



## How To Avoid the Worst Style ETFs

Question: Why are there so many ETFs?

Answer: ETF providers tend to make lots of money on each ETF so they create more products to sell.

The large number of ETFs has little to do with serving your best interests. Below are three red flags you can use to avoid the worst ETFs:

### 1. Inadequate Liquidity

This issue is the easiest issue to avoid, and our advice is simple. Avoid all ETFs with less than \$100 million in assets. Low levels of liquidity can lead to a discrepancy between the price of the ETF and the underlying value of the securities it holds. Plus, low asset levels tend to mean lower volume in the ETF and larger bid-ask spreads.

### 2. High Fees

ETFs should be cheap, but not all of them are. The first step here is to know what is cheap and expensive.

To ensure you are paying average or below average fees, invest only in ETFs with [total annual costs](#) below 0.48%, which is the average total annual cost of the 294 U.S. equity Style ETFs we cover. The weighted average is lower at 0.17%, which highlights how investors tend to put their [money in ETFs with low fees](#).

Figure 1 shows that Madrona Domestic ETF (FWDD) is the most expensive style ETF and Schwab U.S. Large-Cap ETF (SCHX) is the least expensive. WBI Tactical (WBID, WBIB, and WBIF) provides three of the most expensive ETFs while Schwab (SCHX and SCHB) and Vanguard (VOO and VTI) ETFs are among the cheapest.

**Figure 1: 5 Least and Most Expensive Style ETFs**

Ticker	Name	Style	Total Annual Cost
<b>Most Expensive</b>			
FWDD	Madrona Domestic ETF	All Cap Blend	1.39%
FLAG	WeatherStorm Forensic Accounting Long-Short	All Cap Value	1.28%
WBID	WBI Tactical SMS Shares	Mid Cap Blend	1.19%
WBIB	WBI Tactical SMV Shares	Mid Cap Blend	1.19%
WBIF	WBI Tactical LCV Shares	Large Cap Value	1.16%
<b>Least Expensive</b>			
SCHX	Schwab U.S. Large-Cap ETF	Large Cap Blend	0.03%
SCHB	Schwab U.S. Broad Market ETF	All Cap Blend	0.03%
ITOT	iShares Core S&P Total U.S. Stock Market	Large Cap Blend	0.03%
VOO	Vanguard 500 Index Fund	Large Cap Blend	0.06%
VTI	Vanguard Total Stock Market Index Fund	All Cap Blend	0.06%

Sources: New Constructs, LLC and company filings

Investors need not pay high fees for quality holdings. Schwab U.S. Large Cap Value (SCHV) earns our Very Attractive rating and has low total annual costs of only 0.07%.

On the other hand, Vanguard Small-Cap Growth Index (VBK) holds poor stocks yet charges total annual costs of only 0.09%. No matter how cheap an ETF, if it holds bad stocks, its performance will be bad. The quality of an ETFs holdings matters more than its price.

### 3. Poor Holdings

Avoiding poor holdings is by far the hardest part of avoiding bad ETFs, but it is also the most important because an ETF's performance is determined more by its holdings than its costs. Figure 2 shows the ETFs within each style with the worst holdings or [portfolio management ratings](#).

**Figure 2: Style ETFs with the Worst Holdings**

Ticker	Name	Style	Portfolio Management Rating
DIG	ProShares Ultra Oil & Gas	All Cap Blend	Dangerous
QQXT	First Trust NASDAQ-100 Ex-Technology	All Cap Growth	Dangerous
DVP	ETF Series Deep Value	All Cap Value	Dangerous
EQAL	PowerShares Russell 1000 Equal Weight	Large Cap Blend	Dangerous
SBUS	ETFS Diversified-Factor U.S. Large Cap	Large Cap Growth	Dangerous
RDIV	Oppenheimer Ultra Dividend Revenue	Large Cap Value	Dangerous
VXF	Vanguard Extended Market Index	Mid Cap Blend	Dangerous
JHK	iShares Morningstar Mid-Cap Growth	Mid Cap Growth	Dangerous
PXMV	PowerShares Russell MidCap Pure Value	Mid Cap Value	Dangerous
EQWS	PowerShares Russell 2000 Equal Weight	Small Cap Blend	Dangerous
VBK	Vanguard Small-Cap Growth Index Fund	Small Cap Growth	Dangerous
RZV	Guggenheim S&P SmallCap 600 Pure Value	Small Cap Value	Dangerous

Sources: New Constructs, LLC and company filings

PowerShares (EQAL, PXMV, and EQWS) appears more often than any other providers in Figure 2, which means that they offer the most ETFs with the worst holdings.

ProShares Ultra Oil & Gas (DIG) is the worst rated ETF in Figure 2. PowerShares Russell 2000 Equal Weight (EQWS), PowerShares Russell MidCap Pure Value (PXMV), Vanguard Small-Cap Growth Index (VBK), Oppenheimer Ultra Dividend Revenue (RDIV), and Guggenheim S&P SmallCap 600 Pure Value (RZV) earn a Dangerous [predictive overall rating](#), which means not only do they hold poor stocks, they charge high total annual costs too.

Our [overall ratings on ETFs](#) are based primarily on our [stock ratings](#) of their holdings.

#### The Danger Within

Buying an ETF without analyzing its holdings is like buying a stock without analyzing its business and finances. Put another way, research on ETF holdings is necessary due diligence because an ETF's performance is only as good as its holdings' performance. Don't just take our word for it, [see what Barron's says](#) on this matter.

PERFORMANCE OF ETFs HOLDINGS = PERFORMANCE OF ETF

*Disclosure: David Trainer and Kyle Guske II receive no compensation to write about any specific stock, style, or theme.*



## ***New Constructs® – Profile***

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### ***How New Constructs Creates Value for Clients***

We find it. You benefit. Cutting-edge technology enables us to scale our [forensic accounting expertise](#) across 3000+ stocks. We shine a light in the dark corners of SEC filings so our clients can make safer, more informed decisions.

Our [stock rating methodology](#) instantly informs you of the quality of the business and the fairness of the stock's valuation. We do the diligence on earnings quality and valuation so you don't have to.

In-depth risk/reward analysis underpins our ratings. Our rating methodology grades every stock, ETF, and mutual fund according to what we believe are the 5 most important criteria for assessing the quality of an equity. Each grade reflects the balance of potential risk and reward of buying that equity. Our analysis results in the 5 ratings described below. Very Attractive and Attractive correspond to a "Buy" rating, Very Dangerous and Dangerous correspond to a "Sell" rating, while Neutral corresponds to a "Hold" rating.

QUESTION: Why shouldn't fund research be as good as stock research? Why should fund investors rely on backward-looking price trends?

ANSWER: They should not.

Don't judge a fund by its cover. Take a look inside at its holdings and understand the quality of earnings and valuation of the stocks it holds. We enable you to choose the best fund based on its stock-picking merits so you do not have to rely solely on backward-looking technical metrics.

The drivers of our [forward-looking fund ratings](#) are Portfolio Management (i.e. the aggregated ratings of its holdings) and Total Annual Costs. The Total Annual Costs Rating ([details here](#)) captures the all-in cost of being in a fund over a 3-year holding period, the average period for all fund investors.

### ***Our Philosophy About Research***

Accounting data is not designed for equity investors, but for debt investors. [Accounting data must be translated into economic earnings](#) to understand the profitability and valuation relevant to equity investors. Respected investors (e.g. Adam Smith, Warren Buffett and Ben Graham) have repeatedly emphasized that accounting results should not be used to value stocks. [Economic earnings](#) are what matter because they are:

1. Based on the complete set of financial information available.
2. Standard for all companies.
3. A more accurate representation of the true underlying cash flows of the business.

### ***Additional Information***

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