

RVRB

Reverb ETF

Fund Description

RVRB is an actively managed portfolio of approximately 500 of the largest companies listed in the US. It weights companies based on market sentiment through a proprietary web-based algorithm.

FactSet Analyst Report

RVRB incorporates direct democracy in its investment strategy. It seeks long-term capital appreciation by providing exposure to approximately 500 of the largest companies in the US equity space. The fund is actively managed with final constituent decisions at the discretion of the adviser. By utilizing a proprietary web-based algorithm, the fund is able to collect, analyze, and process feedback and public satisfaction regarding the eligible companies, and adjust their weightings based on market sentiment. The fund overweights securities with positive feedback and underweights the infamous, while companies with insufficient reviews are given a weight proportional to that of the investable universe. Approximately 1,000 user responses are considered sufficient to trigger market sentiment analysis. No company-level research is done on any of the securities in the portfolio.