

ETF Portfolio Management launches investment platform

17.04.09

ETF Portfolio Management, a specialist absolute return manager founded in 2007, has launched an investment platform that combines active absolute return strategies with strategic core portfolios.

ETF PM's absolute return strategies seek to deliver positive returns in all market environments without using leverage. The firm's investment focus is to provide dynamic risk control, efficient portfolio rotation and global diversification in a comprehensive solution for active management.

All of ETF PM's strategies are offered in separately managed accounts that are held in custody at Schwab Institutional and invest in securities with daily liquidity and full transparency. The benchmarks for the firm's active strategies are the Credit Suisse/Tremont Hedge Fund Index and the S&P 500.

"As David Swensen and Warren Buffett have noted, beating the market return is very difficult," says David Kreinces, the firm's founder and portfolio manager (pictured). "We believe many investors should begin with a low-cost, well-diversified portfolio of multi-asset class ETFs."

"ETF PM provides this capability in an efficient solution that is extremely cost effective. We're proud to be the first in the wealth management industry to make strategic core portfolios available with no advisory fee."

ETF PM offers three passive core growth portfolios: Unconventional Core - a portfolio modelled after the recommendation from Swensen, chief investment officer at Yale University, in his book *Unconventional Success*; Basic Core - a portfolio offering a larger allocation to foreign stocks and commodities, and a smaller allocation to real estate; and Advanced Core - ETF PM's passive growth portfolio with the largest exposure to commodities and emerging markets, and lower exposure to US equities.

"We agree whole heartedly with Swensen that the greatest value in portfolio management today is at the extremes, completely passive core strategies and extremely active absolute return, and that is precisely our expertise," Kreinces says. "The financial markets evolve very quickly -- investors must be innovative and adapt to stay ahead."

ETF Portfolio Management has offices in New York and California. The portfolio manager's quantitative rules-based strategy was first implemented in 2005 at a previous firm, and expanded in 2008 to include four investment models.

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