

## WEBVTT

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ETFs or

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exchange traded funds can offer  
diversification and flexibility.

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But what are they? And how do they work?

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Let's simplify it.

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ETFs trade like stocks,  
but work like mutual funds.

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Instead of buying individual stocks, an  
ETF holds a mix of assets reducing risk.

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For example, a technology ETF spreads

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your investments across multiple companies  
instead of just one.

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Large financial institutions create  
and redeem ETF shares by exchanging them

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for the underlying assets.

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This helps keep the ETF prices  
aligned with their actual value.

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ETFs come in many types.

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Some track stock indexes, others

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focus on industries, bonds, commodities,  
or dividend stocks.

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This flexibility makes them a great tool

for different investment goals.

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Like any investment, ETFs have risks.

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Market changes, tracking errors and liquidity issues can affect performance.

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That's why choosing the right ETFs for your strategy is key.

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ETFs can be a smart way to invest whether you want growth, income

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or diversification.

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Need help finding the right fit. Let's talk.



