

SURE

AdvisorShares Insider Advantage ETF

Fund Description

SURE is an actively managed portfolio of US stocks selected using a proprietary model that follows insider buying and stock buyback strategies.

FactSet Analyst Report

SURE is one of the few ETFs that utilize insider sentiments and buyback strategies. The adviser believes that corporate insiders see relative value in purchasing their own company stocks, thus creating favorable market conditions by reducing public equity float. The fund screens the largest 3,000 US stocks using the US Insiders Edge Model, a proprietary model that utilizes a multi-factor approach to identify top-ranked companies on an equal-weighted basis. Securities that have a reducing public equity float, rising free cash flow, falling financial leverage, and high dividend yield are ranked higher by the model. The fund is rebalanced monthly. Prior to Oct. 11, 2018, the fund followed a buyback strategy and traded under the ticker TTFS. From Oct. 2018 to Aug. 2022, Doubleline was the funds sub-adviser. It utilized a value approach and was called the AdvisorShares DoubleLine Value Equity ETF (Ticker: DBLV). Effective September 1, 2022, the fund went back to its buyback strategy.

