



# RIA Pulse Report

Data Up Through: 09/30/2022

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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!

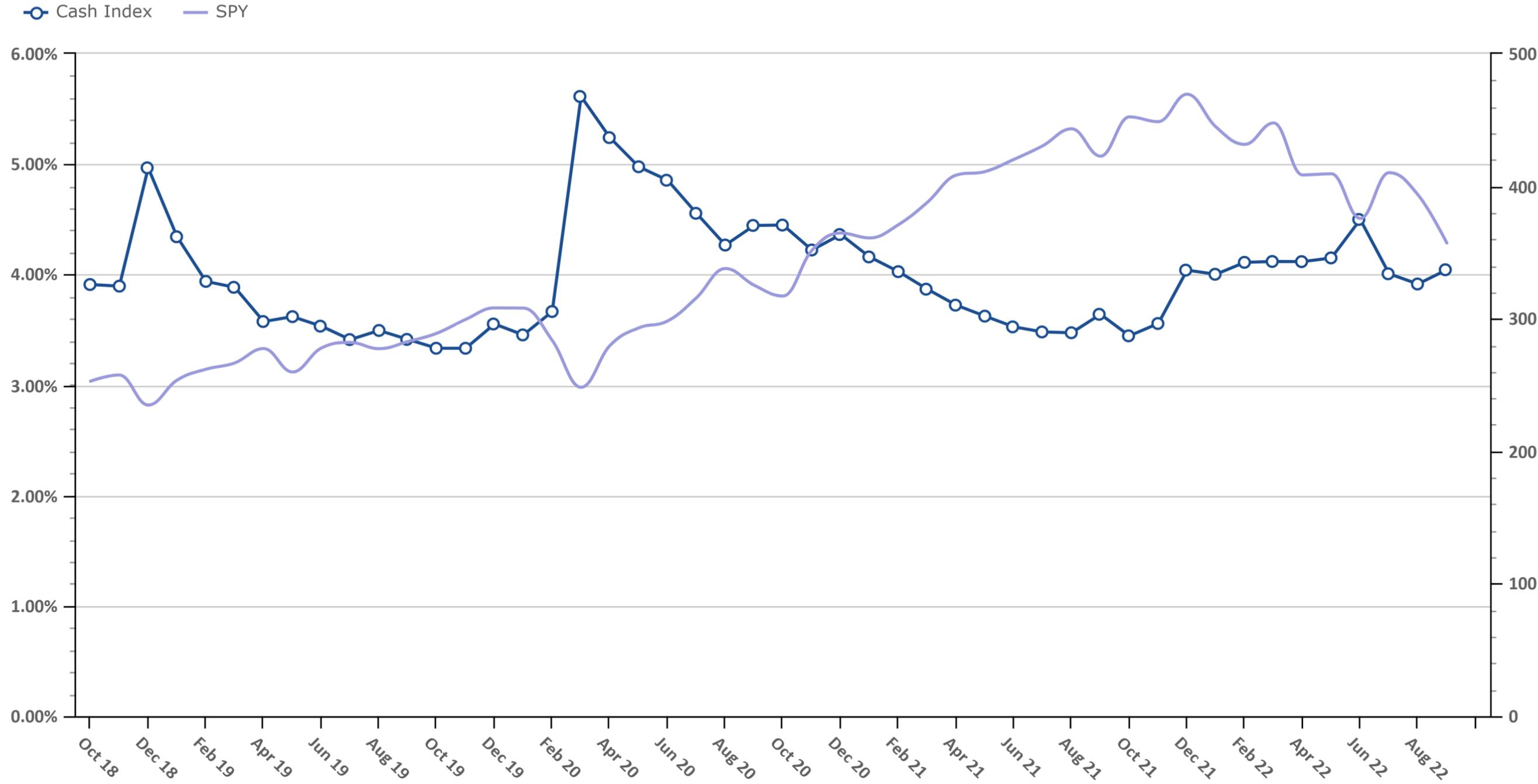
Your feedback is crucial to making this report most beneficial to advisors like you. If you have any comments on the data we show in this report or additional metrics you'd like to see included, please email [feedback@envestnetintelligence.com](mailto:feedback@envestnetintelligence.com). We'd love to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

**215.240.7063**

# Cash Levels Index

Data Up Through: 09/30/2022

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

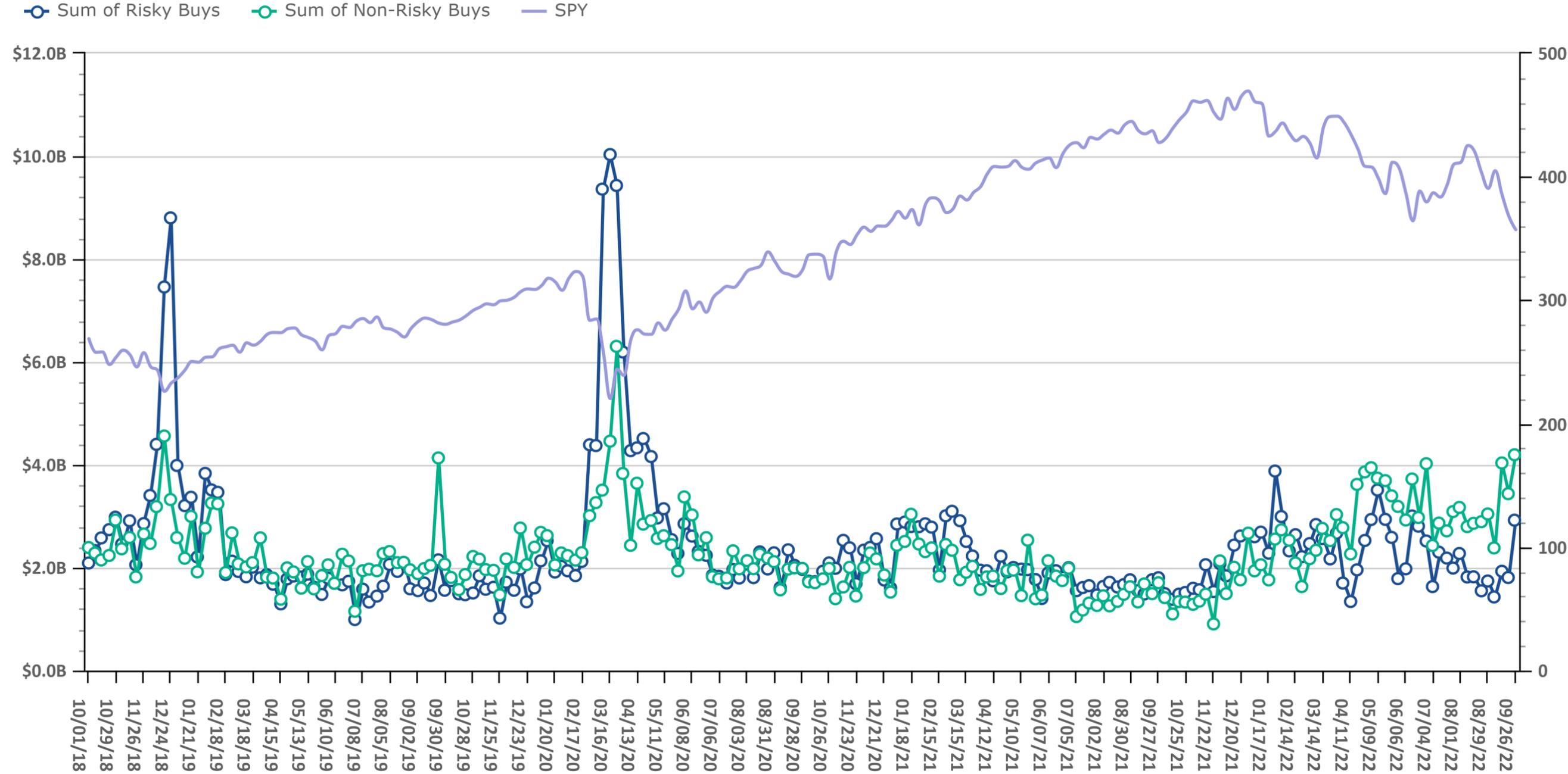


Source: Evestnet Wealth Management Platform

# Risk On vs. Risk Off Sums

Data Up Through: 09/30/2022

**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.

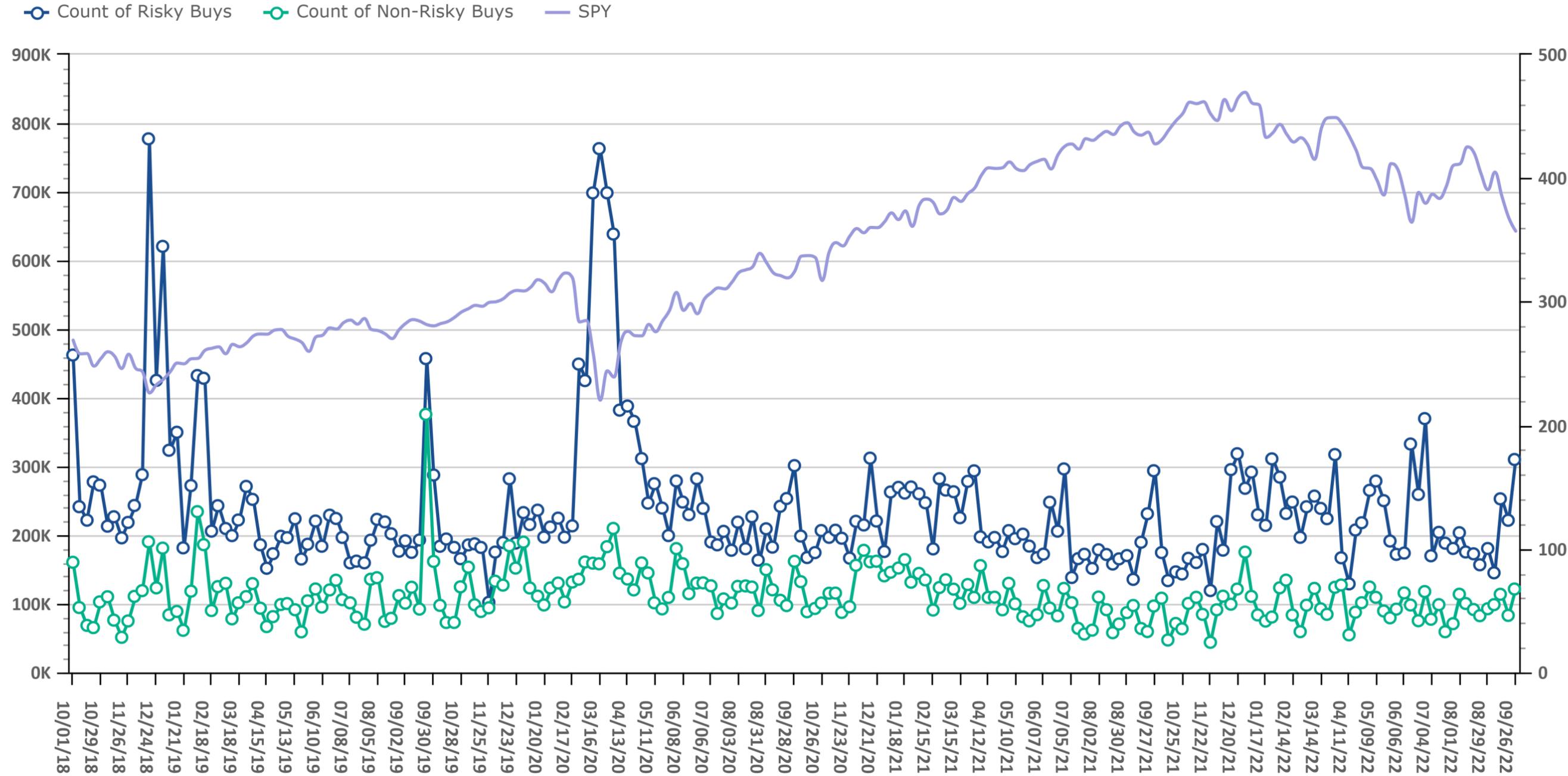


Source: Investnet Wealth Management Platform

# Risk On vs. Risk Off Volume

Data Up Through: 09/30/2022

**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.

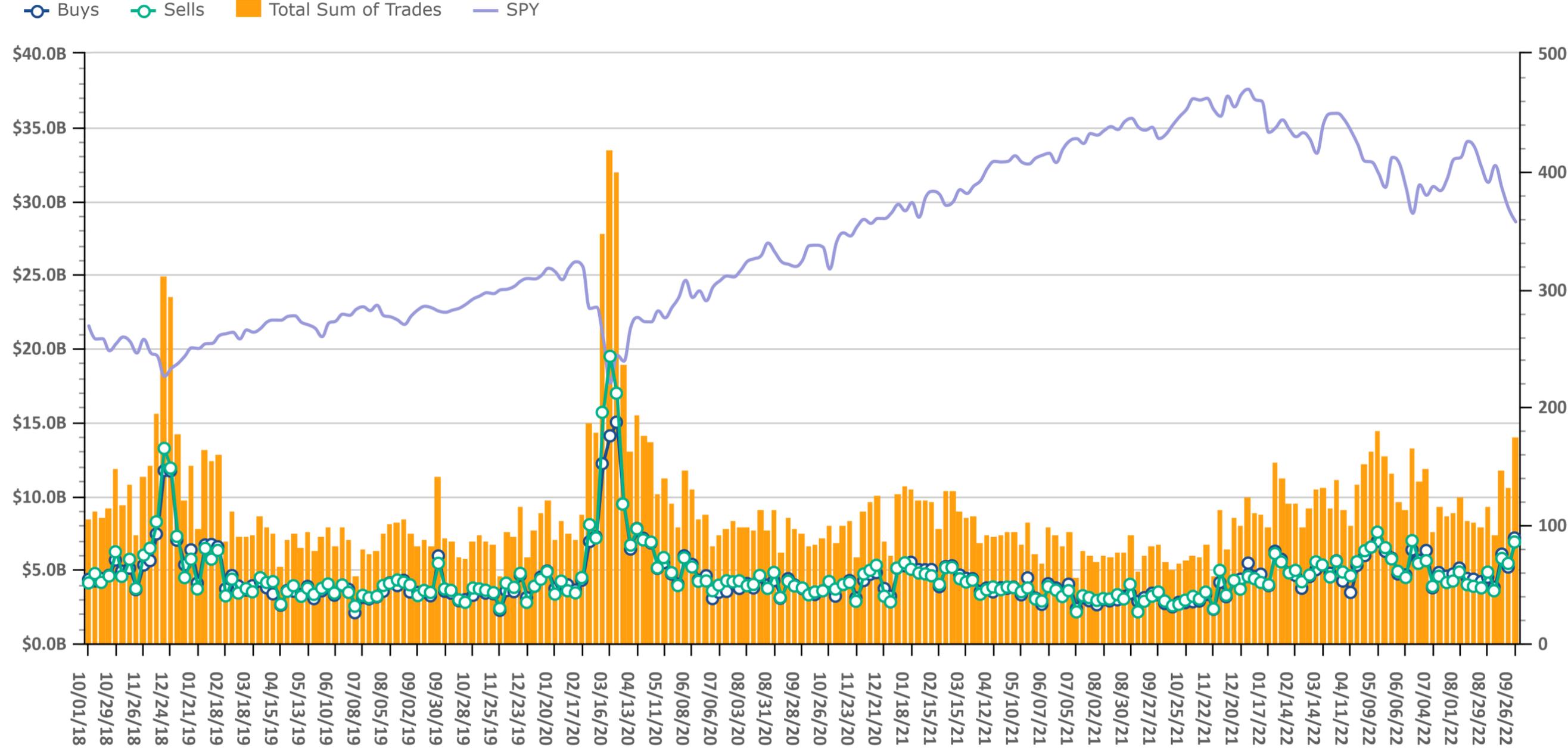


Source: Investnet Wealth Management Platform

# Trading Amount

Data Up Through: 09/30/2022

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

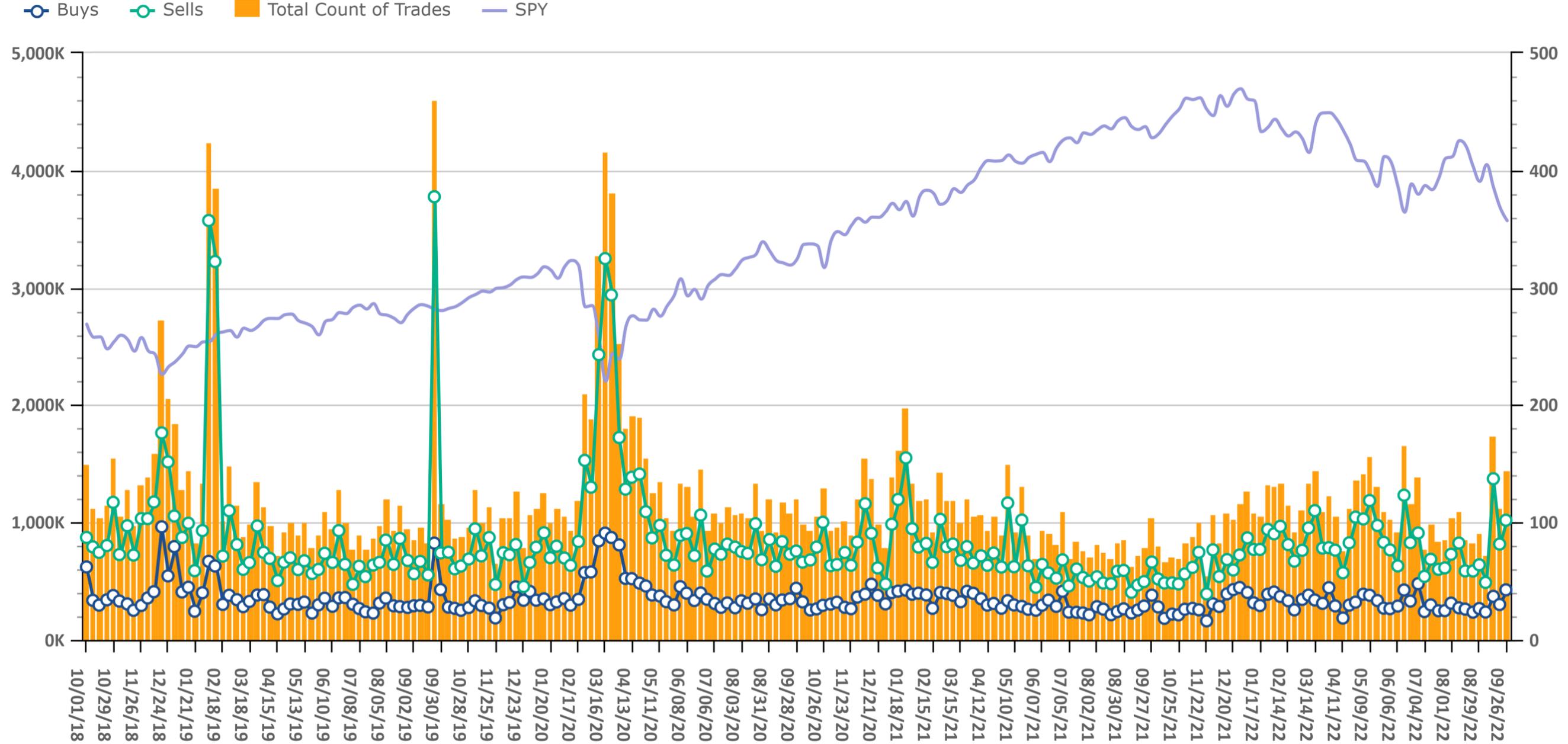


Source: Investnet Wealth Management Platform

# Trading Volume

Data Up Through: 09/30/2022

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

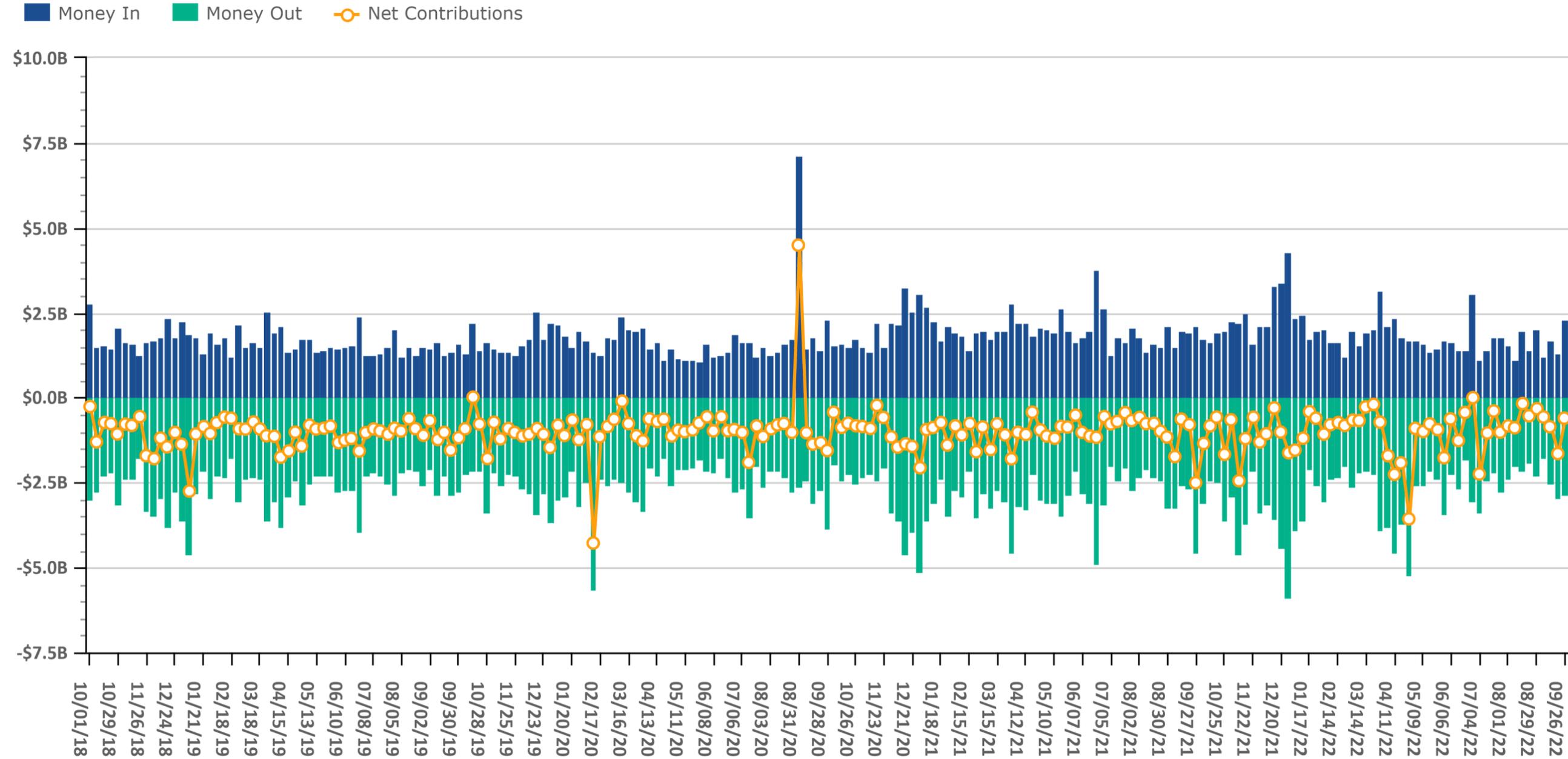


Source: Investnet Wealth Management Platform

# Client Contributions

Data Up Through: 09/30/2022

**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.

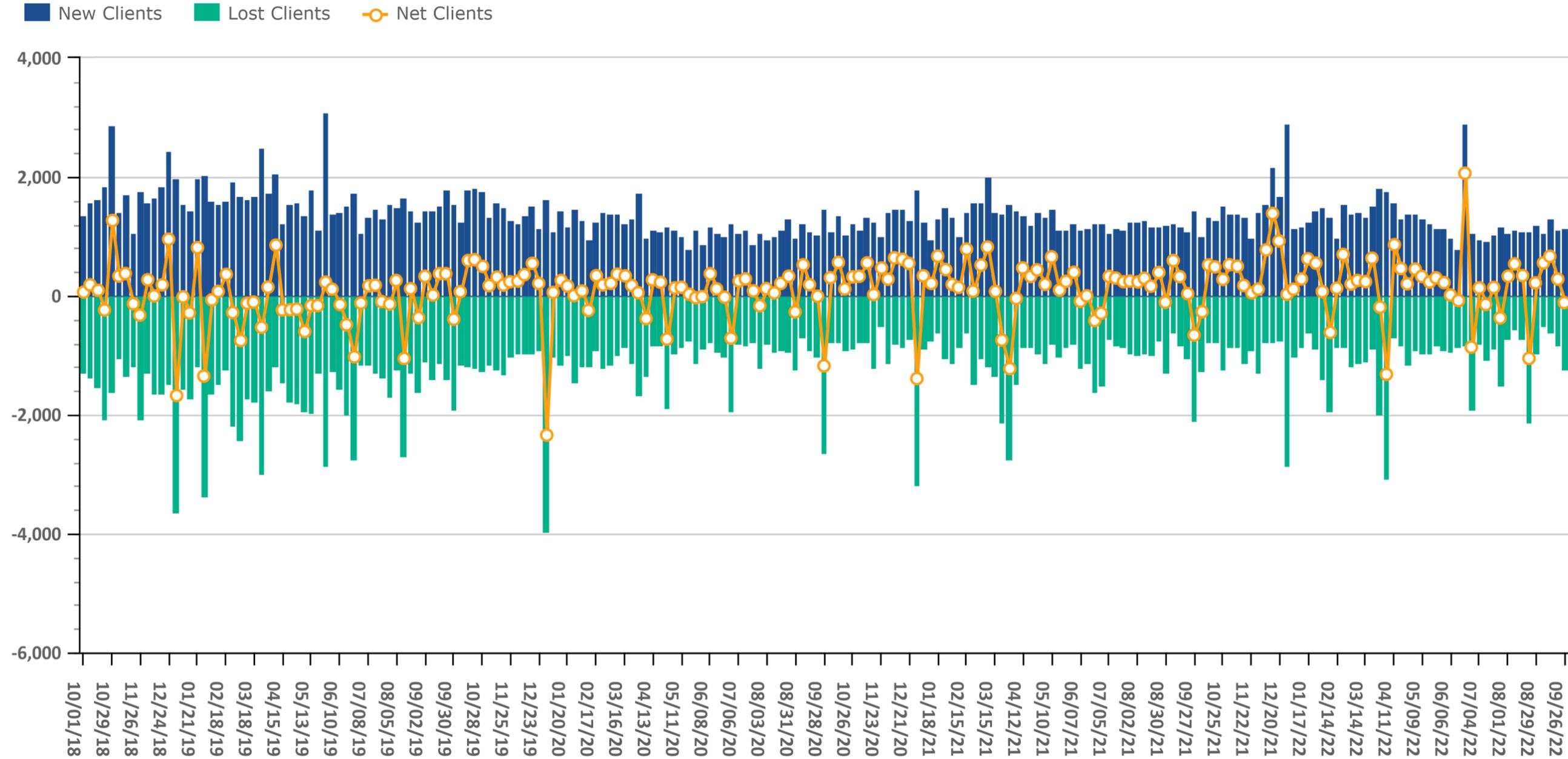


Source: Investnet Wealth Management Platform

# Client Growth

Data Up Through: 09/30/2022

Notes: Client Growth measures new and lost clients.



Source: Investnet Wealth Management Platform



ADVISOR SERVICES  
EXCHANGE

Introducing  
the Investnet Advisor Services Exchange  
by Dynasty Financial

The Advisor Services Exchange (ASx) is dedicated to protecting and growing RIA enterprise value by empowering advisors and their firms with data, analytics, and insights.

We built ASx with eight unique data-driven offerings specifically designed for RIA's because RIA's that use analytics and manage their firm by the numbers are more profitable and have better valuations than those that don't.



Data & Analytics



Capital Strategies



M&A Strategy



Performance Marketing



The CFO Program



Smart Compliance



Intelligent Investments



Transition Services

Schedule a personalized meeting with an ASx Specialist ready to help you increase your RIA's valuation.

Send an email to [info@advisorservicesexchange.com](mailto:info@advisorservicesexchange.com)

Want to learn more? Visit us at <https://www.advisorservicesexchange.com>

# Combined Mutual Fund & ETF Styles by Net Flows

Data Up Through: 09/30/2022

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

Style	Weekly Rank	Weekly Delta
Large-Cap Core	1	30▲
Int'l Developed Mkts	2	1▲
Intermediate Bond	3	40▲
Mid-Cap Core	4	0
Small-Cap Core	5	21▲
Large-Cap Value	6	14▲
Small-Cap Value	7	29▲
Foreign Small Mid Cap Value	8	-1▼
Leveraged	9	-7▼
Managed Futures	10	3▲

## YTD Highest Styles

Style	YTD Rank
Int'l Developed Mkts	1
Large-Cap Value	2
Hedged Equity	3
REITs	4
Inverse	5
Foreign Large Cap Value	6
Bank Loan	7
Small-Cap Value	8
Managed Futures	9
Foreign Small Mid Cap Value	10

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

Style	Weekly Rank	Weekly Delta
Short Bond	1	1▲
Event Driven	2	23▲
Foreign Large Cap Growth	3	3▲
Intermediate Muni	4	7▲
Int'l Emerging Mkts	5	4▲
Short Muni	6	-2▼
Inflation-Protected Bond	7	8▲
Multi-Strategy	8	21▲
Bank Loan	9	-6▼
Balanced	10	29▲

## YTD Lowest Styles

Style	YTD Rank
Intermediate Bond	1
Large-Cap Growth	2
Short Bond	3
Foreign Large Cap Growth	4
Balanced	5
International Bond	6
Intermediate Muni	7
High Yield	8
Mid-Cap Growth	9
Inflation-Protected Bond	10

Source: Investnet Wealth Management Platform

## Highest & Lowest MFs & ETFs by Net Flows

Data Up Through: 09/30/2022

### Weekly Highest Mutual Funds

Security Description	Weekly Rank	Weekly Delta
VRGWX - Vanguard Russell 1000 Gro	1	4,219▲
WPGSX - WPG Partners Select Small	2	1,813▲
DODIX - Dodge & Cox Income I	3	4,538▲
FHMIX - Federated Hermes Cnsvtv	4	1▲
VEIRX - Vanguard Equity-Income Ad	5	4,200▲
LCEYX - Invesco Diversified Divid	6	3,101▲
VFIUX - Vanguard Interm-Term Trea	7	85▲
JEPIX - JPMorgan Equity Premium I	8	4,002▲
DRGVX - BNY Mellon Dynamic Value	9	223▲
PHYZX - PGIM High Yield Z	10	3▲

### Weekly Lowest Mutual Funds

Security Description	Weekly Rank	Weekly Delta
CVSOX - Calamos Market Neutral In	1	408▲
WAPSX - Western Asset Core Plus B	2	683▲
PIMIX - PIMCO Income Instl	3	28▲
MASFX - iMGP Alt Strats Instl	4	238▲
VWIUX - Vanguard Interm-Term Tx-E	5	-4▼
VMLUX - Vanguard Ltd-Term Tx-Ex A	6	0
EGFIX - Edgewood Growth Instl	7	132▲
DBLTX - DoubleLine Total Return B	8	4,554▲
DHSIX - Diamond Hill Small Cap I	9	986▲
WCMIX - WCM Focused International	10	162▲

Source: Investnet Wealth Management Platform

### Weekly Highest ETFs

Security Description	Weekly Rank	Weekly Delta
PFFD - Global X US Preferred ETF	1	408▲
VGSH - Vanguard Short-Term Treasu	2	14▲
VOO - Vanguard 500 ETF	3	57▲
AGG - iShares Core US Aggregate B	4	1,453▲
MUB - iShares National Muni Bond	5	8▲
SPYG - SPDR S&P 500 Growth	6	183▲
IEMG - iShares Core MSCI Emerging	7	15▲
IWR - iShares Russell Mid-Cap	8	1,289▲
IBTD - ISHARES IBONDS TERM TREASU	9	74▲
SDY - SPDR S&P Dividend ETF	10	22▲

### Weekly Lowest ETFs

Security Description	Weekly Rank	Weekly Delta
BND - Vanguard Total Bond Market	1	32▲
IGSB - Ishares Tr Sh Tr Crport Et	2	107▲
TIP - iShares TIPS Bond	3	49▲
VLUE - iShares MSCI USA Value Fac	4	278▲
LQD - iShares iBoxx \$ Investment	5	-2▼
QQQ - Invesco QQQ Trust	6	3▲
VNQ - Vanguard REIT ETF	7	205▲
EEM - iShares MSCI Emerging Marke	8	1,419▲
POCT - Innovator S&P 500 Power Bu	9	499▲
RDVY - First Trust Rising Dividen	10	176▲

# Weekly Stock Buys & Sells

Data Up Through: 09/30/2022

## Weekly Buys | Stocks

Security Description	Weekly Rank	Weekly Delta
GWG - W.W. Grainger Inc	1	93▲
TMUS - T-Mobile US Inc	2	193▲
DIS - Walt Disney Co	3	14▲
CVX - Chevron Corp	4	70▲
MSFT - Microsoft Corp	5	-4▼
MNST - Monster Beverage Corp	6	632▲
AAPL - Apple Inc	7	-5▼
PANW - Palo Alto Networks Inc	8	197▲
JPM - JPMorgan Chase & Co	9	-4▼
AMZN - Amazon.com Inc	10	-6▼
VZC - Verizon Communications Inc	11	3▲
ADBE - Adobe Systems Inc	12	1▲
INTC - Intel Corp	13	-4▼
CAH - Cardinal Health Inc	14	892▲
META - Meta Platforms Inc Class A	15	9▲
NFLX - Netflix Inc	16	-10▼
QCOM - QUALCOMM Inc	17	70▲
BA - Boeing Co	18	65▲
DHR - Danaher Corp	19	30▲
AXP - American Express Co	20	148▲
GNRC - Generac Holdings Inc	21	48▲
AVGO - Broadcom Inc Com	22	20▲
GOOGL - Alphabet Inc A	23	-13▼
FDX - FedEx Corp	24	-17▼
PSX - Phillips 66	25	288▲

## Weekly Sells | Stocks

Security Description	Weekly Rank	Weekly Delta
CMCSA - Comcast Corp Class A	1	11▲
INTC - Intel Corp	2	3▲
C - Citigroup Inc	3	42▲
AAPL - Apple Inc	4	-2▼
META - Meta Platforms Inc Class A	5	2▲
VZC - Verizon Communications Inc	6	-2▼
MSFT - Microsoft Corp	7	-4▼
NVDA - NVIDIA Corp	8	7▲
PLNT - Planet Fitness Inc	9	237▲
CSCO - Cisco Systems Inc	10	-9▼
AMZN - Amazon.com Inc	11	-2▼
T - AT&T Inc	12	27▲
STE - STERIS PLC	13	479▲
CRM - Salesforce Inc	14	9▲
VZ - Verizon Communications Inc	15	1,077▲
MRVL - Marvell Technology Inc	16	393▲
DIS - Walt Disney Co	17	-3▼
ENLC - EnLink Midstream LLC	18	423▲
PYPL - PayPal Holdings Inc	19	51▲
V - Visa Inc Class A	20	-14▼
FDX - FedEx Corp	21	-13▼
JPM - JPMorgan Chase & Co	22	4▲
SPG - Simon Property Group Inc	23	332▲
ADBE - Adobe Systems Inc	24	-13▼
NFLX - Netflix Inc	25	-3▼

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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