

Why YOUR Peers Are Choosing Efficient Market Advisors (EMA)



Tenure. EMA has one of the longest pure ETF track records in the industry. Out of 1,026 ETF strategies tracked by Morningstar®, only 178 are pure ETF strategies from firms that claim compliance with the Global Investment Performance Standards (GIPS®) for at least 10 years with 15 of those EMA strategies.



ETF Only Strategies. Compared to mutual funds, ETFs generally have lower expense ratios, greater tax efficiency, and little internal trading costs. Because EMA does not create indexes or ETF's we are independent and unbiased in our ETF selection process.



Credibility. EMA is a part of the Cantor Fitzgerald family of companies. Cantor Fitzgerald has been in business for over 70 years, has over 11,000 employees globally, and offices in 20+ countries worldwide.



The Institutional Model. EMA follows the endowment or institutional model of investing. Our portfolio management is driven by the human perspective, focused on active asset allocation, and always in search of opportunity.



Turnkey Solution. Strategies are designed based on the time horizon and risk tolerance of each individual client.

Learn more about Efficient Market Advisors' Pure ETF Strategies
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Efficient Market Advisors

Cantor Fitzgerald Investment Advisors, L.P. acquired Efficient Market Advisors, LLC on February 28, 2017 to form Efficient Market Advisors a Business of Cantor Fitzgerald Investment Advisors, L.P. ("EMA"). Prior to being acquired, Efficient Market Advisors, LLC was an independent, SEC-registered investment advisor. Cantor Fitzgerald Investment Advisors, L.P. is an SEC-registered investment advisor, EMA constructs investment portfolios using Exchange-Traded Funds (ETFs). Founded in 2004 for the sole purpose of managing ETF based separate accounts, EMA serves high net-worth investors, trusts, foundations, retirement plans and institutions. EMA has one of the longest pure-ETF investment track records in the investment management industry. EMA utilizes proprietary and third-party research to construct ETF portfolios that offer investors highly-diversified asset class exposure that is transparent, liquid, low-cost and tax-efficient. EMA's mission is to deliver superior investment returns over full market cycles through the implementation of propriety asset allocation processes.

For Global Investment Performance Standards purposes (GIPS®), EMA is the "Firm" mentioned in GIPS® compliant material presented by EMA. The Firm claims compliance with GIPS®. To obtain a copy of a GIPS® compliant presentation and/or a list of EMA's composite descriptions, please call 888-327-4600.

Asset allocation and diversification strategies do not protect against market risk or loss of principal. Neither do these strategies assure a profit nor do they protect against losses in declining markets. Investments in managed portfolios have additional management fees and expose the investor to the risks inherent within the portfolio and the specific risks of the underlying funds directly proportionate to their fund allocation. Investing involves risk, including the loss of principal. Investment returns, particularly over shorter time periods, are highly dependent on trends in the various investment markets. Investors should consider the investment objectives, risks, charges and expenses of the underlying funds that make up the managed portfolios carefully before investing. Information regarding the underlying funds held in client accounts is outlined in the investment's prospectus which should be read carefully to fully understand the total amount of fees being paid and other risks. EMA does not receive any of the fees charged by the underlying funds. Further information on the fees received by EMA is outlined in our Form ADV Part 2A Disclosure Brochure which can be found at <https://www.adviserinfo.sec.gov>.

All ETFs are subject to risk, including possible loss of principal. ETF entail risks similar to direct stock ownership, including market, sector or industry risks. Additional risks include supply and demand, tracking error and excessive trading. Since an ETF's share price is determined by market supply and demand forces, investors may purchase shares at a premium or discount to their net asset value. Investments in common equity ETFs are subject to systematic risk of a declining economy, any industry specific risk, and have a low priority in terms of recovery of assets in the event of a company's liquidation. Fixed income ETFs are subject to credit risk and interest rate risk, and their value will normally decline as interest rates rise. ETFs are not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Investments in ETFs are not insured or guaranteed by the Federal Deposit Insurance Corporation (FDIC) or any other government agency. Although money market funds seek to preserve their value at \$1.00 per share, it is possible to lose money by investing in the money market funds.

This presentation has been prepared for use in one-on-one meetings with highly-sophisticated investors, who are expected to make their own investment decisions. Nothing contained herein should be treated as investment advice or a recommendation to buy or sell any security. This article does not constitute tax advice and as such, investors should be advised to consult their own tax adviser regarding the tax consequences of their investment activities. Past performance or targeted results is no guarantee of future results and every investment may lose money. Performance when shown is net of and other expenses and assumes the reinvestment of all capital gains, interest and dividends. Investors should consider the investment objectives, risks, charges and expenses of the investment strategy before investing. Certain of the economic and market information contained herein has been obtained from published sources and/or prepared by third parties. While such sources are believed to be reliable, none of the Fund, its general partner, the investment manager or their respective affiliates, employees and representatives assumes any responsibility for the accuracy of such information. Market indices are included only to provide an overview of wider financial markets and should not be viewed as benchmarks or direct comparable to performance by EMA. It is not possible to invest directly in an index.

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For current month-end performance figures or to request a copy of our Form ADV Part 2A Disclosure Brochure, please contact Efficient Market Advisors at (888) 327-4600.

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