



# RIA Pulse Report

Data Up Through: 01/28/2022

## Report Contents

Cash Levels Index  
Risk Sentiment Sums  
Risk Sentiment Volume  
Advisor Activity Sums  
Advisor Activity Volume  
Client Contributions  
Client Growth  
MF / ETF Style Winners & Losers  
MF / ETF Winners & Losers  
Stock Winners & Losers  
Disclosure

\* Not a Subscriber and want to receive this weekly? Simply send an email to [Pulse@investnetanalytics.com](mailto:Pulse@investnetanalytics.com), and we'll add you!



# 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!

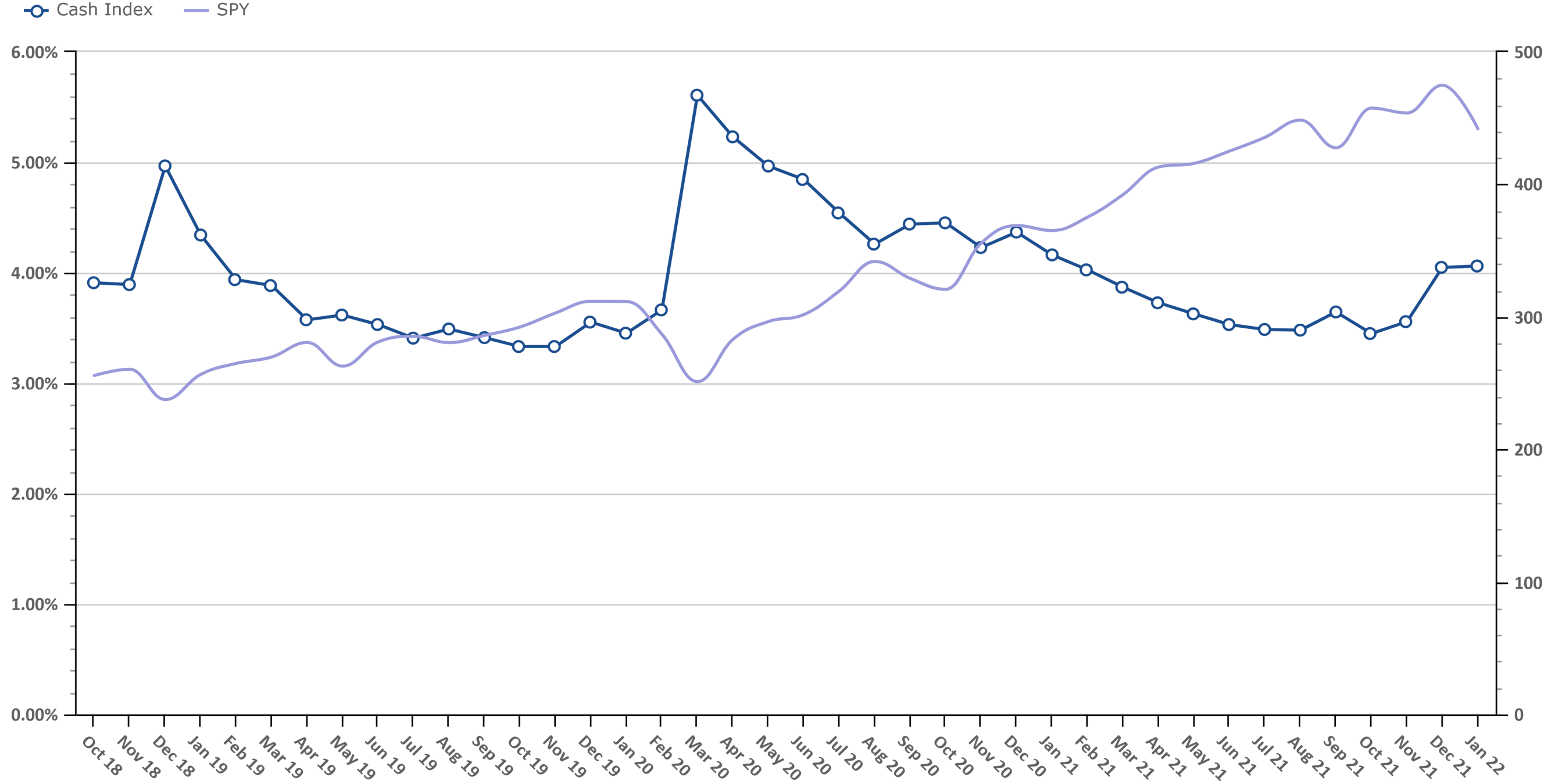
Your feedback is crucial to making this report most beneficial to advisors like you. If you have any comments on the data we show in this report or additional metrics you'd like to see included, please email [feedback@envestnetintelligence.com](mailto:feedback@envestnetintelligence.com). We'd love to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

**215.240.7063**

# Cash Levels Index

Data Up Through: 01/28/2022

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

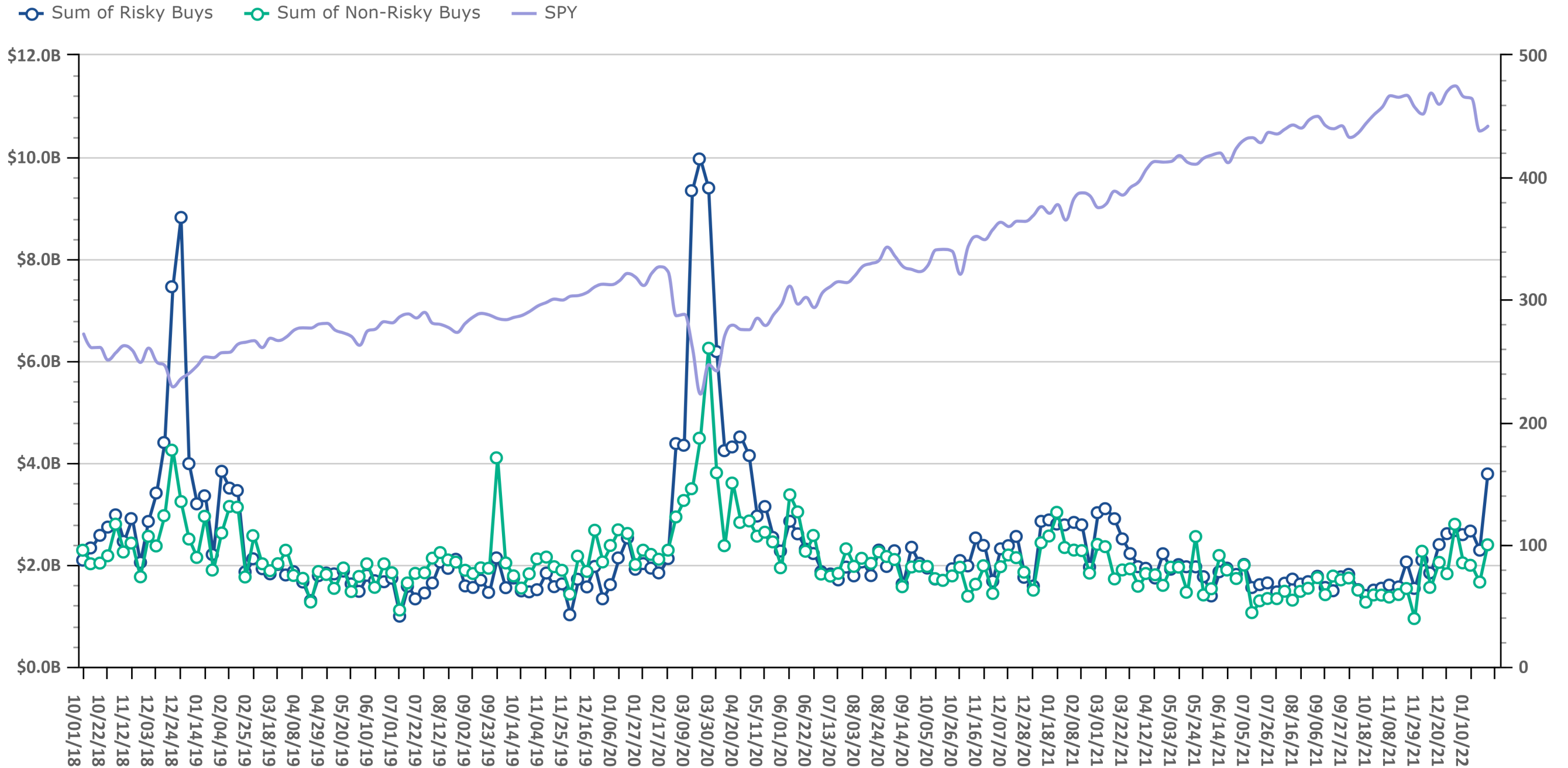


Source: Evestnet Wealth Management Platform

# Risk On vs. Risk Off Sums

Data Up Through: 01/28/2022

**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.

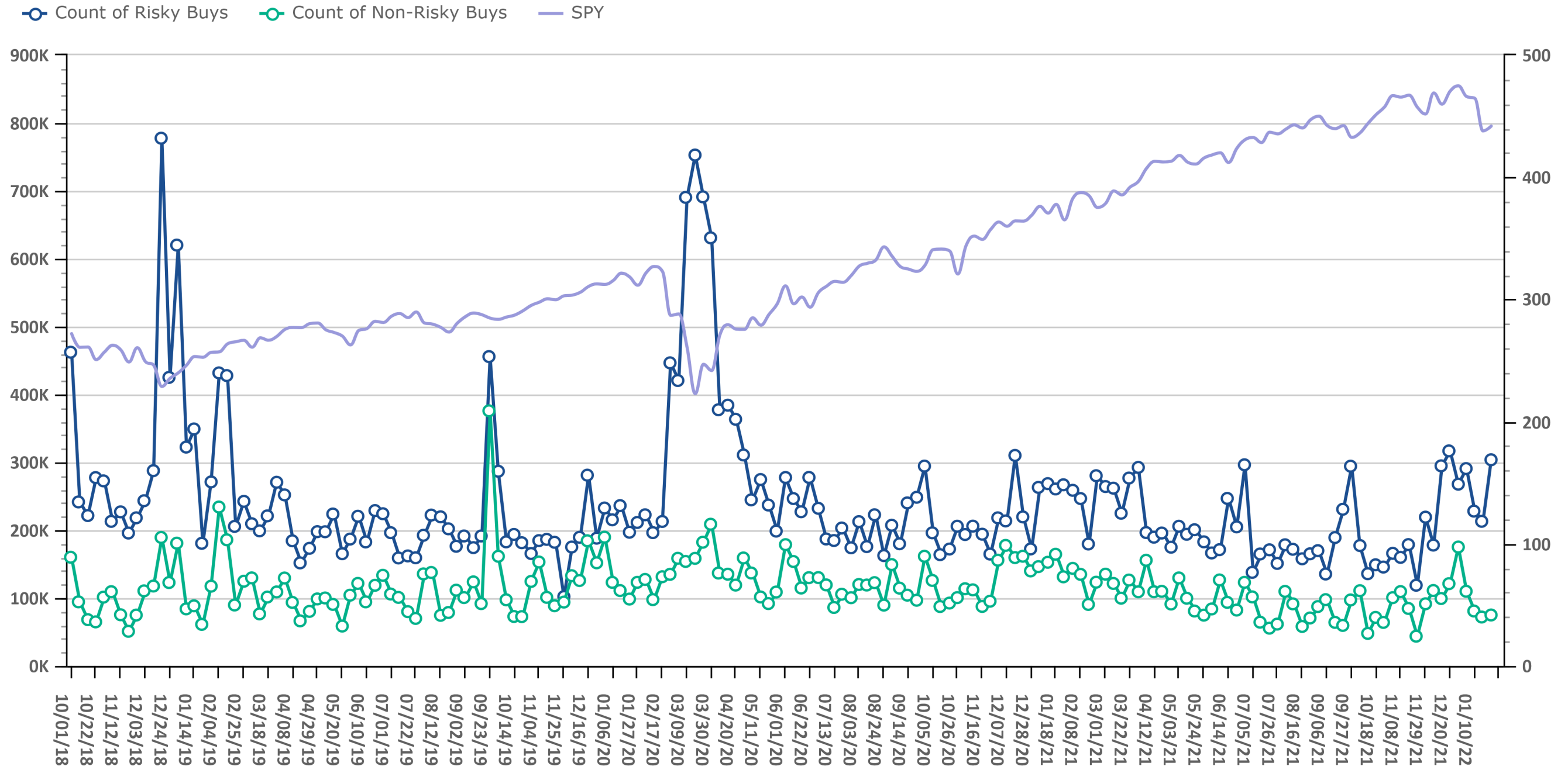


Source: Investnet Wealth Management Platform

# Risk On vs. Risk Off Volume

Data Up Through: 01/28/2022

**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.

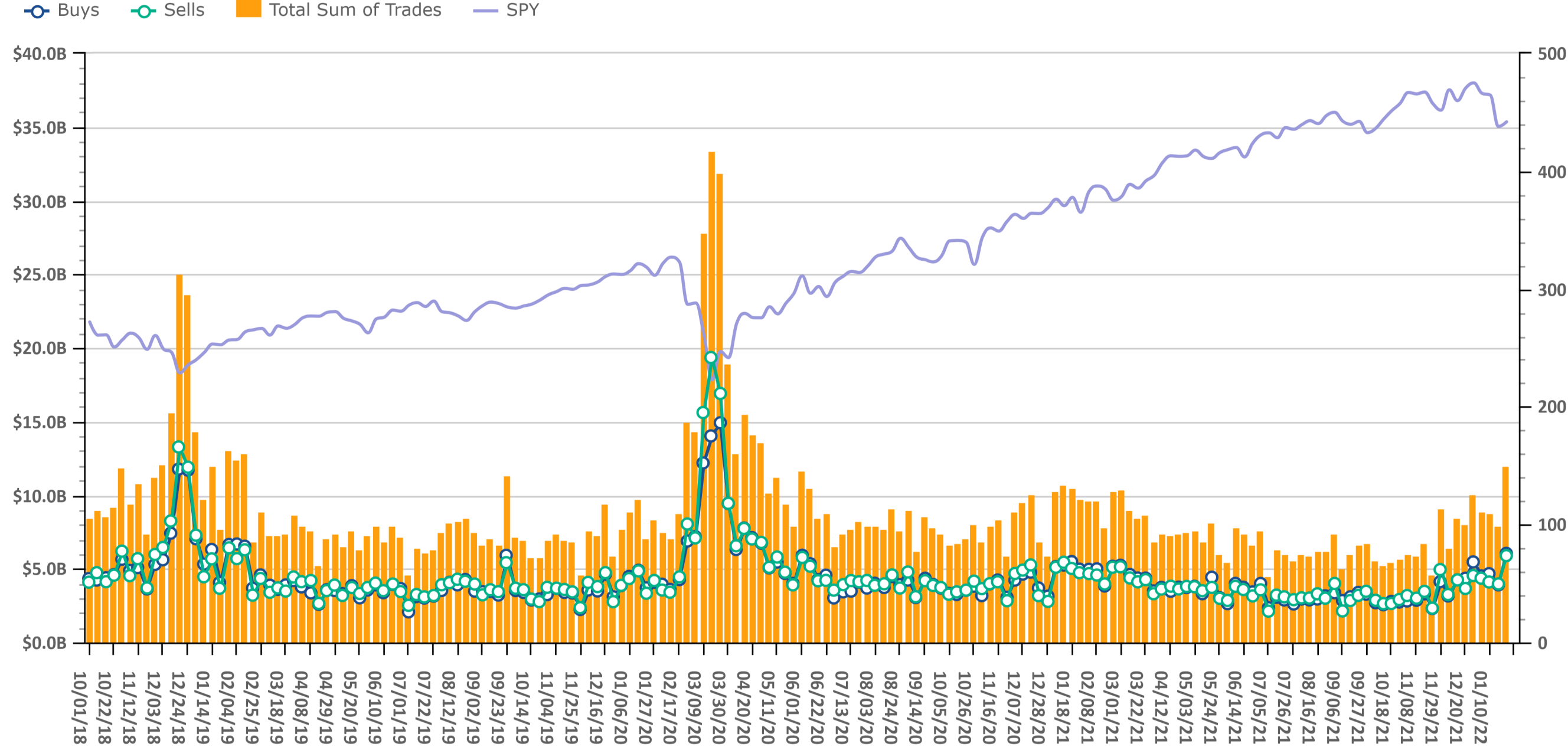


Source: Investnet Wealth Management Platform

# Trading Amount

Data Up Through: 01/28/2022

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

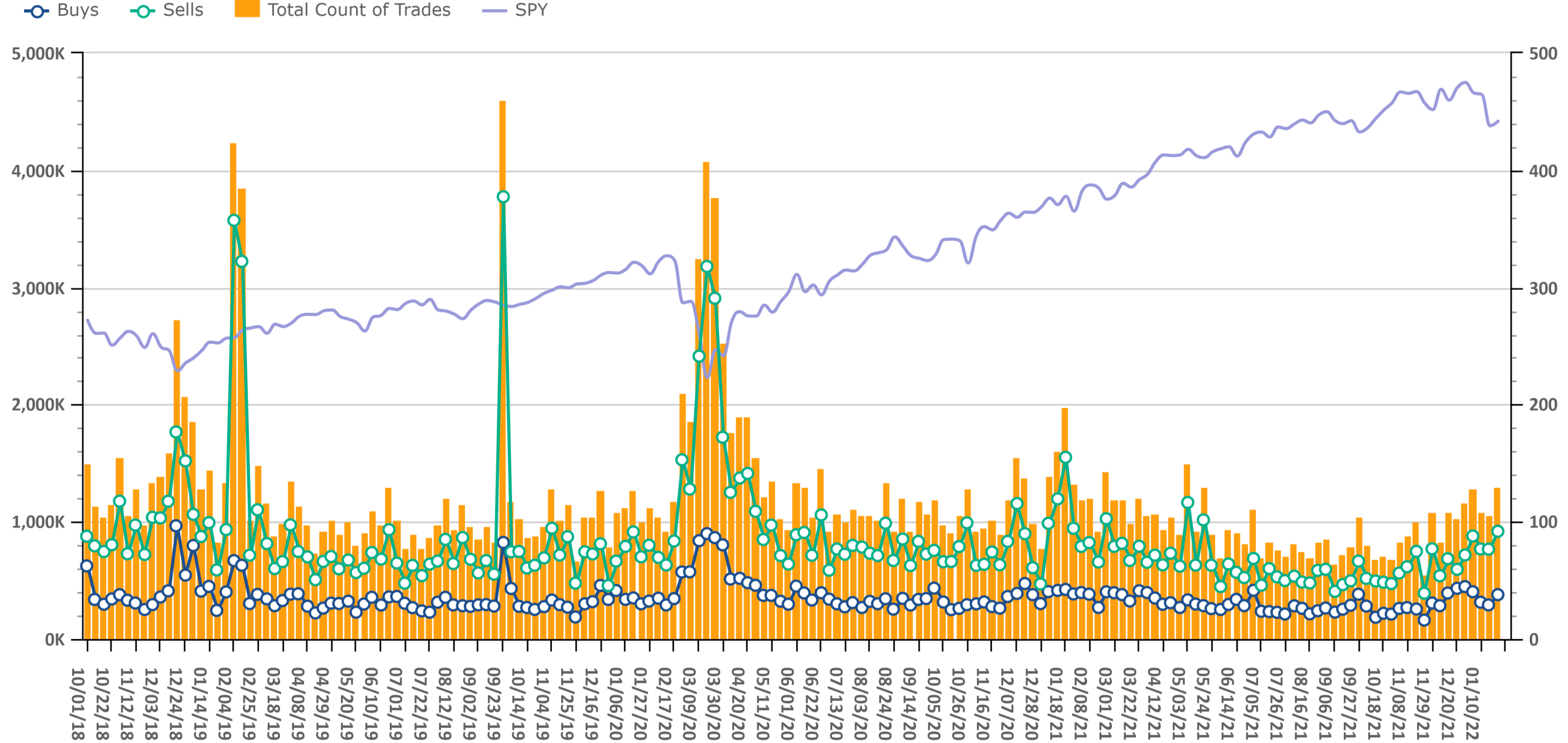


Source: Investnet Wealth Management Platform

# Trading Volume

Data Up Through: 01/28/2022

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

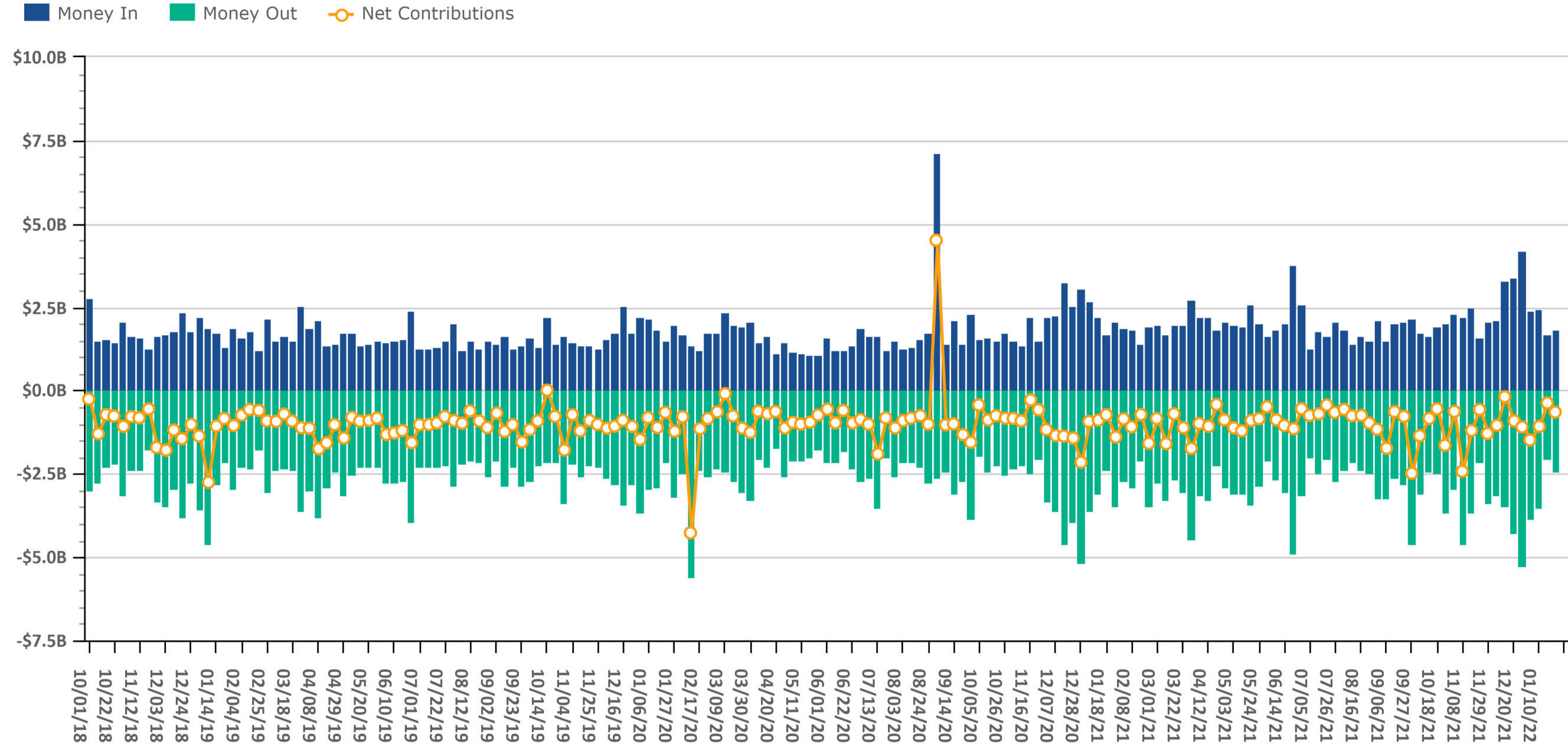


Source: Investnet Wealth Management Platform

# Client Contributions

Data Up Through: 01/28/2022

**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.



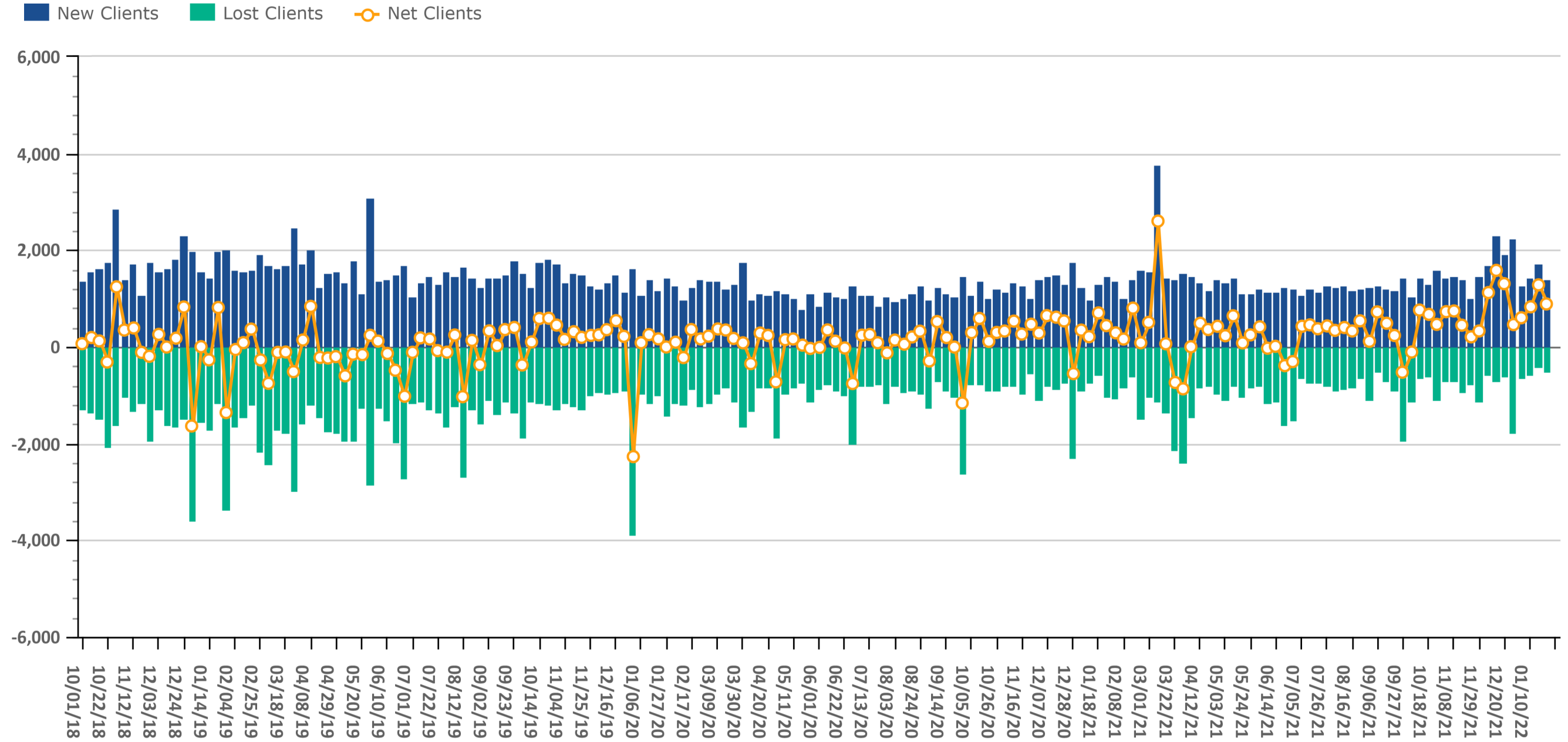
Source: Investnet Wealth Management Platform



# Client Growth

Data Up Through: 01/28/2022

Notes: Client Growth measures new and lost clients.



Source: Investnet Wealth Management Platform



ADVISOR SERVICES  
EXCHANGE

Introducing  
the Envestnet 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: 01/28/2022

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

Style	Weekly Rank	Weekly Delta
Event Driven	1	17▲
Bank Loan	2	0
Global Equity	3	8▲
Small-Cap Core	4	19▲
Hedged Equity	5	9▲
Large-Cap Value	6	-5▼
Int'l Developed Mkts	7	0
Inverse	8	-5▼
Int'l Emerging Mkts	9	8▲
Foreign Large Cap Value	10	-5▼

## YTD Highest Styles

Style	YTD Rank
Bank Loan	1
Int'l Developed Mkts	2
Large-Cap Value	3
Int'l Emerging Mkts	4
Inverse	5
Event Driven	6
Hedged Equity	7
Global Equity	8
High Yield	9
Inflation-Protected Bond	10

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

Style	Weekly Rank	Weekly Delta
Large-Cap Growth	1	1▲
Intermediate Bond	2	-1▼
Large-Cap Core	3	0
High Yield	4	27▲
Short Bond	5	35▲
Intermediate Muni	6	26▲
Short Muni	7	27▲
Balanced	8	21▲
Mid-Cap Growth	9	-5▼
REITs	10	26▲

## YTD Lowest Styles

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

Source: Investnet Wealth Management Platform

## Highest & Lowest MFs & ETFs by Net Flows

Data Up Through: 01/28/2022

### Weekly Highest Mutual Funds

Security Description	Weekly Rank	Weekly Delta
CVSOX - Calamos Market Neutral In	1	2,164▲
BBBIX - BBH Limited Duration I	2	111▲
VTWAX - Vanguard Total World Stoc	3	4,464▲
SMAVX - Wells Fargo Ultra Shrt-Te	4	2,171▲
FRFZX - PGIM Floating Rate Income	5	-4▼
FHMIX - Federated Hermes Cnsrvtv	6	2,257▲
FMUUX - Federated Hermes Municipa	7	4,090▲
BIMIX - Baird Intermediate Bond I	8	3,650▲
JSDSX - JPMorgan Short Duration C	9	2▲
JHQDX - JPMorgan Hedged Equity 2	10	291▲

### Weekly Lowest Mutual Funds

Security Description	Weekly Rank	Weekly Delta
FULIX - Federated Hermes Ultrasho	1	4,752▲
VFSUX - Vanguard Short-Term Inves	2	4,574▲
VFIDX - Vanguard Interm-Term Inve	3	91▲
WSMAX - Wells Fargo Short-Term Mu	4	989▲
VWSUX - Vanguard Short-Term Tx-Ex	5	67▲
FMTAX - Federated Hermes Short-In	6	1,790▲
VWUIX - Vanguard Interm-Term Tx-E	7	4,823▲
DBLSX - DoubleLine Low Duration B	8	273▲
FSHIX - Federated Hermes Short-In	9	2,222▲
FSCRX - Fidelity Small Cap Disco	10	4,361▲

Source: Investnet Wealth Management Platform

### Weekly Highest ETFs

Security Description	Weekly Rank	Weekly Delta
BIL - SPDR Blmbg Barclays 1-3 Mt	1	1,167▲
VIOO - Vanguard S&P Small-Cap 600	2	332▲
VCIT - Vanguard Intermediate-Term	3	15▲
USIG - iShares US Credit Bond	4	191▲
IVV - iShares Core S&P 500	5	1,438▲
GSY - Invesco Ultra Short Duratio	6	1,340▲
VTIP - Vanguard Short-Term Infl-P	7	48▲
SCHD - Schwab US Dividend Equity	8	-7▼
QUAL - iShares MSCI USA Quality F	9	1,414▲
SHY - iShares 1-3 Year Treasury B	10	103▲

### Weekly Lowest ETFs

Security Description	Weekly Rank	Weekly Delta
IWB - iShares Russell 1000	1	59▲
LQD - iShares iBoxx \$ Investment	2	1,379▲
IWF - iShares Russell 1000 Growth	3	39▲
QQQ - Invesco QQQ Trust	4	31▲
PULS - PGIM Ultra Short Bond ETF	5	1,120▲
SPY - SPDR S&P 500 ETF	6	1,400▲
IWS - iShares Russell Mid-Cap Val	7	1,274▲
IWV - iShares Russell 3000	8	109▲
AGG - iShares Core US Aggregate B	9	-5▼
SPHQ - Invesco S&P 500 Quality E	10	1,391▲

# Weekly Stock Buys & Sells

Data Up Through: 01/28/2022

## Weekly Buys | Stocks

Security Description	Weekly Rank	Weekly Delta
NFLX - Netflix Inc	1	7▲
AMZN - Amazon.com Inc	2	-1▼
CVS - CVS Health Corp	3	89▲
TSM - Taiwan Semiconductor Manufa	4	234▲
MSFT - Microsoft Corp	5	0
FISV - Fiserv Inc	6	5▲
NVDA - NVIDIA Corp	7	8▲
MDT - Medtronic PLC	8	103▲
ABNB - Airbnb Inc	9	167▲
JNPR - Juniper Networks Inc	10	2,522▲
INTC - Intel Corp	11	68▲
SHOP - Shopify Inc	12	110▲
RACE - Ferrari NV	13	170▲
DIS - Walt Disney Co	14	-5▼
AAPL - Apple Inc	15	8▲
TSLA - Tesla Motors Inc	16	36▲
GOOGL - Alphabet Inc A	17	27▲
FB - Meta Platforms Inc Class A	18	-14▼
JPM - JPMorgan Chase & Co	19	-12▼
MASI - Masimo Corp	20	97▲
CVX - Chevron Corp	21	52▲
KKR - KKR & Co Inc	22	349▲
ZBH - Zimmer Biomet Holdings Inc	23	164▲
ASML - ASML Holding NV	24	120▲
V - Visa Inc Class A	25	64▲

## Weekly Sells | Stocks

Security Description	Weekly Rank	Weekly Delta
AAPL - Apple Inc	1	1▲
AMZN - Amazon.com Inc	2	4▲
MA - Mastercard Inc A	3	94▲
MSFT - Microsoft Corp	4	1▲
UNH - UnitedHealth Group Inc	5	56▲
HD - The Home Depot Inc	6	16▲
HEI.A - Heico Corp	7	25▲
SCHW - Charles Schwab Corp	8	0
NVDA - NVIDIA Corp	9	3▲
CERN - Cerner Corp	10	10▲
FB - Meta Platforms Inc Class A	11	7▲
FISV - Fiserv Inc	12	55▲
WFC - Wells Fargo & Co	13	36▲
TSLA - Tesla Motors Inc	14	17▲
NFLX - Netflix Inc	15	-14▼
ROKU - Roku Inc	16	327▲
CVX - Chevron Corp	17	-4▼
MS - Morgan Stanley	18	88▲
WMT - Wal-Mart Stores Inc	19	5▲
INTC - Intel Corp	20	72▲
GOOGL - Alphabet Inc A	21	19▲
LMT - Lockheed Martin Corp	22	83▲
BRK.B - Berkshire Hathaway Inc B	23	47▲
XLNX - Xilinx Inc	24	348▲
SBUX - Starbucks Corp	25	0

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

The information, analysis, and opinions expressed herein are for general information only. Nothing contained in this document is intended to constitute legal, tax, securities, or investment advice, nor an opinion regarding the appropriateness of any investment, nor a solicitation of any type. Investing carries certain risks and there is no assurance that investing in accordance with the portfolios mentioned will provide positive performance over any period of time. Investors could lose money if they invest in accordance with the portfolios discussed herein. Past performance is not indicative of future results. Index performance is presented for illustrative purposes only and does not represent the performance of any specific investment product or portfolio. Fees and expenses are not included in the performance of an index. Fees and expenses will reduce performance. An investment cannot be made directly into an index.

The information contained herein has been obtained from sources believed to be reliable, but its accuracy and completeness are not guaranteed. News feeds, data feeds, market quotes, and other links on this Investnet Enterprise Portal are provided by independent third parties and are not guaranteed to be accurate, complete, or timely (including any information or data sources provided by Advisor or provided by third parties at the direction of Advisor). The news, market quotes, and links provided are shown for your convenience only. Linked web-sites are independent and are not owned or operated by Investnet Financial Technologies. Investnet Financial Technologies does not endorse any linked web-sites, nor does Investnet Financial Technologies guarantee the timeliness, accuracy, completeness or adequacy of any information posted on the linked web-sites. Investnet Financial Technologies does not necessarily agree with any opinion, outlook, or forecast stated on any linked web-site. Investnet Financial Technologies reserves the right to terminate, modify, or change the links, news sources, and market quote sources at any time without notice.

**FOR HOME OFFICE AND ADVISOR USE ONLY. NOT FOR DISTRIBUTION TO THE PUBLIC.**

© 2022 Investnet, Inc. All rights reserved.