

Introducing, Environmental, Social and Governance (ESG) ETF Strategies By Efficient Market Advisors

Incorporating environmental, social and governance (ESG) factors into investment portfolios is a growing opportunity set for financial advisors. Until recently, this has not been a viable opportunity for ETF strategists due to limited product availability within ETF offerings.

EMA has leveraged its historical asset allocation, portfolio reputation and abilities to offer ESG versions of its five core portfolios with track records dating to 2004.

- ESG investing grew from a 2005 study “Who Cares Wins,” published by the United Nations Global Compact & the Swiss Federal Department of Foreign Affairs.

- Both institutional and retail investors have rapidly adopted ESG.

- Some estimates claim that ESG investing is now \$20 trillion in AUM worldwide, nearly 20% of all managed assets.

“Approximately twenty percent of assets under professional management in the United States (\$8.7 trillion of \$40.2 trillion) are held by institutions, investment companies, or money managers that state they consider ESG issues when selecting investments.”

-US SIF Foundation, 2018 Roadmap for Money Managers



Image Source: The Forum for Sustainable and Responsible Investment:
<https://goo.gl/images/P2bafp>. Past Performance is no guarantee of future results. Not FDIC insured, may lose value.

Learn more about Efficient Market Advisors' Pure ESG ETF Strategies
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