SEVENS REPORT *alpha*

January 26, 2021

In Today's Issue

- How The "Old Economy" Can Help Us Outperform
- Investing in the tech-dominated "New Economy" is all the rage, but looking for value in "Old Economy" stocks is a strategy that prioritizes stocks that are still well off their all-time highs, have proven and sustainable business models, and many of which pay hefty dividends.
- **Invesco Dow Jones Industrial Average Dividend ETF (DJD)**. This ETF allows investors to essentially own all or most of the historic 30 stocks in the DJIA in a more dividend-oriented fashion. DJD currently sports a 30-day SEC yield of 3.20% and charges a miserly 0.07% expense ratio.
- **First Trust Morningstar Dividend Leaders Index Fund (FDL).** This ETF screens the stocks on the NYSE and NASDAQ that have shown dividend consistency and dividend sustainability and it also specifically excludes real estate investment trusts. FDL currently has a 4.25% yield, substantially above most fixed income alternatives.
- **Invesco S&P 500 Pure Value ETF (RPV).** RPV is an index-oriented fund that owns over 100 value stocks culled from the broader S&P 500 Index. What makes RPV unique is that it puts a more stringent valuation screen and the result is a more concentrated portfolio of "pure" companies with characteristics embodying strong balance sheets and low-priced valuations. RPV's blended P/E ratio is 14.81 and Price to Book is just 0.86, both of which are substantial discounts to the S&P 500.

Rekindling A Fire In the 'Old Economy'

The investment world is infatuated with the "New Economy."

Today's Wall Street darlings are technological marvels, digital super spreaders, and pushing the boundaries of old-school industry practices. Buzzwords such as transformative, disruptive, and innovative have become the heartbeat of new product launches. While companies focused on artificial intelligence (AI), autonomous driving, digital currency, and fintech have become the only perceived avenues of meteoric growth.

This trend has been forming in the asset management business as well. ARK Invest is the most successful active ETF shop because of its focus on next-gen tech stocks. New ETF filings focus almost exclusively on energy revolution, space exploration, cryptocurrency, 5G communications, and other disruptive technologies.

Seven of the top 10 companies in the S&P 500 Index are technology or tech-adjacent stocks. Including the newest and most talked about member, Tesla Inc., which now is the fourth-largest holding in SPY with a 2% allocation in one of the most heavily followed investment benchmarks.

Tesla is an incredible growth story that has seemed to defy all obstacles. Many would agree that Tesla is the poster child for the New Economy. A company that is driven by the sheer indomitable will of its leader and the unbridled potential of its product portfolio. Its stock price has appreciated like a rocket despite only recently achieving pedestrian profitability.

It's a story that echoes one of decades past according to one market strategist. Chris Harvey, head of the equity strategy at Wells Fargo, recently compared Tesla joining the S&P 500 Index as similar to that of AOL back in the late 1990s. "AOL, similar to Tesla, had a game-changing technology, incredible performance… it goes into the index late in the year in December after an amazing run," Harvey said. "But it was a seminal event."

After AOL moved into the S&P 500, it took an additional year for the market to peak and many companies ultimately lost 50% to 100% of their value. The concern is that in today's market everything is accelerated due to the pace of 24/7 news, trading, sentiment, etc. Something that took 12 months two decades ago could easily experience a similar cycle in six months or less.

Harvey is urging investors to look for opportunities in "Old Economy" stocks rather than piling more money into the stretched valuations of New Economy sectors. Ultimately this rotation strategy dovetails with the world emerging from COVID and returning back to a sense of normalcy. It's a reopening trade that prioritizes stocks that are still well off their all-time highs, have proven and sustainable business models, and many of which pay hefty dividends.

Our research prioritizes Old Economy names in industries such as telecommunications, tobacco, insurance, banking, and industrial capabilities. None of these come with the sexy cache of self-driving electric vehicles. However, they are businesses that have survived for decades (some more than a century) and have provided compounding effects for their shareholders over many market cycles.

Additionally, these industries are as familiar and comfortable as a warm blanket to your mature, high net worth client base. Many of which have reaped the rewards of these stocks during their successful careers as wealth accumulators. These investment ideas are perfect for the tech skeptics that prioritize value characteristics, low leverage, and high dividends.

Investment Idea 1: Dogs of The Dow

There is no doubt you have heard of the Dogs of the Dow investment strategy. As a quick refresher, this historical portfolio method recommends that you allocate to the top 10 highest-paying dividend stocks in the Dow Jones Industrial Average. Typically, you would reconstitute and rebalance these holdings on an annual basis.

The theory is rooted in a combination of relative value and dividend compounding factors that have experienced long periods of outperformance in the past. Dogs of the Dow proponents argue that companies with a high dividend payout relative to stock price are near the bottom of their business cycle. Thus, these stocks have the capability to see accelerated price recovery compared to low dividend stocks as rotational market forces exert themselves.

The 2021 Dogs of the Dow include:

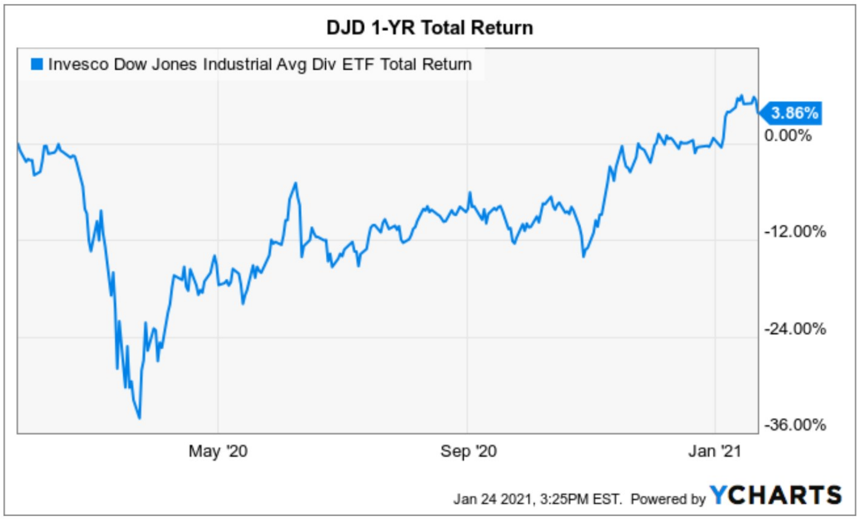
- Amgen Inc (AMGN)
- Cisco Systems (CSCO)
- Chevron Corp (CVX)
- Dow Inc (DOW)
- IBM (IBM)
- The Coca-Cola Co (KO)
- 3M Co (MMM)
- Merck & Co (MRK)
- Verizon (VZ)
- Walgreens Boots (WBA)

With perhaps the exception of Amgen and Cisco, most advisors would probably agree that the remaining names on this list represent value stocks in Old-Economy industries. If we do experience a regression in the New-Economy stocks, these companies are likely to weather the storm in a much more stable fashion. There is even the real consideration that these businesses thrive as conventional growth areas fade.

One viable investment strategy is to own these stocks outright as it's a relatively small group with blue-chip pedigree. However, an easier and more effective method is to simply purchase the **Invesco Dow Jones Industrial Average Dividend ETF (DJD)**.

This smart-beta exchange-traded fund (ETF) follows an index methodology that provides exposure to every dividend-paying security in the Dow Jones Industrial Average. The secret sauce is that holdings are weighted according to their dividend yields over the preceding 12 months. Thus, you essentially own all or most of the historic 30 stocks in the DJIA in a more dividend-oriented fashion, and that is fundamentally a Dogs of the Dow strategy.

Chevron, Dow Inc, Walgreen, IBM, and JPMorgan round out the top five holdings in DJD as of the most recent semi-annual rebalancing. DJD currently sports a 30-day SEC yield of 3.20% with income paid quarterly to shareholders. Furthermore, it charges a miserly 0.07% expense ratio that should please even the most cost-conscious clients.



The chart here shows that DJD just recently recaptured its prior 2020 highs as it steadily rebuilt momentum after the COVID-induced selloff. What's attractive about this is how the long-term moving averages are just now starting to turn higher and technical indicators don't appear nearly as stretched as growth-oriented indexes.

DJD also built a 2% relative lead on SPY in the first two weeks of 2021, as choppiness has taken hold. It's obviously a small sample size, but indicative of a shift in investor favor towards these Old Economy names.

This type of fund is perfect for income-oriented clients that love blue-chip stocks and want to tilt towards more value specific industries. DJD has a higher degree of financial, consumer staples, industrials, and energy sector exposure than many of the top market benchmarks. That can provide a counterbalance or barbell approach to any existing stock exposure on the growth side of the ledger that you want to remain intact as well.

Invesco Dow Jones Industrial Average Dividend ETF (DJD)	
Inception Date:	12/16/2015
Assets:	$125.3M
Avg Daily Volume:	271.5K
Expense Ratio:	0.07%
# of Holdings:	28
YTD Return:	3.11%
3-Yr Return:	21.33%
Mstar Rating:	5 Star

Its underlying holdings are diverse, liquid, and low cost enough to be used as a core centerpiece in any ETF portfolio. Furthermore, the structure of its dividend mandate and regular rebalancing ensures that income will remain high for the foreseeable future.

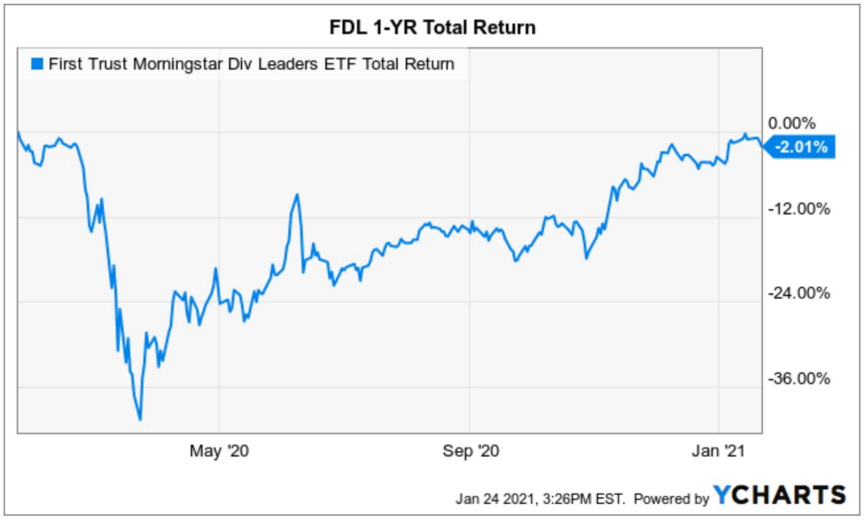
If there is one qualification for DJD it's that the overall asset size and daily share volume is not tremendous at $125 million. Fortunately, its underlying holdings are highly liquid and trading in this fund should not be a problem for those who use responsible limit orders.

Investment Idea 2: Dividend Leaders

There is no shortage of dividend-oriented ETFs in the marketplace and index creators have sliced and diced these stocks in hundreds of varying flavors. However, our research uncovered one fund in particular that stood out by owning quality Old-Economy stocks with a high-income focus.

The **First Trust Morningstar Dividend Leaders Index Fund (FDL)** screens for stocks on the NYSE and NASDAQ that have shown dividend consistency and dividend sustainability. It also specifically excludes real estate investment trusts as many other equity-income funds are loaded with these assets.

The top 100 stocks are eligible for inclusion in the FDL portfolio and holdings are weighted according to annual dividends per share. There also are caps on the amount a single security can contribute to the basket as a whole. The index is reconstituted once per year to ensure the underlying companies meet its strict dividend standards and holdings are rebalanced on a quarterly basis.



The result is a favorably diverse set of high-yield stocks with an emphasis on financials, telecommunications, utilities, and health care sectors. The top five holdings include AT&T (T), Verizon (VZ), AbbVie (ABBV), Pfizer (PFE), and Philip Morris (PM). It's worth noting that AT&T alone is currently sporting an annual dividend yield north of 7% at its current share price of $29. This stock is the number one holding in FDL with just over 9% of the total portfolio allocation.

All holdings within the FDL portfolio combine to produce one of the healthiest yields in the marketplace at 4.25% with income paid quarterly to shareholders. Compare that number to SPY yielding 1.41%, AGG yielding 1.15%, and even the venerable HYG yielding 3.53%. That equates to 3x the income of SPY while tilting your exposure towards blue-chip value stocks. Moreover, the big surprise here is that for income investors, traditional high-yield vehicles are just not offering comparable returns for the concomitant credit risk.

The one-year chart of FDL looks similar to that of DJD in that this index has only recently regained its prior highs. It's also trading at more attractive fundamentals than the broad market and has shown positive relative strength in the early weeks of 2021.

First Trust Morningstar Dividend Leaders Index Fund (FDL)	
Inception Date:	3/9/2006
Assets:	$1.4B
Avg Daily Volume:	919.4K
Expense Ratio:	0.45%
# of Holdings:	95
YTD Return:	1.55%
3-Yr Return:	10.92%
Mstar Rating:	3 Star

FDL has admittedly not been a star performer on a long-term lookback. The fund is significantly trailing the returns of the tech and consumer discretionary heavy SPY and QQQ on a five- and 10-year lookback. However, this story is really geared towards a future value and dividend rotation strategy rather than looking for clues in the rear-view mirror.

Moreover, there is a confidence to be had in the longevity of the FDL strategy that has been in existence since 2006. The fund has accumulated a healthy $1.5 billion in assets and charges a marginally premium expense ratio of 0.45%. While not rock-bottom cheap by Vanguard or Blackrock standards, this ETF has the capability to make up for its relatively higher carrying cost through its enhanced stock selection capabilities.

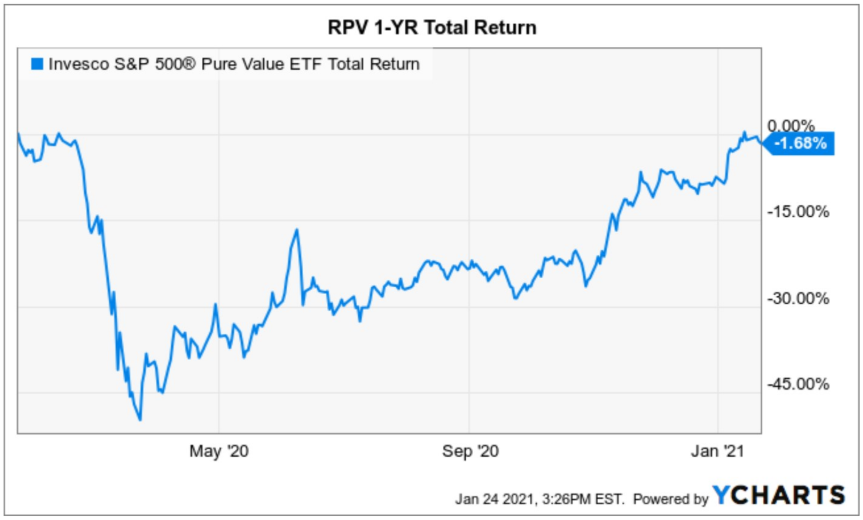
A fund such as FDL would benefit portfolios that are significantly overweight growth and momentum stocks by balancing out the higher-risk characteristics. Additionally, this fund would be a solid centerpiece to any conservative equity income portfolio that is looking for more old-economy stock exposure. Either scenario benefits from the diverse stock selection criteria and sustainable yield of the FDL basket.

Investment Idea 3: Pure Value

Our final Old Economy portfolio opportunity is a fund we have profiled in the past, which means it's already been vetted as a solid candidate for your client accounts.

Our stock research screens continually identified this ETF as one of the best ways to capitalize on financial, consumer staples, and manufacturing companies with supreme value characteristics.

The **Invesco S&P 500 Pure Value ETF (RPV)** is an index-oriented fund that owns over 100 value stocks culled from the broader S&P 500 Index. What makes this fund unique is that it puts a more stringent valuation screen to the benchmark to rule out blended or ambiguous style stocks. The result is a more concentrated portfolio of "pure" companies with characteristics embodying strong balance sheets and low-priced valuations.



One of the most attractive features of the RPV portfolio is that it weights holdings according to the highest value scores rather than market cap or equal money allocations. This creates a stronger influence of fundamentally attractive companies such as Berkshire Hathaway Inc (BRK/B), CenturyLink (LUMN), Lincoln National Corp (LNC), HollyFrontier Corp (HFC), and MetLife Inf (MET). Financial stocks, including banking, insurance, and asset management make up more than 40% of the underlying exposure in RPV.

Other top Old-Economy stocks in RPV include CVS Health Corp (CVS), Ford Motor (F), Walgreens Boots (WBA), Xerox Holdings (XRX), and Archer Daniels Midland Co. (ADM).

At current levels, the RPV portfolio sports a blended price-to-earnings ratio of just 14.81 and a price-to-book ratio of 0.86. Both metrics are significantly lower and ultimately more attractive for long-term investors than what you would find in blended or growth-oriented indexes. RPV has been in existence for well over a decade now has and accumulated $1.2 billion in assets. The fund also charges a very reasonable expense ratio of 0.35%.

The risks investors must consider with a fund such as RPV is just how deep down the value well they are willing to fall. Purchasing intrinsically discounted stocks with attractive financial catalysts means investors must have the patience for them to ultimately recover and thrive during the next pro-cyclical economic phase. However, as a complement to more conventional broad market exposure or as a counterweight to an abundance of growth stocks this fund can really shine.

Invesco S&P 500 Pure Value ETF (RPV)	
Inception Date:	3/1/2006
Assets:	$1.2B
Avg Daily Volume:	475K
Expense Ratio:	0.35%
# of Holdings:	102
YTD Return:	6.33%
3-Yr Return:	-0.65%
Mstar Rating:	2 Star

It goes without saying that RPV experienced a steep drop during the early 2020 COVID debacle. However, it has surpassed SPY over the last three months as value companies have excelled to the upside. That relative momentum and the influx of assets into the RPV portfolio demonstrate that advisors are already making the sound decision to put more money to work in the value factor to kick off the new year.

The holdings in this fund are reconstituted and rebalanced just once annually so these stocks have the opportunity to prove their worth within the basket over a longer time frame. That also means the portfolio performance is likely to vary significantly from the benchmark SPY.

A fund such as RPV is best used in a more tactical capacity to overweight a portion of the portfolio towards this pure factor rather than as a large core position. Clients who are going to be most successful with this type of fund are able to ignore recent historical performance in favor of attractive relative valuation metrics. Furthermore, they should be prepared to settle in for a long-term holding period in order to fully reap the rewards of a deep-value strategy.

Conclusion

Adding any of these funds to your portfolio is all about evaluating where you currently stand today. A more growth-heavy strategy might want to counterbalance out with value-oriented funds such as FDL and RPV. Similarly, those with income on their minds will want to execute their plan with higher allocations of DJD and FDL. Adding at least two funds in this group is an excellent way to enhance diversification while simultaneously balancing out sector-specific risks.

The benefit to communicating this Old Economy strategy with clients is that the underlying holdings are all stocks they know and understand. It may seem like a step back by forgoing the hottest stocks in the market, but it's a potential to take two steps forward in long-term portfolio performance and reduced volatility.

Best,

Tom

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Index Rebal KWEB (KraneShares CSI China Internet ETF)	*KWEB is an index rebalance play based on major Chinese internet and ecommerce companies (China N-shares) being added to FTSE Emerging Market Indices between Sep 2017 and June 2018. KWEB is our conduit to front-run huge index funds that will be forced to buy its underlying holdings.* ***What to do now: We closed KWEB on June 15th (last leg of rebal). It's still viable as a long-term holding.***	Issue 1: 8/17/17 8/24/17	KWEB: 21.46% (closed)	ACWX: 6.93% (through KWEB close date)
Smart Beta Pioneer RSP (Invesco S&P 500 Equal Weight ETF)	*From an index standpoint, S&P 500 Equal Weight has massively outperformed S&P 500 (cap weight) over the long term (392% vs. 158% over the last 18 years). RSP has lagged recently due to tech sector outperformance. That presents a short-term dislocation and opportunity to buy RSP at a discount to SPY.* ***What to do now: Buy.***	Issue 2: 9/7/17	RSP: 50.40%	SPY: 63.89%
Self-Driving Car Basket SNSR (Global X Internet of Things ETF) ROBO (ROBO Global Robotics & Automation Index ETF) AMBA (Ambarella) QCOM (Qualcomm)	*Massive changes to the auto industry, including self-driving technology, are closer to the mainstream than most investors think. The foundational changes to the auto industry could be the next "Megatrend" in investing to provide outperformance for years to come.* *There is no pure play "self-driving" ETF yet, but SNSR and ROBO offer exposure to many tech companies that are best-positioned in the space. AMBA and QCOM are two of the better stocks with unique exposure to the growing self-driving car industry.* ***What to do now: Buy the ETFs. We closed QCOM a month and a half after the Broadcom takeover announcement for a quick, sizable gain.***	Issue 3: 9/21/17	SNSR: 83.61% ROBO: 72.06% AMBA: 126.90% QCOM: 23.20% (closed)	SPY: 61.43% SPY: 19.93% (through QCOM close date)
Electric Car Battery Plays LIT (Global X Lithium & Battery Tech ETF) ALB (Albemarle)	*The trend towards the widespread adoption of electric cars is accelerating, with U.S. auto companies planning massive roll outs and several countries putting end dates on the internal combustion engine.* *From an investment angle, the key here is better technology, specifically lithium. LIT is a lithium ETF. ALB is one of the leading lithium plays in the market.* ***What to do now: Long-term investors can buy now. But, as we said in the issue, LIT and ALB ran up big following China's electric car decision. Both have sold off since. The growth opportunity is years, if not decades, ahead.***	Issue 3: 9/21/17	LIT: 98.58% ALB: 38.66%	SPY: 61.43%
Dividend Growth DIVY (Reality Shares DIVS ETF) REGL (ProShares S&P MidCap 400 Dividend Aristocrats ETF) SMDV (ProShares Russell 2000 Dividend Growers ETF)	*Historically, dividends are responsible for half of the market's total return. They are an essential component of long-term outperformance. While most investors choose high-yielding dividend stocks, our research shows dividend growth stocks can generate better long-term returns.* *DIVY is the only ETF that isolates pure dividend growth. This ETF is a fixed income alternative that should provide steady single-digit returns with low volatility and true diversification. REGL and SMDV are ETFs that provide exposure to the "Dividend Aristocrats" of tomorrow.* ***What to do now: Buy.***	Issue 4: 10/4/17	REGL: 31.97% SMDV: 12.50%	AGG: 15.75% MDY: 39.79% IWM: 44.69%
Merger Arbitrage GABCX (Gabelli ABC Fund) MNA (IQ Merger Arbitrage ETF)	*Merger arbitrage is a time-tested hedge fund strategy. It seeks to profit from the timely completion of mergers, takeovers and corporate re-orgs. The strategy has produced solid absolute returns with low correlations to stocks and bonds.* *GABCX and MNA are the two best-performing—and cheapest—options to invest in this space.* ***What to do now: Buy.***	Issue 5: 10/17/17	GABCX: 9.25% MNA: 11.85%	AGG: 15.52%

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Special Dividends **List of 24 stocks**	*Screened 17,070 stocks to arrive at 24 stocks that have consistently paid large special dividends. Investors can't see the true yields on these stocks because they're missing from financial websites. Our elite list has yields ranging from 50% to 600% higher than the S&P 500's yield.* ***What to do now: Buy (multiple ways to implement in issue).***	**Issue 6:** **10/31/17**	**Basket of stocks (avg.):** **7.37%**	**50% SPY/50% AGG:** **3.77%**
Global Value **GVAL (Cambria Global Value ETF)**	*A fundamentally-focused deep value strategy that uses a cyclically-adjusted valuation composite to evaluate 45 global countries for investment. GVAL captures the cheapest countries and the cheapest stocks in those specific countries, too.* ***What to do now: Buy.***	**Issue 9:** **12/12/17**	**GVAL:** **-1.52%**	**ACWX:** **20.80%**
"Backdoor" Hedge Fund Investing **List of 10 stocks**	*It's almost impossible for investors to access the world's best hedge fund managers. Either their funds are closed, the minimums are too steep (in the millions), or the fees are outrageously high ('2 & 20'). We found 10 little-known ways to access ace managers who have produced Buffett-like returns.* ***What to do now: Buy (multiple ways to implement in issue).***	**Issue 10:** **12/27/17**	**Basket of stocks (avg.):** **-5.09%**	**50% SPY/50% AGG:** **1.30%**
EM & FM Bonds **EMB (iShares JPM USD Emerging Markets Bond ETF)** **EMLC (VanEck JPM EM Local Currency Bond ETF)** **EBND (SPDR Bloomberg Barclays Emerging Markets Local Bond ETF)** **AGEYX (American Beacon Global Evolution Frontier Markets Income Fund)**	*Most investors have no allocation to fixed income outside the U.S., but we think it's worth serious consideration. Emerging and frontier debt funds have yields 2X, 3X, and 4X the yields of traditional fixed income investments... low correlations to major asset classes... and healthier fundamentals (lower debt-to-GDP ratios, faster-growing economies, and better demographics) from a country perspective.* *EMB (emerging market debt hard currency), EMLC/EBND (emerging market debt local currency), and AGEYX (actively-managed frontier market debt) are all attractive options.* ***What to do now: Buy.***	**Issue 11:** **1/9/18**	**EMB:** **12.78%** **EMLC:** **1.58%** **EBND:** **5.25%** **AGEYX:** **12.31%**	**AGG:** **16.05%**
"Blockchain" Investing **BLOK (Amplify Transformational Data Sharing ETF)** **BLCN (Reality Shares Nasdaq NexGen Economy ETF)**	*Blockchain, the technology behind cryptos, has the potential to change many industries. Having the right exposure to companies using or pioneering the use of blockchain, offers substantial long-term growth opportunities. Not only did we break the story on the first two blockchain ETFs (BLOK and BLCN) ahead of every financial media outlet, we also provided a sneak peek at their top holdings and a blockchain primer.* ***What to do now: Buy (multiple ways to implement in issue).***	**Issue 12:** **1/16/18**	**BLOK:** **102.2%** **BLCN:** **77.54%**	**SPY:** **44.62%**
"Active" Bond ETFs **BOND (PIMCO Active Bond ETF)** **TOTL (SPDR DoubleLine Total Return Tactical ETF)** **FTSL (First Trust Senior Loan Fund)**	*Studies show actively-managed fixed income funds have been much more successful at beating benchmarks than actively-managed equity funds.* *In addition, the "Agg" has changed for the worse over time: higher duration, lower yield, and less diversification. These three active bond ETFs—with better statistics and all-star portfolio management teams—stand a good chance at beating the Agg going forward.* ***What to do now: Buy.***	**Issue 14:** **2/20/18**	**BOND:** **18.15%** **TOTL:** **12.87%** **FTSL:** **11.79%**	**AGG:** **17.98%**

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Cash Alpha **FPNIX (FPA New Income)**	*FPNIX has generated positive returns for 33 straight years. No other non-government bond fund can boast of an equivalent track record. We also featured "MaxMyInterest," which produces 140 to 150 basis points of alpha versus traditional cash vehicles (MMAs, MMFs, and CDs). Max also increases FDIC insurance and can give advisors visibility to held-away cash.* ***What to do now: Buy (Max is also an excellent cash management solution).***	**Issue 15:** **3/6/18**	**FPNIX:** **8.54%**	**BIL:** **3.97%**
Index Rebal **KBA (KraneShares Bosera MSCI China A Share ETF)**	*KBA is an index rebalance play based on the inclusion of Mainland Chinese equities (A-shares) into MSCI Global Standard Indexes. The first two steps will take place on June 1st and September 1st. KBA is our gateway to front-run massive index funds that will be forced to buy its underlying holdings.* ***What to do now: Buy.***	**Issue 16:** **3/20/18**	**KBA:** **42.19%**	**ACWX:** **17.92%**
Anti-Trade War **QABA (First Trust Nasdaq ABA Community Bank Index Fund)**	*QABA is a play to protect against trade war ramifications (97% of its sales are U.S.-sourced). Additionally, it should also be a beneficiary of U.S. tax reform, in that, smaller U.S. companies should capture most of the 35% to 21% corporate tax cut. We also featured three more ETFs (AMCA, AIRR, KRE) and two exclusive stock screens—run through Cap IQ—for advisors to share with clients who have trade war concerns.* ***What to do now: Buy.***	**Issue 18:** **4/17/18**	**QABA:** **-3.37%**	**SPY:** **47.66%**
Foreign Small Caps **VSS (Vanguard FTSE All-World ex-US Small -Cap ETF)** **DLS (WisdomTree International Small-Cap Dividend Fund)**	*Most advisors don't allocate to international small caps. But, we think they should reconsider. This hidden asset class holds several advantages over its U.S. equivalents: cheaper valuations, less volatility, lower correlations, higher dividend yields, and past outperformance. We highlight multiple individual ETFs, ETF combinations, and actively-managed mutual funds that do the trick.* ***What to do now: Buy.***	**Issue 19:** **5/1/18**	**VSS:** **12.36%** **DLS:** **0.05%**	**EFA:** **15.66%**
Disruptive Innovation **ARKK (ARK Innovation ETF)**	*Investing in the "cornerstone themes of disruptive innovation" has resulted in huge profits over time (think Amazon, Apple, and Netflix). ARK sees current investment opportunities in innovation platforms, such as automation, energy storage, DNA sequencing, next generation internet, blockchain technology, etc. ARK's top innovation-based themes are all represented in ARKK. In 2017, ARKK was the #1 performing ETF (excluding leveraged and inverse ETFs) with a return of 87%!* ***What to do now: Buy.***	**Issue 20:** **5/15/18**	**ARKK:** **242.00%**	**SPY:** **47.16%**
Buybacks **PKW (Invesco BuyBack Achievers ETF)**	*Companies with meaningful share count reduction have outperformed over the long term with lower volatility. Currently, U.S. companies are flush with cash due to tax cuts and repatriation. In turn, share repurchases broke a new record in Q1 2018 and they're on pace to set a new record for 2018. PKW is the premier ETF to profit from buybacks (largest asset base and longest history). We also featured four alternative ETFs (SPYB, TTFS, DIVB, SYLD) and some individual stock lists.* ***What to do now: Buy.***	**Issue 21:** **5/29/18**	**PKW:** **48.30%**	**SPY:** **43.30%**
"FANG and Friends" of Emerging Markets **EMQQ (Emerging Markets Internet & Ecommerce ETF)**	*"By 2025, annual consumption in emerging markets will reach $30 trillion—the biggest growth opportunity in the history of capitalism."—McKinsey & Company. The combination of four major forces in emerging markets make this a great investment setup: favorable demographics, increasing smartphone availability, surging wireless broadband and Wifi access, and the globalization of the capital formation process. EMQQ is the best ETF to invest in this great confluence. We also featured three alternative ETFs (ECON, KWEB, KEMQ).* ***What to do now: Buy.***	**Issue 23:** **6/26/18**	**EMQQ:** **81.69%**	**EEM:** **32.69%**

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Micro Caps IWC (I-Shares Micro-Cap ETF)	*Small caps outperformed until this most recent pullback, but while allocations to that sector of the market are rising, micro-caps, a sub-set of small caps, remain generally overlooked.* *Micro caps remain an overlooked, under-researched, and under-allocated part of the small cap universe that can offer diversification and outperformance (micro caps are perennial takeover candidates).*	7/10/18	IWC: 19.96%	IWM: 27.40%
The Future of Consumer Spending IBUY (Amplify Online Retail ETF) FINX (Global X FinTech ETF) IPAY (ETFMG Prime Mobile Payments ETF)	*The way U.S. consumers purchase goods is changing—rapidly. And, getting "pure play" exposure to the rise to online retailers and to the growth of mobile payments could be similar to investing in credit cards back in the mid-80's. There are few other established corners of the market that offer this type of growth potential.*	7/24/18	IBUY: 131.20% FINX: 66.55% IPAY: 61.23%	SPY: 41.04%
Floating Rate Funds FLOT (I-Shares Floating Rate Bond ETF USFR (Wisdom Tree Floating Rate Treasury Fund) SRLN (SPDR Blackstone / GSO Senior Loan ETF EFR (Eaton Vance Floating Rate Trust)	*Despite stubbornly high bonds/low yields, bonds are still now in a longer term bear market, and there exist few non-inverse bond alternatives that can produce absolute gains in a falling bond environment.* *Floating rate ETFs rise as bond yields fall and offer absolute return potential in bond portfolios, and are an important tool in constructing client bond portfolios in a rising rate environment.*	8/6/18	FLOT: 4.99% USFR: 3.38% SRLN: 10.54% EFR: 10.46%	AGG: 17.10%
Content Is King PBS (Invesco Dynamic Media ETF) IEME (Ishares Evolved U.S. Media & Entertainment ETF) XLC (Communications services SPDR) DIS (Disney)	*How generational changes in the cable TV industry are presenting massive long-term growth potential (think NFLX's 4000% return since 2012).* *Industry Primer: How the cable industry is changing from a service-based business, to a content-based business.*	8/20/18	PBS: 48.88% IEME: 36.10% XLC: 39.32% DIS: 62.86%	SPY: 39.03%
Momentum & Value PSCH (PowerShares S&P SmallCap Health Care Portfolio) SBIO (ALPS Medical Breakthroughs ETF) FXG (First Trust Consumer Staples AlphaDex ETF)	*In our first of a recurring series, each quarter we'll profile some of the best ETFs from a momentum and value standpoint.* *Most investors and prospects can be grouped into those two investing styles, and we want to provide consistent, value-add idea generation for each type of investor, so you're always armed with compelling ideas and stories for clients and prospects, regardless of their investment style.*	9/4/18	PSCH: 23.61% SBIO: 47.13% FXG: 13.87%	SPY: 37.05%

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Commodities PDBC (Invesco Optimum Yield Diversified Commodity Strategy No K-1) GNR (SPDR S&P Global Natural Resources ETF) RLY (SPDR SSGA Multi-Asset Real Return ETF)	*Commodities have typically outperformed during late expansion and early recession phases of the economic cycle. Many economic indicators imply we are entering (or are already in) the late expansion phase of the economic cycle. As such, commodities have outperformed so far this year, and we expect that to continue.*	9/18/18	PDBC: -10.91% GNR: 7.07% RLY: 4.55%	DBC: -10.14%
Short Duration Bond ETFs MEAR (IShares Short Maturity Municipal Bond ETF) LDUR (PIMCO Enhanced Low Duration Active ETF) MINT (PIMCO Enhanced Short Maturity Active ETF)	*The downtrend in bonds accelerated in September and October of 2018, and it was a reminder that advisors face challenges in the fixed income markets over the coming years.* *One of the best ways to protect investors in a bond bear market is by shortening duration of bond holdings, so we presented three short duration bond ETFs that have yields that are close to the 10 year Treasury, but that have much shorter average maturities.*	10/16/18	MEAR: 5.15% LDUR: 9.07% MINT: 3.63%	BIL: 2.89%
Bear Market Strategies USMV (I-Shares Edge MSCI Minimum Volatility USA ETF) PTLC (Pacer Trendpilot US Large Cap ETF)	*The October 2018 equity market decline sparked fears of an end to the multi-year bull market. So, we wanted to provide some suggestions on practical "bear market" strategies for advisors that wouldn't involve market timing or deviating from keeping clients in the markets over the longer term.*	10/30/18	USMV: 30.47% PTLC: 18.01%	SH: -38.96%
Special Dividends List of 19 stocks	*Screened 17,070 stocks to arrive at 19 stocks that have consistently paid large special dividends. Investors can't see the true yields on these stocks because they're missing from financial websites. Our elite list has yields ranging from 50% to 600% higher than the S&P 500's yield.* *What to do now: Buy (multiple ways to implement in issue).*	11/6/18		
Momentum & Value 4th Quarter Edition WTMF (Wisdom Tree Managed Futures ETF) MLPA (Global X MLP ETF) DCP (DCP Midstream LP) SHLX (Shell Midstream Partners LP)	*In our Q4 installment of our Momentum and Value series we focused on strategies for the volatile and difficult market.* *Our momentum strategies were focused on non-correlated ETFs to provide diversification.* *Our value strategy focused on the MLP space, which had compelling yields in an environment where the oil price should stabilize.*	12/4/18	WTMF: -0.27% MLPA: -27.88% DCP: -24.07% SHLX: -28.35%	SPY: 46.30% AMLP: -28.44%

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Growth into Value Rotation RPV (Invesco S&P 500 Pure Value ETF) DVP (Deep Value ETF)	*Recognizing the switch in outperformance from value to growth in 2014 was one of the easiest ways to help clients outperform.* *Now, there are signs markets might be switching back, to an era where value outperforms growth. The ETFs included in this report serve as a "one stop shop" to add quality value exposure to client portfolios.*	12/18/18	RPV: 18.33%	VTV: 30.90%
Contrarian Ideas to Start 2019 IEMG/EEMV (Emerging Market ETFs) ITB/VNQ (Homebuilders/Real Estate ETFs) DFE (WisdomTree Europe SmallCap Dividend Fund)	*The start of a new year means new money needs to be put to work, so we wanted to provide some unique and interesting contrarian ideas that can outperform in 2019.*	1/2/19	IEMG/EEMV: 44.43%/18.73% ITB/VNQ: 87.05%/21.30% DFE: 34.07%	SPY: 57.12%
Identifying High Quality Stocks COWZ (Pacer U.S. Cash Cows 100 ETF)	*Free Cash Flow Yield (FCFY) and Return On Equity (ROE) are two factors that produce long term outperformance.* *We complied a list of nearly two dozen large cap stocks that have a FCFY over 8%, along with another list of the top 10% companies with highest Return on Equity. We think the stocks on these lists present opportunities to buy quality names on market dips.* *We also identified an ETF that screens based on FCFY, and it provides outperformance with lower drawdowns.*	1/15/19	COWZ: 34.48%	SPY: 50.98%
Preferred Stock ETFs PGF (Invesco Financial Preferred ETF) VRP (Invesco Variable Rate Preferred ETF) PFXF (VanEck Vectors Preferred Securities ex Financials ETF)	*Preferred stocks have massively outperformed the S&P 500 during the October—December correction and barely lagged bonds. With yields of 5% and higher we think preferred stock ETFs present a unique long term opportunity to generate income and reduce volatility in portfolios, while keeping upside exposure.*	1/29/19	PGF: 14.60% VRP: 18.64% PFXF: 21.63%	PFF: 17.04%
Utilities For Income VPU (Vanguard Utilities ETF) NRG (NRG Energy) CNP (CenterPoint Energy)	*We continued our focus on safety and income as we show why "boring" utilities can offer substantial outperformance in a volatile market.* *Utilities outperformed during the Oct-Dec correction, and owning utilities hasn't meant giving up long term performance as XLU has the same five year total return as the S&P 500.* *If you think the markets will stay volatile, utilities are a good place for capital to weather the storm and keep upside exposure.*	2/12/19	VPU: 16.13% NRG: -2.75% CNP: -27.40%	XLU: 18.22%

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Cybersecurity: Threats & Opportunities HACK (ETFMG Primce Cyber Security ETF) CIBR (First Trust NASDAQ Cybersecurity ETF) FTNT (Fortinet) CYBR (CyberArk)	*Cyber security and privacy on-line are two clearly defined growth areas of tech, as tech adoption progresses towards consumer demanding security and convenience.*	2/26/2019	HACK: 51.42% CIBR: 64.24% FTNT: 70.49% CYBR: 44.63%	QQQ: 83.88%
Cannabis Industry Investment. MJ (ETFMG Alternative Harvest ETF) ACB (Aurora Cannabis) CGC (Canopy Growth Corporation) APHA (Aphria)	*Through March of 2019, the cannabis sector was the best performing sector in the market, as that performance reflected the growing adoption of medical cannabis, as well as the unrivaled growth potential.* *Investors and clients are asking about this industry, so we wanted to present a "Cannabis Primer" along with three different investment strategies to get responsible exposure to this market segment.*	3/12/19	MJ: -47.35% ACB: -89.11% CGC: -32.44% APHA: -4.80%	SPY: 40.64%
Socially Responsible Investing ESGV (Vanguard ESG US Stock ETF)	*Studies and AUM trends have shown that while clients still care about the bottom line (returns) there is growing popularity among investors to not only generate a solid return, but also for their investments to reflect their core beliefs and values.* *So, we've updated our research to focus on a few core ESG areas that have seen AUM explode over the past two years. These stylistic ETFs can not only outperform, but also help strengthen the client/advisor bond, via directing some investments to issues important to your client.*	3/26/19	ESGV: 49.83%	SPY: 39.22%
Hedged Equity ETFs DMRL (DeltaShares S&P 500 Managed Risk ETF) CCOR (Cambria Core Equity ETF) JHEQX (JP Morgan Hedged Equity Fund Class)	*Stocks have started 2019 with a bang, rising sharply in Q1. But, major macro risks remain present and there is undeniable proof the economy is late cycle.* *Hedged equity ETFs can help advisors and investors maintain long exposure while also providing protection from another 2018 style correction.*	4/9/19	DMRL: 19.28% CCOR: 9.38% JHEQX: 24.27%	SPY: 36.22%

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ARK Invest Family of ETFs ARKW (ARK Next Generation Internet ETF) ARKG (ARK Genomic Revolution ETF) XITK (SPDR Fact Set Innovative Tech ETF)	*We are re-introducing the ARK Family of ETFs. Alpha recommendation ARKK is up 26% YTD and it's outperformed the S&P 500 since our recommendation.* *ARK ETFs offer "one-stop shopping" exposure to the disruptive technologies of tomorrow—technologies that can not only produce outsized long-term returns, but that also are compelling stories for clients and prospects.*	4/23/19	ARKW: 189.5% ARKG: 226.7% XITK: 103.5%	QQQ: 67.52%
The Alpha Opportunity in Healthcare IHI (iShares Medical Device ETF) XBI/SBIO/ARKG (The Quality Bio-tech ETFs) IHF (iShares U.S. Healthcare Providers ETF)	*The healthcare sector has badly lagged the S&P 500 thanks to political concerns (Medicare for all). But, future political risks aside, fundamentals for the healthcare industry are compelling.* *We covered this broadly in the Sevens Report two weeks ago, but in today's Alpha issue we wanted to do a "deep dive" into the space and provide a broader healthcare sector primer, as opportunities to invest in healthcare at the relative value to the market don't come along very often.*	5/7/19	IHI: 52.13% XBI: 74.96% IHF: 52/41%	XLV: 37.76%
Minimum Volatility ETFs USMV (iShares Total Return MSCI USA Minimum Volatility ETF) SPLV (S&P 500 Low Volatility Index ETF) EEMV (iShares MSCI Minimum Volatility Emerging Markets ETF) EFAV (iShares Edge MSCI Minimum Volatility EAFE ETF)	*Minimum volatility ETFs have proven effective alternatives for core market holdings over both the short and long term, and will help ensure investors don't give back YTD gains in the event of a correction while still maintaining upside exposure.*	5/21/19	USMV: 17.47% SPLV: 8.68% EEMV: 17.05% EFAV: 9.27%	SPY: 36.60%
Ageing of America Primer WELL (Welltower Inc) OHI (Omega Healthcare Investors) SCI (Service Corp International)	*There is a coming massive demographic shift in the U.S. as within the next 20 years one in every five Americans will reach retirement age, and that aging of Americans will have profound impacts on different market sectors.*	6/4/19	WELL: -18.23% OHI: 11.07% SCI: 14.93%	SPY: 39.51%

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Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Rate Cut Playbook We wanted to provide both an asset class and stock market sector "playbook" so advisors will know what outperformed, and what underperformed during the last two rate cut cycles. The important part of our research is that we let the numbers, not our assumptions, do the talking and the results were surprising!	*Inside the issue you'll find:* • *Return tables that show the performance of the major S&P 500 sectors over the last two rate cut cycles. (Returns 12 months following the first cut, and Returns from the first cut to the last cut).* • *Return tables for the major bond market segments over the last two rate cut cycles.* • *We identify the sectors and bond segments that lagged in both cutting cycles (again, the results were surprising) and the sectors that outright outperformed and that relatively outperformed.* • *Finally, we also identified the sectors and segments that were the biggest "losers" during the last two rate cut cycles.*	6/18/19		
How to Responsibly Allocate to Gold GLD (SPDR Gold Trust) SGOL (Aberdeen Standard Physical Gold ETF) GDX (VanEck Vectors Gold Miners ETF) KL (Kirkland Lake) FNV (Franco Nevada Corp)	*Gold was one of the top performers in our "Rate Cut Playbook" and it recently just hit a six year high.* *So, in this issue, we wanted to focus on how advisors can responsibly allocate to gold, because again If this trend continues, gold will continue to outperform the S&P 500, and undoubtedly you will field questions from clients about owning gold.* *Beyond servicing clients, from an alpha standpoint, gold trends incredibly well, and if we are at the start of a multi-year uptrend, the returns can be substantial (gold returned more than 800% from 2001-2011 and outperformed stocks during the last two rate cutting cycles).*	7/2/19	GLD: 32.16% SGOL: 32.65% GDX: 41.02% KL: -2.20% FNV: 46.83%	
Momentum Factor Investing MTUM (IShares Edge MSCI USA Momentum Factor ETF) SPMO (Invesco S&P 500 Momentum ETF) FDMO (Fidelity Momentum Factor ETF)	*Factor investing has proven to be an effective strategy for medium and long term investors. One of the strategic factors that consistently rises to the upper half of the performance matrix is "momentum" as a driver of outsized returns.* *Momentum factor ETFs have provided positive excess returns in seven of the last 11 years.*	7/16/19	MTUM 35.86% SPMO: 27.58% FDMO: 27.58%	SPY: 26.36%

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Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Profit from the Sharing Economy **MILN (The Global X Funds/Millennials Thematic ETF)** **GIGE (The SoFi Gig Economy ETF)**	*Inspiration for the issue came from this comment, which I believe is a profound statement on the next evolution of the economy.* *"Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening." Tim Goodwin The Batter Is For The Consumer Interface.* *Each of those companies are part of the new "sharing economy."* *In addition to profiling two ETFs, we also created our own "Watch List" of sharing economy companies that describes 1) What they do and 2) How they make money, so you have a clear view of the entire "Sharing Economy" universe.*	**7/30/19**	**MILN:** **46.57%** **GIGE:** **91.97%**	**SPY:** **25.93%**
The Case for REITS **VNQ (Vanguard Real Estate ETF)** **VNQI (Vanguard Global ex-U.S. Real Estate ETF)** **REZ (iShares Residential Real Estate ETF)** **REM (Ishares Mortgage Real Estate ETF)**	*Over the past month, only one sector SPDR had a positive return,* ***and it was Real Estate (XLRE) as it rose 1.75%.*** *And, that underscores what has been a great year for the sector, as XLRE has gained more than 22% YTD and only trails tech (XLK) on a YTD performance basis.* *This strong performance shouldn't come as a surprise.* *The current environment is very positive for REITs, given we're likely looking at 1) More Fed rate cuts and 2) A potentially slowing economy.* *More directly, with greater than 3% yields, positive correlation to rising inflation, and a very solid historical track record through growth slowdowns (with one glaring exception), REITs remain an attractive destination for capital in the current environment.*	**8/16/19**	**VNQ:** **-10.11%** **VNQI:** **-6.30%** **REZ:** **-15.91%** **REM:** **-24.89%**	**SPY:** **31.11%**
Seizing Opportunity in the Defense Industry **ITA (IShares U.S. Aerospace & Defense ETF)** **PPA (Invesco Aerospace & Defense ETF)** **UFO (The Procure Space ETF)**	*The defense sector has been one of the best performing market sectors for over a decade. Consider* ***Over the past 10 years the defense stock sector has posted an 18.57% annualized return and a 446% cumulative return*** *That compares to a 12.96% annualized return for the S&P 500 and a cumulative return of 238%.* *That's significant outperformance that should impress any client.* *But, right now, we think there's even more opportunity in this sector due to the presence of a potentially major growth catalyst—the space industry.*	**8/27/19**	**ITA:** **-13.49%** **PPA:** **2.31%** **UFO:** **6.55%**	**SPY:** **32.01%**

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Japanization Playbook **PTCIX (PIMCO Long Term Credit Bond Fund)** **VYM (Vanguard High Dividend Yield ETF)** **PDI (PIMCO Dynamic Income Fund)**	Given the slowing of the global economy, we are now at a fork in the road, where global economic stimulus will either work, like it did in 2016 and spur a big rally, or it will not, like what happened in Japan in the 1990s. We spent an entire *Alpha* issue detailing a what will outperform and underperform in that scenario, so that if it happens, we know what to do.	9/10/19	**PTCIX:** **13.38%** **VYM:** **11.95%** **PDI:** **-4.67%**	**SPY:** **30.64%**
Reflation Playbook **Reflation Strategy 1: A better tech ETF.** **Reflation Strategy 2: Momentum Factor.** **Reflation Strategy 3: The Consumer.** **Reflation Strategy 4: Emerging Markets.** **Reflation Strategy 5: Floating Rate Funds.**	This issue is the final piece of our four-part series on the longer-term outcome for this market: **Japanization or Reflation?** Reflation issue goes **deeper into the sectors and assets that will** outperform if we get another successfully engineered economic reflation – driven in part by a weaker dollar – like we did in 2016-2018.	9/24/19	**Various ETFs listed in the Issue**	
Investing in Green Energy **TAN (Invesco Solar ETF)** **FAN (First Trust Global Wind Energy ETF)** **ICLN (IShares Global Clean Energy ETF)** **PBW (Invesco Wilderhill Clean Energy ETF)**	Advisors today need to know funds and ETFs that can help clients invest for a greener future, **as doing so will align client investments with their interests and build more trust between the advisor and client.** In this *Alpha* issue, we cover some of the best ETFs for direct alternative energy exposure, and the results may surprise you as some of the best alternative energy ETFs share a lot of characteristics with tech ETFs and multinational industrial ETFs.	10/8/19	**TAN:** **295.20%** **FAN:** **101.8%** **ICLN:** **197.5%** **PBW:** **337.9%**	**SPY:** **34.36%**
Investing in the Water Industry **PHO (Invesco Water Resources ETF)** **FIW (First Trust Water ETF)** **TBLU (Tortoise Global Water ESG Fund)**	We are continuing the theme from the last issue of 1) Making money (generating alpha) and 2) Doing good (appealing to clients focused on the environment), and we're doing it by taking a deep dive into the water industry. The water industry remains a quasi-niche, but it shouldn't, as water industry investment can: Generate alpha as major water industry ETFs have outperformed the S&P 500 over the past several years and It can strengthen client relationships as water investment is closely tied to ESG investing, and water demand is a concept that clients can easily relate to.	10/22/19	**PHO:** **34.14%** **FIW:** **33.95%**	**SPY:** **29.65%**

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Outperforming in A Declining Dollar Environment **VGT (Vanguard Information Technology ETF)** **IHI (IShares U.S. Medical Devices ETF)** **EMLC (VanEck Vectors J.P. Morgan EM Local Currency Bond ETF)** **PDBC (Invesco Optimum Yield Diversified Commodity Strategy No K-1 ETF)**	If there's going to be a global reflation, then it will likely come with a weaker U.S. Dollar. From early 2017 through early 2018 the dollar declined from over 100 to below 90 (so more than 10%) and that had a significant impact on stocks: The 2017 decline in the dollar resulted in **a 31% gain for the S&P 500** from December 2016 through January 2018. But, the dollar decline also created opportunities for specific sectors and assets classes to handily outperform the S&P 500, and we want to identify those opportunities in three strategies: • Targeted sector exposure via a focus on U.S. Exporters • International ETF Exposure • Commodities Allocations.	**11/5/19**	**Various ETFs Listed in the Issue**	
Closed End Funds **ETG (EV Tax Adv. Global Dividend Inc)** **HTD (JH Tax-Advantaged Dividend Inc)** **PDI (PIMCO Dynamic Income)** **NZF (Nuveen Municipal Credit Income)** **FFC (Flaherty & Crumrine Preferred & Income Sec.)** **RQI (Cohen & Steers Quality Income)**	Closed End Funds (CEFs) are under-utilized compared to ETFs (we explain why in the issue) but CEFs have advantages over ETFs both on a yield and tactical basis – and we think that CEFs can be an effective tool, when integrated into a broader portfolio strategy, that can boost yield and create opportunities to generate alpha.	**12/3/19**	**ETG:** **14.79%** **HTD:** **-15.96%** **PDI:** **-9.60%** **NZF:** **4.37%** **FFC:** **9.98%** **RQI:** **-9.95%**	**SPY:** **25.24%**
Cash Management **FPNIX (FPA New Income Fund)** **MINT (PIMCO Enhanced Maturity Active ETF)** **BBBIX (BBH Limited Duration I)**	In this issue, we identify three funds that provide market-beating returns on cash with very low duration and good liquidity, and we rank them depending on preference: More aggressive (and higher yield), Conservative, and "In Between."	**12/17/19**	**BBBIX:** **3.38%**	**BIL:** **0.45%**

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Contrarian Ideas 2020 **MJ (ETFMG Alternative Harvest ETF)** **XOP (SPDR S&P Oil & Gas Exploration and Production ETF)** **LQDH (iShares Interest Rate Hedged Corporate Bond ETF)**	**Contrarian Idea: Cannabis Sector.** Cannabis stocks got crushed in 2019, but underlying demand for medical cannabis, along with public acceptance of the idea, continued to grow. **Contrarian Idea: Energy.** The energy sector lagged in 2019, but if there is a rebound in growth, combined with a protracted dollar decline, energy could handily outperform in 2020. **Contrarian Idea: Rising Rates.** Bonds surged in 2019 and the broad consensus is for perma-low rates. But the Fed is now targeting higher inflation, and if growth rebounds, rates could easily move higher.	**12/31/19**	**MJ:** **8.03%** **XOP:** **-27.38%** **LQDH:** **1.48%**	**SPY:** **19.86%**
International Exposure **IQLT - iShares Edge MSCI International Quality Factor ETF.** **VIGI - Vanguard International Dividend Appreciation ETF** **GSIE - Goldman Sachs ActiveBeta International Equity ETF**	We all know that **proper diversification is essential to both risk management and long-term outperformance,** and while the outlook for the U.S. markets remains strong, proper diversification must be maintained for investors with long-term time horizons. So, we've done a deep dive into the very overpopulated world of international ETFs and selected the few ETFs that we believe offer a superior combination of 1) Exposure to quality international companies, 2) Focus on developed economies (so this isn't about emerging markets) and 3) Are trading at an attractive valuation.	**1/14/2020**	**IQLT:** **13.59%** **VIGI:** **14.50%** **GSIE:** **9.03%**	**ACWX:** **12.33%**
Opportunities in Small Caps **IJR: iShares Core S&P Small-Cap ETF** **VBK: Vanguard Small-Cap Growth ETF** **XSLV: Invesco S&P SmallCap Low Volatility ETF**	The stock market has become extremely "top-heavy" with a few mega-cap tech stocks like AAPL, AMZN, MSFT, GOOGL largely driving market performance and being the difference maker in annual performance. While that's been a good thing for the last several years for many investors, the reality is that now they are also not as diversified as they should be on a market-cap basis. Proper diversification across multiple criteria (including market cap) is essential to long term outperformance and portfolio optimization, so it's always something we need to be focused on. But, to get a bit more tactical, after years of underperformance, there's a credible macro set up where small-caps can outperform in 2020.	**1/28/2020**	**IJR:** **19,68%** **VBK:** **36.46%** **XSLV:** **-13.99%**	**IWM:** **26.14%**
Finding Actionable Opportunities in the Biotech Sector **IBB (iShares Biotechnology ETF)** **SBIO (ALPS Medical Breakthroughs ETF)** **XBI (SPDR S&P Biotech ETF)**	What outperforms during a global health emergency like the Wuhan virus? Historically, the biotech sector does, **which rose 40% compared to 25% for the SPY following SARS in the early 2000s.** But, investing in biotech is tough for an advisor. So, our goal for this Alpha issue was clear: **Find the best biotech ETFs that today's advisors can actually allocate to.**	**2/11/2020**	**IBB:** **28.74%** **SBIO:** **28.66%** **XBI:** **52.95%**	**SPY:** **12.96%**

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Hedged Equity ETFs **DMRL: DeltaShares S&P 500 Managed Risk ETF.** **CCOR: Cambria Core Equity ETF.** **JHEQX: JPMorgan Hedged Equity Fund Class I.**	We want to highlight hedged ETF strategies that can help advisors protect gains if we are at the start of a 2018 style correction, or worse, our first bear market in over a decade, while at the same time maintaining long exposure if/when the correction ends. Hedged ETFs outperformed the S&P 500 in 2018, and if this current correction turns into a lengthy pullback, hedged ETFs will help preserve client gains.	3/10/2020	DMRL: 13.66% CCOR: 2.08% JHEQX: 19.49%	SPY: 31.30%
Sector Opportunities from the Coronavirus Decline Tech Sector (Three ETFs) Financials (Three ETFs) Energy (Three ETFs)	This will be the first part of a two-part series that addresses potential longer-term opportunities from this crisis. For today's issue, we selected three sectors: **Tech, Financials and Energy, and we provided three ETF options in each sector depending on whether you are looking for broad-based exposure (and diversification) or want a more targeted strategy (higher risk/higher return).**	3/24/2020	Multiple ETFs selected for each sector depending on risk tolerance.	
Longer Term Industry Opportunities from the Coronavirus Health & Wellness (Three ETFs) Mobility As A Service (IBUY: Amplify Online Retail ETF) Cord Cutting (**JHCS: John Hancock Multifactor Media and Communications ETF).** **Stay At Home (XITK: SPDR FactSet Innovative Technology ETF)**	In this issue, **we build on the theme of a return to optimism by identifying specific stocks, ETFs, and industries likely to experience long-term tailwinds from this historic coronavirus pandemic black swan.** This trend will shift the spending and habits of millions of Americans over the course of the next decade.	4/7/2020	PTH: 104.3% IBUY: 177.6% JHCS: 54.96% XITK: 123.4%	SPY: 42.84%
Three Industries That Will Benefit from Changes in Corporate Behavior Cloud Computing (SKYY: First Trust Cloud Computing ETF) E-Commerce (SHOP: Shopify & GDDY (GoDaddy) Online Payment Processing (IPAY: ETFMG Prime Mobile Payments ETF)	Each part of our "What To Buy" series have become more granular, and that trend is continuing today with the final installment of the series. Part One focused on broad sectors. Part Two identified larger industries that should benefit over the longer term from changes in consumer behavior from the coronavirus experience. **Now, Part Three will go even deeper and rely on our own anecdotal experiences to identify sub-indices that should benefit over the longer term from changes in business behavior in a post-coronavirus world.**	4/21/2020	SKYY: 63.46% SHOP: 101.0% GDDY: 26.01% IPAY: 69.25%	SPY: 38.70%

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Three Strategies for a "U" Shaped Recovery **Preferreds: PGF (Invesco Financial Preferred ETF)** **Dollar Stores/Fast Food: DG: (Dollar General), DLTR: (Dollar Tree), MCD: McDonalds** **Consumer Staples: RHS (Invesco S&P 500 Equal Weight Consumer Staples ETF).**	Markets are pricing in a pretty high chance of a "V-shaped" economic recovery, but we think it's prudent to have a playbook for a less optimistic, "U-shaped" economic recovery that has the U.S. economy mired in slow growth for some time. So, in this issue, we wanted to identify proven sectors and stocks that are likely to thrive if the economic recovery is more restrained, i.e. U-shaped. The following research achieves that goal by identifying areas that have proven resilient under previous recessions and periods of slow growth, and are likely to continue to thrive in that environment.	**5/5/2020**	**PGF:** **6.87%** **DG:** **20.43%** **DLTR:** **44.62%** **MCD:** **20.70%** **RHS:** **12.95%**	**SPY:** **38.98%**
Finding the Sweet Spot of Yield, Duration and Quality in Today's Bond Market **JPST (J.P. Morgan Ultra-Short Income ETF)** **FTSD (Franklin Liberty Short Duration U.S. Government ETF)** **IGSB (iShares Short-Term Corporate Bond ETF)**	Global bond yields have collapsed since the coronavirus crisis began in earnest in mid-February, and that leaves advisors with a difficult situation of **where to find adequate yield without taking on too much duration risk.** Case in point, the 10-year yield is yielding about 0.70%. A .70% annual coupon for locking up money for 10 years! Absolute yield levels are obviously historically low, but we've still got to do the best we can in this environment, and that means finding the best yield possible while limiting duration risk and credit quality risk.	**5/19/2020**	**JPST:** **0.73%** **FTSD:** **0.28%** **IGSB:** **2.12%**	**SHY:** **-0.38%**
Finding Sustainable Dividends In An Uncertain Environment **NOBL (ProShares S&P 500 Dividend Aristocrats ETF),** **DGRO (iShares Core Dividend Growth ETF).** **TDIV (First Trust NASDAQ Technology Dividend ETF).**	This issue is all about finding sustainable dividends that income investors can count on in all market conditions, because the simple reality is that most bond yields just aren't high enough to generate the required income for clients. That means identifying companies that have sound balance sheets, track records of methodical dividend growth, and business models that are likely to survive even the worst pandemic scenarios.	**6/2/2020**	**NOBL:** **19.47%** **DGRO:** **19.70%** **TDIV:** **23.26%**	**SPY:** **23.14%**

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Three Strategies to Gain Exposure to 5G **Strategy 1: The Chipmakers. QCOM (Qualcomm), MRVL (Marvel Technologies).** **Strategy 2: Radio Frequency Providers. QRVO (Qorvo).** **Strategy 3: The 5G ETF. FIVG (Defiance Next Gen Connectivity ETF).**	The focus of today's issue came from a subscriber request: **5G.** 5G is one of the biggest secular growth trends in the market, and by that, I mean trends that will continue in a positive direction regardless of what happens in the economy in the near term. Additionally, 5G is one of the most popular investing topics among regular investors, so we thought now would be a good time to do a "deep dive" in 5G and detail:	**6/30/2020**	**QCOM: 73.26% MRVL: 45.40% QRVO: 67.38% FIVG: 27.74%**	**SPY: 24.05%**
Finding Value in European Equities **VGK (Vanguard Europe ETF).** **FEZ (SPDR Euro STOXX 50 ETF)**	Coronavirus has finally caused the Europeans to aggressively stimulate the economies, and as long as that continues, that should provide a needed spark to help European equities outperform. Because of that positive change, we think European ETFs offer more attractive risk/reward than U.S. sectors that are considered "values," specifically financials, energy, and industrials. That's especially true given U.S. value styles have underperformed growth by as much as 66% over the past five years! We think a better choice is to look to Europe to fulfill the value component of a portfolio.	**7/14/2020**	**VGK: 19.76% FEZ: 15.91%**	**VTV: 21.59%**
Actionable Strategies to Own COVID 19 Vaccine Producers **PPH: The VanEck Pharmaceutical ETF.** **GERM: The ETFMG Treatments Testing and Advancements ETF.**	In today's Alpha issue, we are **going to go in-depth on actionable investment strategies to gain exposure to the companies that are leading the COVID-19 vaccine race.** Specifically, in today's issue we take the broad research we covered in Thursday's webinar, enhance it, and get much more tactical (looking at investment strategies to get exposure to vaccine players). Specifically, we cover two actionable strategies that we think are appropriate for advisors and their clients: Strategy 1: Owning the Pharma Companies Leading the Vaccine Race. Strategy 2: Diversified Exposure via ETFs.	**7/28/2020**	**PPH: 9.97% GERM: -6.94%**	**SPY: 19.07%**

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What Outperforms in a Declining Dollar Environment **Falling Dollar Strategy 1: International Stocks. XSOE (WisdomTree Emerging Markets ex-State-Owned Enterprises Fund).** **Falling Dollar Strategy 2: Currencies. FXE. (CurrencyShares Euro Trust).** **Falling Dollar Strategy 3: Gold Miners. GDX (VanEck Vectors Gold Miners ETF).**	A sustained period of dollar weakness doesn't come along often (it last occurred in 2017) but when it does, it can create substantial outperformance in certain sectors and indices. We want to make sure you have a comprehensive "falling dollar" playbook for both general and tactical asset allocations, because the fundamentals for a sustained period of dollar weakness are as strong as they've been in years (surging U.S. debt/deficits and rebounding growth overseas).	**8/11/2020**	**XSOE: 26.42%** **FXE: 3.06%** **GDX: -7.79%**	**SPY: 14.90%**
Ideas for When There's a COVID Vaccine Annoucement **JETS (U.S. Global JETS ETF)** **PEJ (Invesco Dynamic Leisure and Entertainment ETF)** **KBE (SPDR S&P Bank ETF)** **REZ (iShares Residential REITS ETF)**	I believe today's issue demonstrates why Alpha is the perfect complement to the daily Sevens Report, because early last week in the regular Sevens Report, we discussed broad sectors that would benefit and outperform if there is a positive announcement on a COVID-19 vaccine. **But, in today's Alpha issue, we follow up on that research and go much more in-depth to identify specific ETFs and stocks that:** • **Are outsized beneficiaries of a "return to normal" that likely will follow a successful vaccine** • **That are trading at historic discounts due to COVID 19 fallout and** • **Were good businesses before COVID 19, and likely will again be good businesses after the vaccine.**	**8/25/2020**	**JETS: 25.19%** **PEJ: 27.68%** **KBE: 43.42%** **REZ: 6.85%**	**SPY: 11.10%**
Opportunities in the Electric Vehicle Battery Industry **ALB (Albemarle)** **SQM (Sociedad Quimica y Minera De Chile S.A. ADR)** **LIT (Global X Lithium & Battery Tech ETF)**	So, given this event, the anticipated media coverage of it, and the recent focus on TSLA, Nikola (the EV truck company), and other EV companies, we wanted to revisit the EV space and specifically the battery market, because it is undeniable the growth potential here is still very, very substantial. We explored the EV market three years ago when we first launched Alpha but much has changed in the industry since then, and with Battery Day looming, we wanted to revisit the industry, again with a specific focus on battery technology and the companies and ETFs associated with battery advancement – because battery capacity remains the key to the growth of the EV market.	**9/9/2020**	**ALB: 1.82%** **SQM: 7.91%** **LIT: 10.21%**	**SPY: 0.43%**

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Election Preview **Trump Wins** **Biden Wins** **No Clear Winner** **(Multiple ETFs Listed)**	We had long planned to release our Alpha Election Preview issue this week, as we knew that with the first debate a week away, investors focus would turn towards politics and we wanted to ensure you had a post-election roadmap, along with specific ETF ideas, for any election-related discussions with clients. But, that interest in the election will now be turbocharged with the surprise passing of Supreme Court Justice Ruth Bader Ginsberg. So, with six weeks to go until the election, we wanted to explore the three possible scenarios **(Trump wins/ Biden wins/No one wins right away)** and provide a tactical roadmap and identify ETFs that should outperform in each scenario.	9/22/2020	N/A	N/A
Finding Sustainable Growth in the Wellness Sector **PTON (Peloton)** **LULU (Lululemon)** **BRBR (BellRing Brands)** **BFIT (Global X Health & Wellness Thematic ETF)** **MILN (Global X Millenials Thematic ETF)**	Today's issue explores one of the sectors that we think will benefit from long-term changes in behavior from the pandemic: **The wellness sector.** Hopefully (and the data and history back this up) we are now closer to the end of the COVID-19 pandemic than we are the beginning, and once the pandemic ends, we believe life will return mostly to a pre-coronavirus normal. And we think that return to normal will disappoint very optimistic projections on some of the sectors that have outperformed due to COVID, like telemedicine, videoconferencing, widespread delivery, etc. But one sector we think can continue to see growth long after the world return to normal is the wellness sector, because this sector was experiencing substantial growth before the pandemic hit. And, the pandemic has just turbocharged that growth.	10/6/2020	PTON: 36.83% LULU: 10.54% BRBR: 23.07% BFIT: 15.30% MILN: 20.56%	SPY: 13.72%
SPACS **PSTH (Pershing Square Tontine Holdings)** **CCIV (Churchill Capital IV)** **SPAQ (Spartain Energy Acquisition Corp)** **SPAK (Defiance NextGen SPAC ETF)**	This issue was partially driven by client demand, **as we've started to field an increasing number of questions about SPACs from friends and colleagues (who are all clients of advisors), and given that, we believe that soon you may be asked by your clients about how to invest in a SPACs.**	11/3/2020	N/A	N/A

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Cyclical Rotation to Value **RSP (Invesco S&P 500 Equal Weight ETF)** **VTV (Vanguard Value ETF)** **RPV (Invesco S&P 500 Pure Value ETF)**	We scoured the universe of value ETFs and mutual funds to identify those that we think are "best of breed" and represent a cost-effective, alpha generating solution for any advisors who wants to rotate to value after the election. And, we were surprised by our findings – namely that higher fee, actively managed ETFs and mutual funds lagged the more traditional, passive value ETFs – and that keeping it simple in the value space yielded the best returns over the past several years.	**11/3/2020**	**RSP:** **17.20%** **VTV:** **15.14%** **RPV:** **23.67%**	**SPY:** **12.86%**
Four Post Election Tactical Strategies **Idea #1: Electric Vehicles & Clean Energy (LIT/ICLN/ESGV)** **Idea #2: Industrials & Infrastructure Spending (VIS/PAVE)** **Idea #3: Healthcare & Marijuana (VHT/MJ)** **Idea #4: Emerging Markets & China (XSOE)**	*What Specific Sectors and ETFs Can Outperform in a Biden Presidency/Divided U.S. Government?* That question was the inspiration for today's *Alpha* issue, because while election results have not been certified yet (that will start to happen in states later this week) the likelihood is that we will have a Biden Presidency and divided government in 2021 (with Republicans holding a small majority in the Senate). Reflecting that fact, I've been asked multiple times over the past week what would outperform in this political environment, so I imagine this topic has been coming up in client conversations – **and I want to make sure that you have the strategies and talking points you need to turn those conversations into opportunities to strengthen relationships.**	**11/17/2020**	**Eight Different ETFs Listed.**	
Bitcoin **GBTC (Greyscale Bitcoin Trust)** **BLOK (Amplify Transformational Data Sharing ETF)** **ARKW (ARK Next Generation ETF)**	This Alpha issue is focused on a suddenly popular topic: **Bitcoin.** Our goal with this issue isn't to sway you one way or the other to invest in Bitcoin. Instead, we want to help you guide responsible conversations about: 1. What it is and 2. Who it's for, and 3. How you can potentially own it within a conventional portfolio. Put more frankly, many of us "know" about bitcoin – but are we prepared to really discuss the inner workings of the cryptocurrency and thoroughly list and explain the responsible ways clients can gain exposure to it? **The point of this Alpha issue is to make sure we are all ready to do just that, so you can turn any bitcoin conversation into an opportunity to strengthen client relationships and grow your business.**	**12/1/2020**	**GBTC:** **57.54%** **BLOK:** **30.96%** **ARKW:** **16.14%**	**SPY:** **3.60%**

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<table>
<tr><th>Fund/Stock</th><th>Strategy</th><th>Date</th><th>Total Return</th><th>Benchmark Performance Since Issue Date</th></tr>
<tr><td>Four Strategies That Outperformed in 2020 and Can Do It Again in 2021

Long Term Pandemic Tech Opportunities (IBUY/XITK)
New Wave of Online Payments/E-Commerce (IPAY)
5G Revolution (FIVG)
EV Batteries (LIT)</td><td>2020 has created fantastic growth in certain sectors and industries, and stocks and ETFs linked to them have produced huge YTD returns. But, while looking back on what worked is helpful, especially at year-end, we wanted to identify those sectors that not only have outperformed, but that can continue to outperform in 2021.

So, in this Alpha issue, we highlight four Alpha strategies that have massively outperformed, but that we believe have long-term staying power and can continue to outperform in 2021 and beyond.</td><td>12/15/2020</td><td>IBUY:
6.71%
XITK:
6.20%
IPAY:
1.93%
FIVG:
4.31%
LIT:
26.17%</td><td>SPY:
2.60%</td></tr>
<tr><td>Two Playbooks for 2021</td><td>As our focus now turns from 2020 and towards 2021, I believe we always must be prepared for two outcomes – the expected, and the unexpected.

So, in this Alpha issue, we wanted to provide two ETF playbooks: The expected “Return to Normal” trade, and the Contrarian Scenario.

Playbook 1. What’s Expected: The “Return To Normal” Trade. The perfect storm being high economic confidence, vaccines rolling out to vulnerable groups, low-interest rates, and further government stimulus in the first quarter. That paints the perfect picture for capitalizing on beaten-down areas of the economy that are ripe for further expansion.

Playbook 2: The Unexpected: A Contrarian Scenario. A scenario where things just don’t work as planned. Perhaps inflation exceeds all norms, Treasury yields shoot up unexpectedly, geopolitical disruption intercedes, or the economic recovery just simply falls short of expectations.</td><td>12/29/2020</td><td>Multiple ETFs across both strategies</td><td></td></tr>
<tr><td>Energy Transmission (The Picks and Shovels of the EV Gold Rush)
First Trust NASDAQ Clean Edge Smart Grind Infrastructure Index Fund (GRID)
NextEra Energy (NEE)
EV Charging Basket: Tesla (TSLA), ABB Ltd (ABB), Eaton Corp (ETN), Blink Charging (BLNK)</td><td>Energy (and the transmission of energy) are the proverbial “picks and shovels” of this modern-day EV gold rush.

Electricity demand is likely going to skyrocket for households that will be transitioning to electric and hybrid vehicles in the next decade. More advanced battery systems constantly needing to be plugged in and recharged are going to tax the current electric utility network capacity while growth in EV sales will also propel a nationwide surge in charging stations, similar to the rollout of gas stations in the early 20th century.</td><td>1/12/2021</td><td>GRID:
-2.19%
NEE:
9.72%</td><td>SPY:
1.70%</td></tr>
</table>