

RFDA

RiverFront Dynamic US Dividend Advantage ETF

Fund Description

RFDA is an actively-managed fund that invests in US-domiciled companies with higher dividend yields than their peers within the same sector, among other factors.

FactSet Analyst Report

RFDA's active management attempts to pick winners from the entire US equity market. RiverFront, the fund's sub-adviser, chooses holdings based on a proprietary system which considers multiple factors, including value, quality, momentum, and dividend yield, on top of the usual market cap and liquidity screens. RFDA's dividend focus sets itself apart from standard dividend strategies by contextualizing each eligible security's dividend yield to its respective sector, instead of comparing against the entire market.

