



# Best practices to maximize success: What really matters

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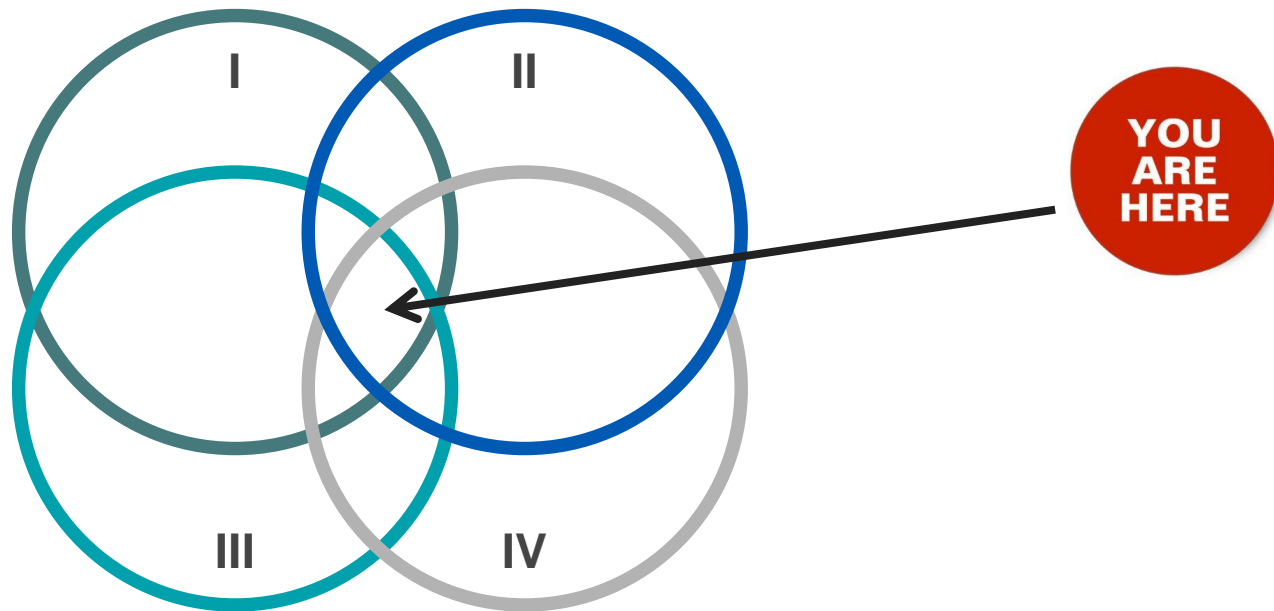


**Global Asset  
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# Navigating the landscape

Ease of use up, complexity up

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# The pursuit of alpha

## Legend

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# The biggest differentiator:

Take advantage of resources available

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# ETF Trading

Choose your strategy

|        | Sub-\$250K  | \$250K- \$1M   | \$1 Million+  |
|--------|---|--|---|
| Market |  |  |  |
| Limit  |  |  |  |
| Call   |  |  |  |

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# Large ETF Orders

What you see, and what you can get

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VS



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# In-Kind Orders

## Efficiencies to be had

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# International ETFs

Timing is everything?

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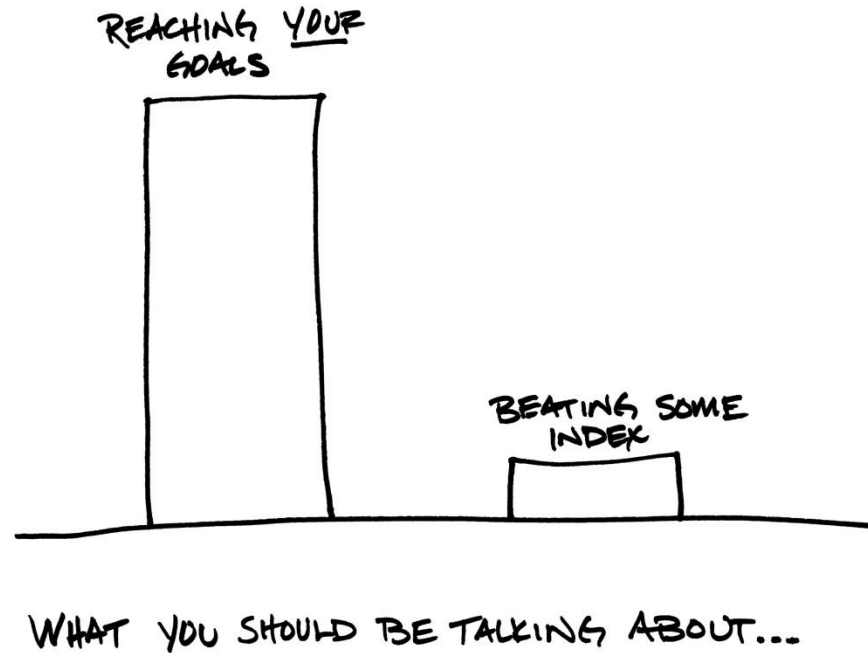
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# Carl Richards has it right

Focus on what matters to clients

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# Q&A

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# Disclosure

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