOM - Exxon Mobil Corp	10	-1▼
ADBE - Adobe Systems Inc	11	2▲
INTC - Intel Corp	12	15▲
FB - Facebook Inc A	13	-2▼
CVX - Chevron Corp	14	21▲
RTX - Raytheon Technologies Ord	15	-5▼
PYPL - PayPal Holdings Inc	16	22▲
CSCO - Cisco Systems Inc	17	-13▼
CMG - Chipotle Mexican Grill Inc	18	21▲
GOOGL - Alphabet Inc A	19	0
QCOM - QUALCOMM Inc	20	22▲
ANET - Arista Networks Inc	21	606▲
AIMT - Aimmune Therapeutics Inc	22	1,834▲
ZM - Zoom video communications-A	23	282▲
V - Visa Inc Class A	24	19▲
VZ - Verizon Communications Inc	25	-2▼

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.

## Disclosure

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