

# ETF Playbook

## U.S. Sectors

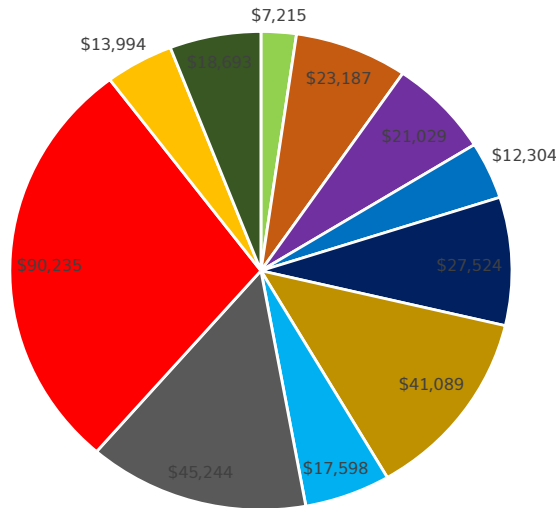
[Launch playbook beta trackers in terminal >>](#)

10.30.2020



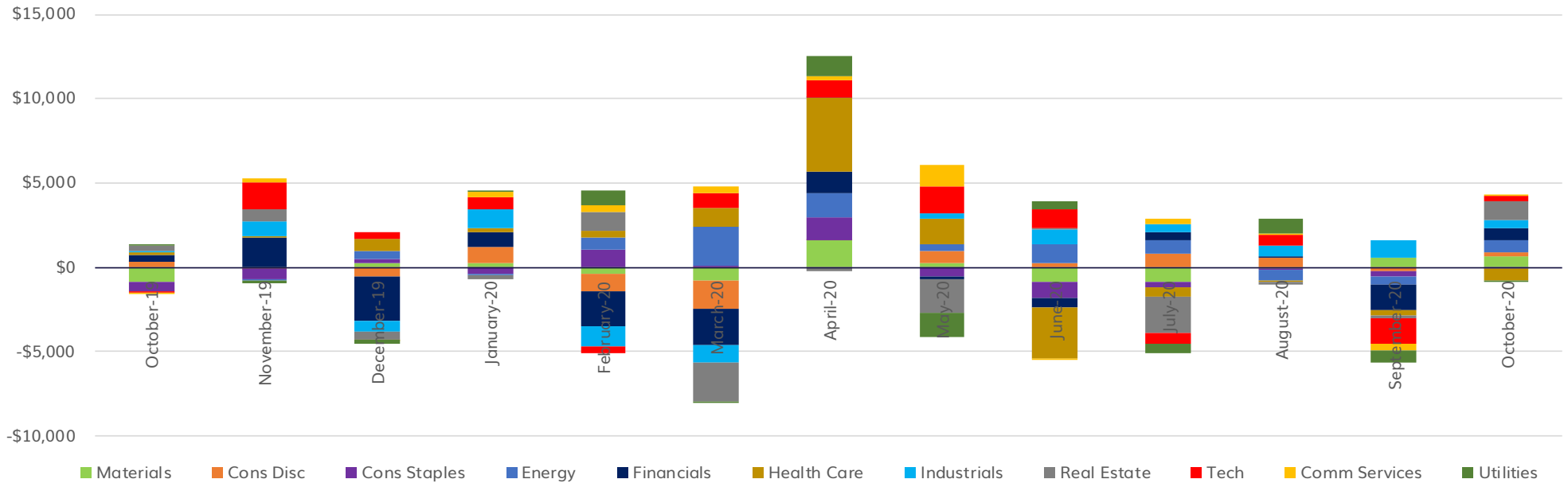
ETF  
ACTION

### U.S. Sector AUM



	# of ETFs	AUM (MM)	1 Wk Flows (MM)	3 Mo Flows (MM)	6 Mo Flows (MM)	1 Yr Flows (MM)
Materials	10	\$7,215	-\$116	\$1,197	-\$270	\$708
Cons Disc	12	\$23,187	-\$98	\$568	\$2,365	\$59
Cons Staples	11	\$21,029	\$57	-\$494	-\$2,222	-\$497
Energy	12	\$12,304	\$422	\$55	\$1,910	\$6,216
Financials	13	\$27,524	-\$472	-\$498	-\$1,079	-\$4,604
Health Care	11	\$41,089	\$47	-\$1,212	-\$3,030	\$3,891
Industrials	12	\$17,598	-\$279	\$2,163	\$3,836	\$2,830
Real Estate	22	\$45,244	-\$70	\$794	-\$3,204	-\$4,412
Technology	14	\$90,235	\$455	-\$616	\$1,617	\$5,908
Comm Services	8	\$13,994	-\$60	-\$331	\$1,172	\$2,758
Utilities	12	\$18,693	-\$62	\$154	-\$1,461	-\$276

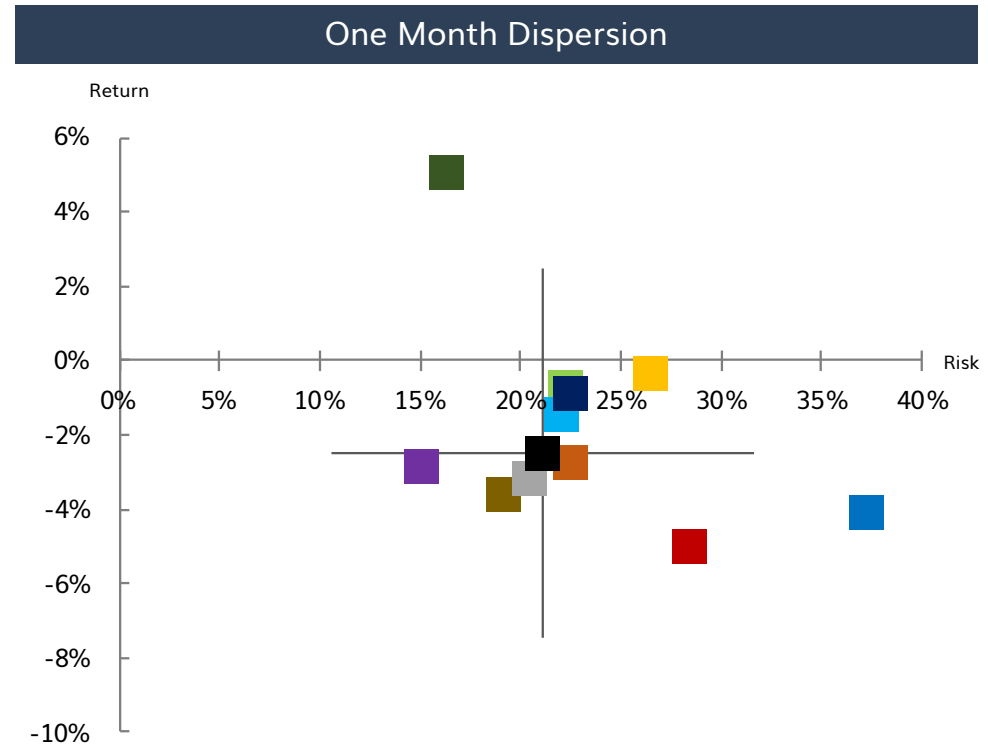
### TTM Flows by Sector (millions of \$)



\*Sector landscape data is represented by US Sector ETFs with a broad-based designation and do not utilize leverage

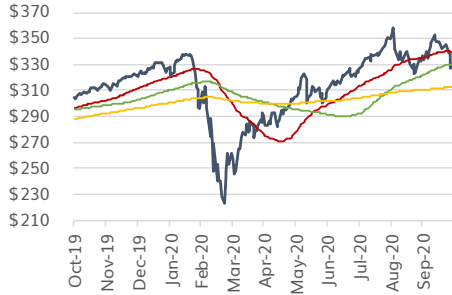
Performance Heatmap	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	MTD
	XLV 5.12%	XLK 5.36%	XLE 6.02%	XLU 6.74%	XLC -5.84%	XLV -3.86%	XLE 30.76%	XLC 7.43%	XLK 6.94%	XLU 7.79%	XLK 11.88%	XLB 1.52%	XLU 5.05%
	XLK 3.89%	XLF 5.05%	XLK 4.31%	XLK 3.99%	XLRE -6.21%	XLP -5.51%	XLY 18.88%	XLK 7.17%	XLY 3.07%	XLC 7.56%	XLY 9.55%	XLU 1.08%	XLC -0.33%
	XLF 2.5%	XLV 5%	XLV 3.47%	XLRE 1.44%	XLV -6.58%	XLK -8.57%	XLB 15.18%	XLB 6.88%	XLB 2.17%	XLY 7.27%	XLC 8.82%	XLI -0.66%	XLB -0.72%
	XLC 2.22%	XLI 4.49%	XLU 3.28%	XLC 0.52%	XLK -7.3%	XLU -9.94%	XLK 13.73%	XLY 6.5%	XLI 1.97%	XLB 7.11%	XLI 8.47%	XLP -1.67%	XLF -0.87%
	SPY 2.21%	XLC 3.83%	SPY 2.9%	XLP 0.31%	XLY -7.57%	SPY -12.46%	XLC 13.65%	XLI 5.38%	SPY 1.77%	XLP 6.92%	SPY 6.97%	XLY -1.86%	XLI -1.44%
	XLI 1.13%	SPY 3.61%	XLB 2.85%	SPY -0.04%	SPY -7.91%	XLC -12.6%	SPY 12.69%	SPY 4.76%	XLRE 1.23%	SPY 5.88%	XLP 4.59%	XLRE -2.1%	SPY -2.49%
	XLY 0.12%	XLB 3.17%	XLY 2.76%	XLY -0.07%	XLP -8.21%	XLB -13.96%	XLV 12.58%	XLU 4.24%	XLC 0.23%	XLK 5.68%	XLB 4.35%	XLV -2.17%	XLY -2.72%
	XLB -0.01%	XLE 1.6%	XLF 2.6%	XLI -0.44%	XLB -8.51%	XLY -14.91%	XLF 9.46%	XLV 3.28%	XLP -0.22%	XLV 5.45%	XLF 4.28%	XLF -3.4%	XLP -2.87%
	XLRE -0.02%	XLP 1.37%	XLP 2.4%	XLF -2.66%	XLU -9.85%	XLRE -15.06%	XLRE 9.41%	XLF 2.72%	XLF -0.52%	XLI 4.41%	XLV 2.58%	SPY -3.73%	XLRE -3.17%
	XLP -0.42%	XLY 1.32%	XLC 2.25%	XLV -2.67%	XLI -9.9%	XLI -18.59%	XLI 8.81%	XLRE 2.15%	XLE -1.1%	XLRE 4.16%	XLRE -0.02%	XLK -5.33%	XLV -3.62%
	XLU -0.75%	XLRE -1.72%	XLRE 1.13%	XLB -6.17%	XLF -11.24%	XLF -20.99%	XLP 6.95%	XLE 2%	XLV -2.44%	XLF 3.84%	XLE -1.05%	XLC -5.9%	XLE -4.1%
	XLE -2.09%	XLU -1.86%	XLI -0.2%	XLE -10.99%	XLE -15.28%	XLE -34.26%	XLU 3.33%	XLP 1.66%	XLU -4.68%	XLE -4.8%	XLU -2.59%	XLE -14.56%	XLK -5%

Performance							
	Beta Tracker	1 Wk	1 Mo	3 Mo	6 Mo	YTD	1 Yr
S&P 500	SPY	-5.56%	-2.49%	1.20%	13.37%	2.94%	9.48%
Technology	XLK	-6.40%	-5.00%	3.12%	21.87%	22.17%	34.20%
Communication Services	XLC	-4.69%	-0.34%	3.48%	18.23%	11.16%	18.37%
Consumer Discretionary	XLY	-6.55%	-2.73%	5.13%	23.16%	15.06%	19.16%
Materials	XLB	-4.27%	-0.72%	5.29%	23.04%	4.66%	9.83%
Industrials	XLI	-6.53%	-1.44%	5.80%	19.16%	-5.32%	-2.32%
Energy	XLE	-5.50%	-4.11%	-19.31%	-22.15%	-49.55%	-45.88%
Financials	XLF	-5.50%	-0.87%	-0.10%	5.96%	-20.84%	-15.08%
Healthcare	XLV	-5.71%	-3.62%	-3.83%	2.78%	1.15%	9.77%
Utilities	XLU	-3.66%	5.05%	3.61%	10.79%	-0.79%	1.10%
Consumer Staples	XLP	-4.79%	-2.87%	-0.20%	8.35%	0.82%	4.51%
Real Estate	XLRE	-4.15%	-3.18%	-5.34%	2.08%	-9.75%	-10.60%

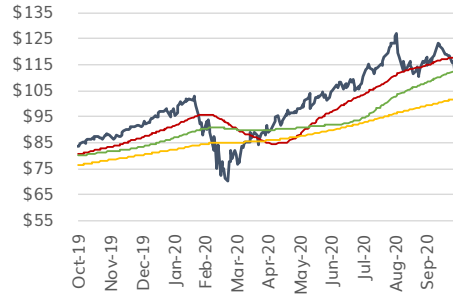


—Sector Price —50 DMA —100 DMA —200 DMA

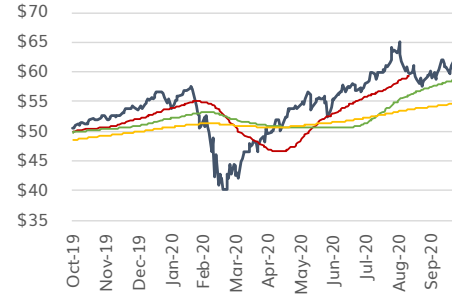
### S&P 500



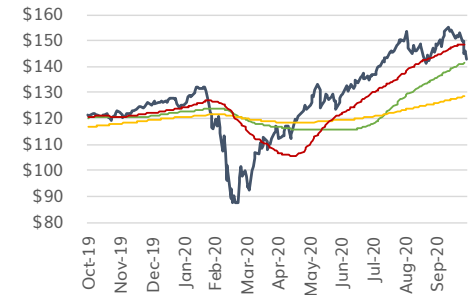
### Tech



### Comm Services



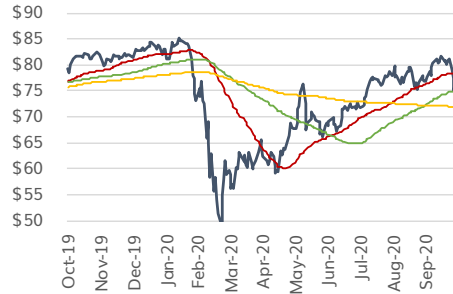
### Cons Discretionary



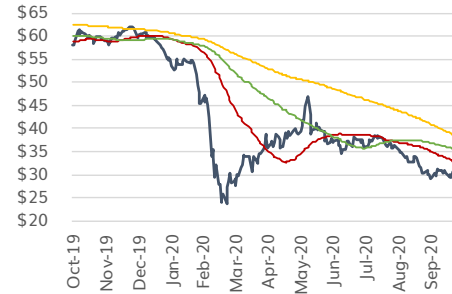
### Materials



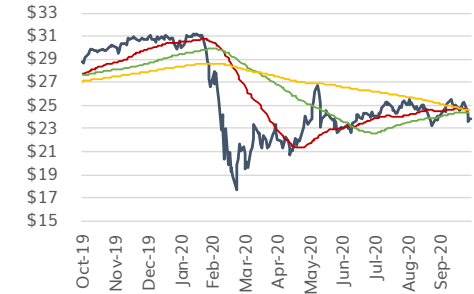
### Industrials



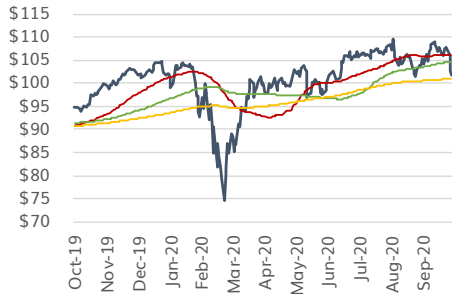
### Energy



### Financials



### Health Care



### Utilities



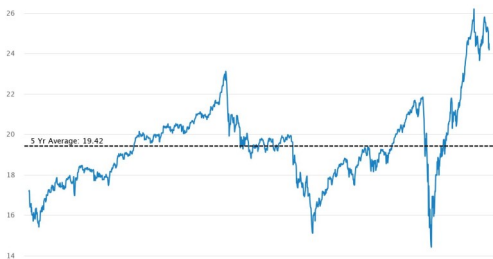
### Cons Staples



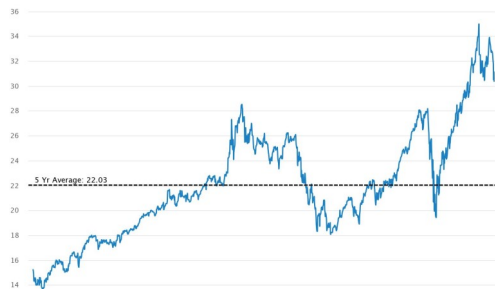
### Real Estate



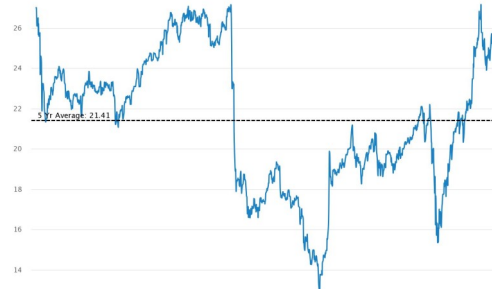
S&P 500



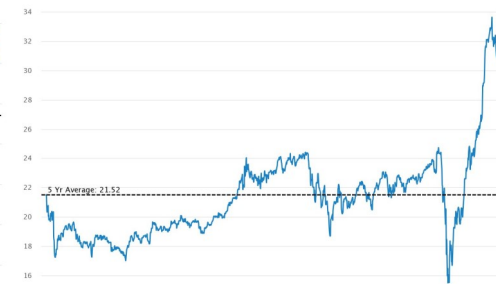
Technology



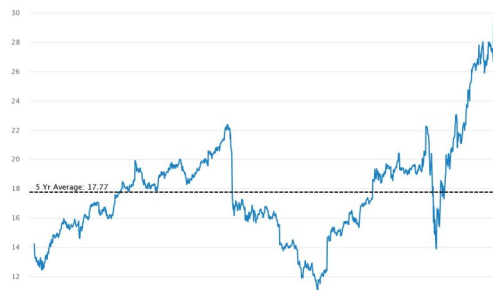
Communication Services



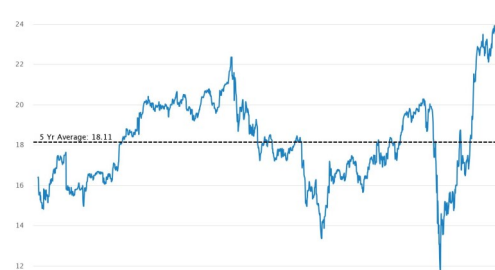
Consumer Discretionary



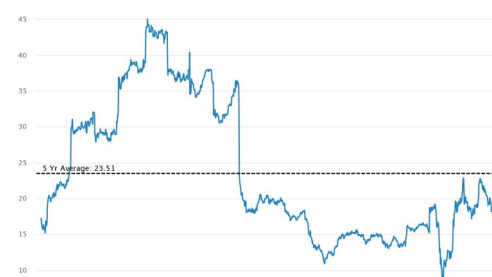
Materials



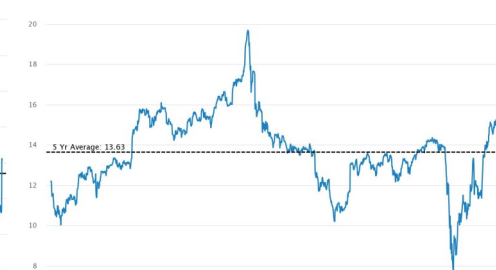
Industrials



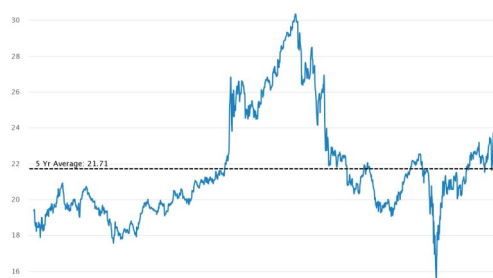
Energy



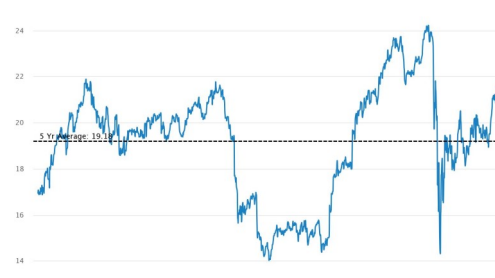
Financials



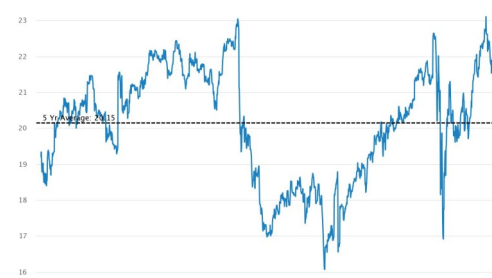
Health Care



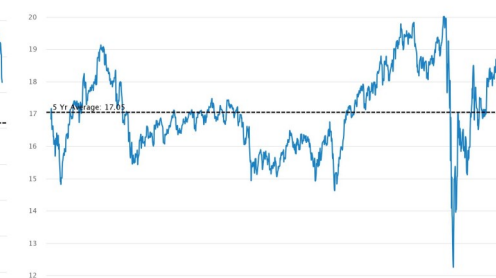
Utilities



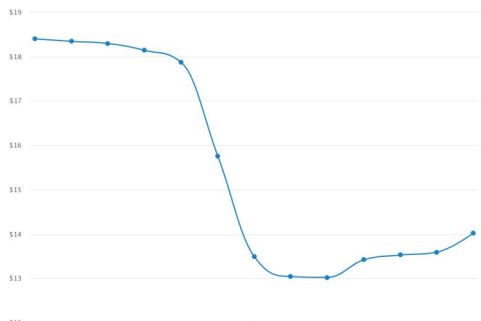
Consumer Staples



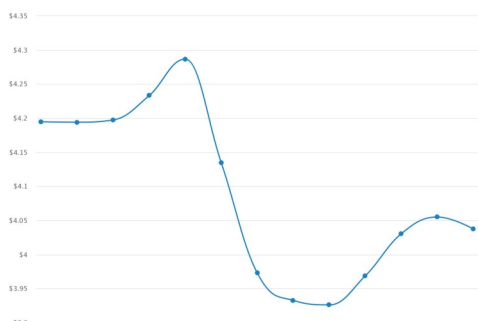
Real Estate



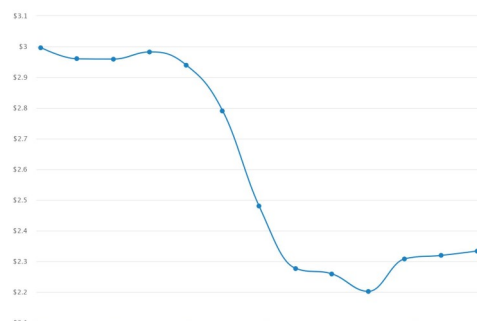
S&P 500



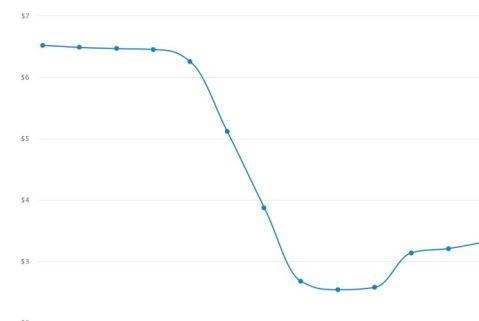
Technology



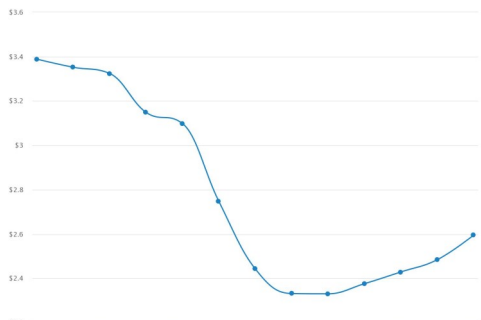
Communication Services



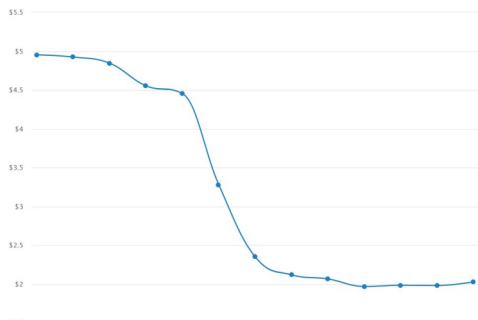
Consumer Discretionary



Materials



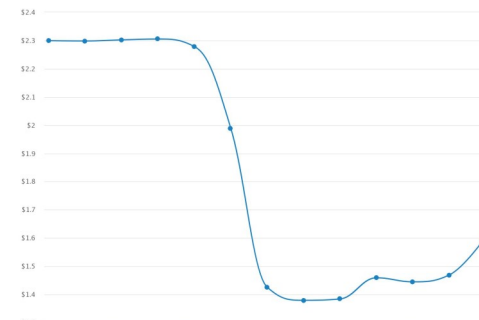
Industrials



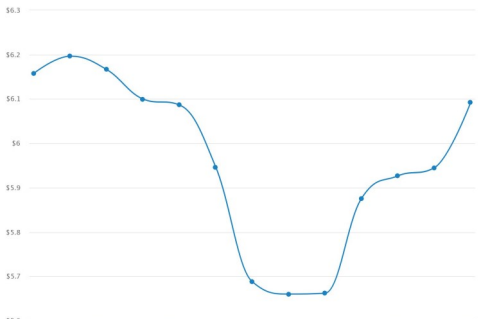
Energy



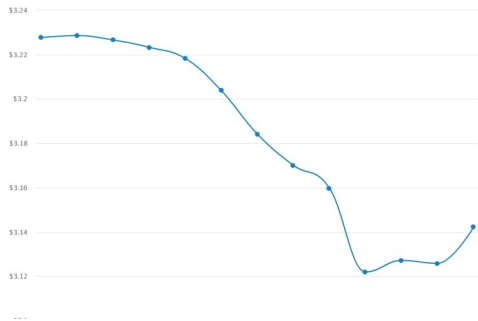
Financials



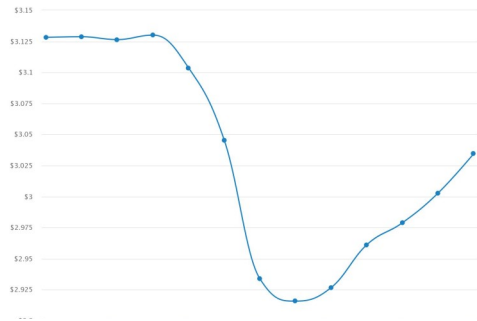
Health Care



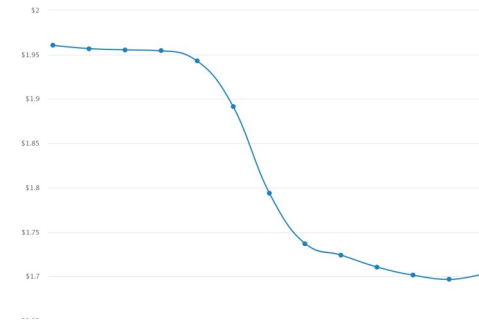
Utilities



Consumer Staples

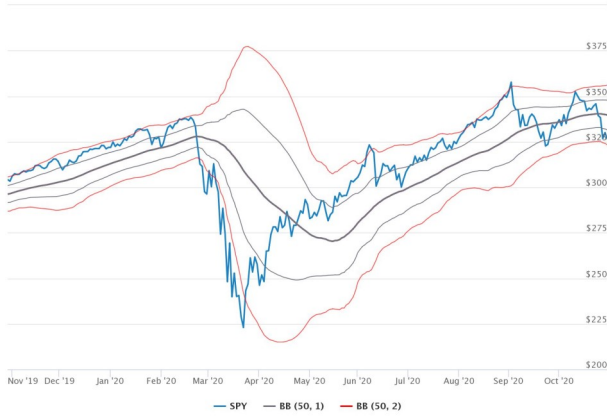


Real Estate



S&P 500

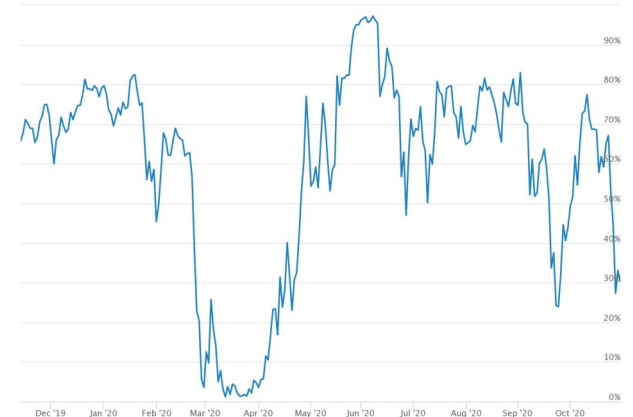
50 Day Bollinger Bands (SPY)



14 Day RSI (SPY)

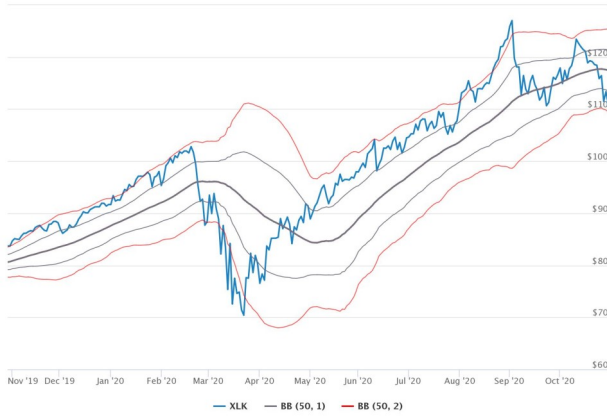


Holdings Above 50 DMA (SPY)



Technology

50 Day Bollinger Bands (XLK)



14 Day RSI (XLK)

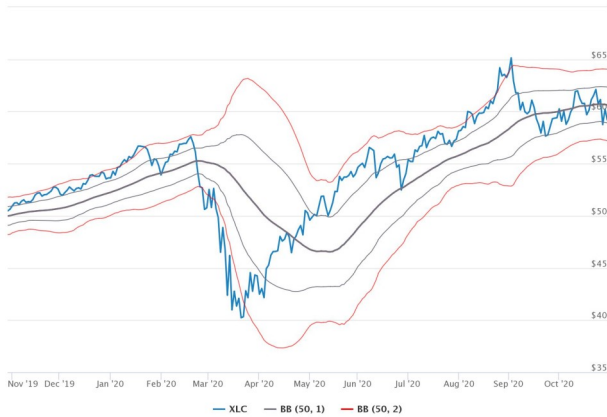


Holdings Above 50 DMA (XLK)



Communication Services

50 Day Bollinger Bands (XLC)



14 Day RSI (XLC)

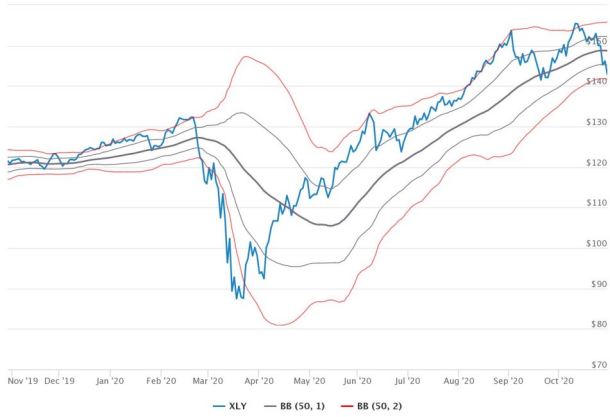


Holdings Above 50 DMA (XLC)



Consumer Discretionary

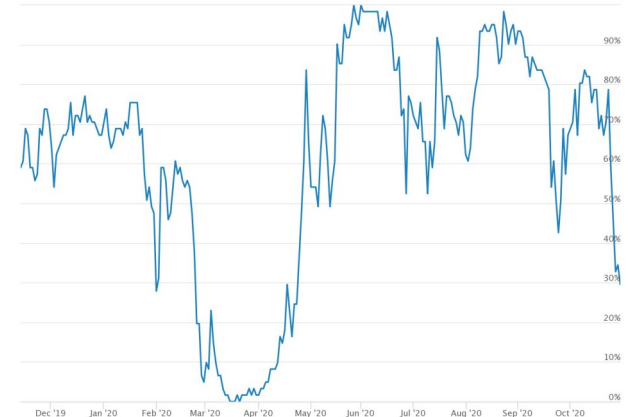
50 Day Bollinger Bands (XLY)



14 Day RSI (XLY)

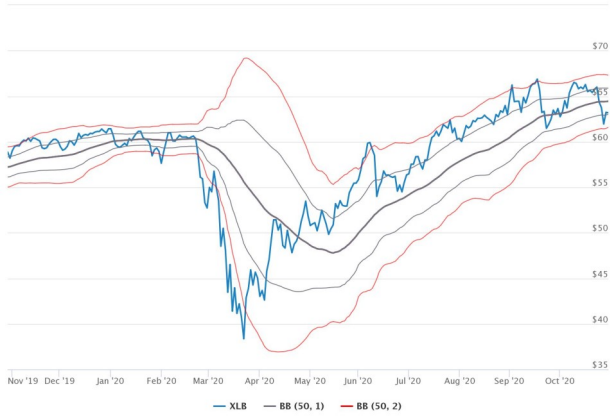


Holdings Above 50 DMA (XLY)



Materials

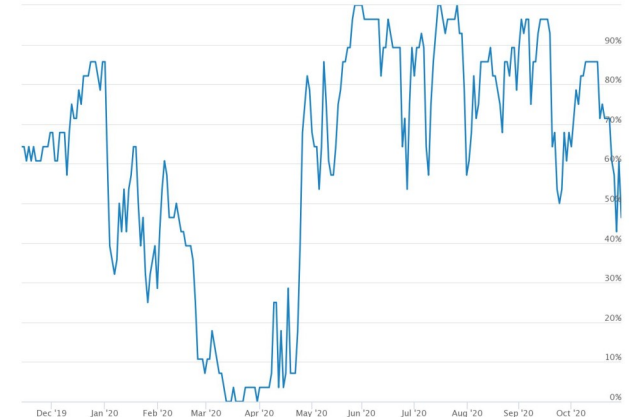
50 Day Bollinger Bands (XLB)



14 Day RSI (XLB)

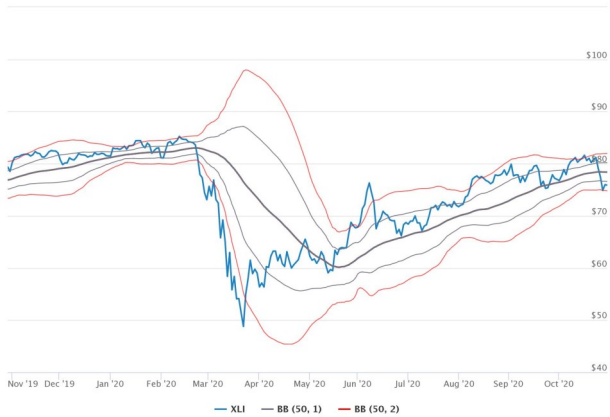


Holdings Above 50 DMA (XLB)



Industrials

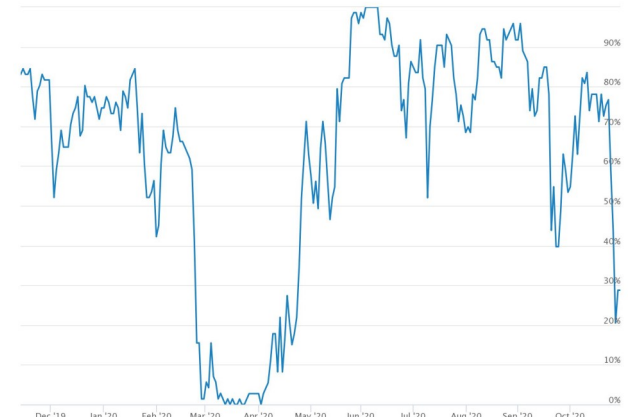
50 Day Bollinger Bands (XLI)



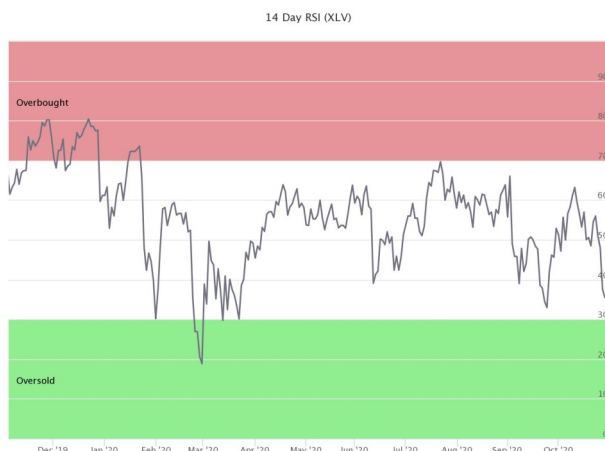
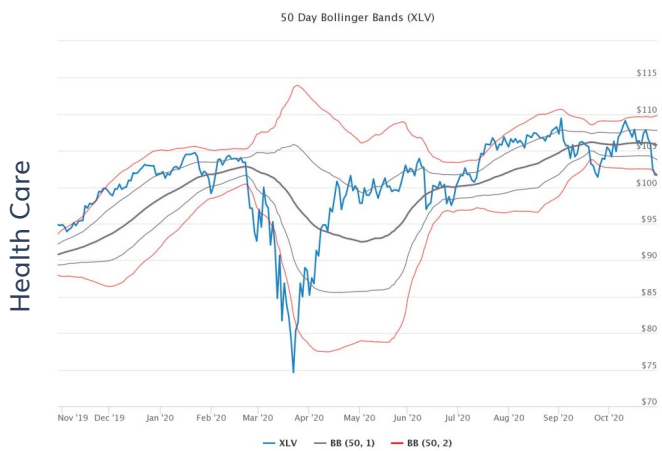
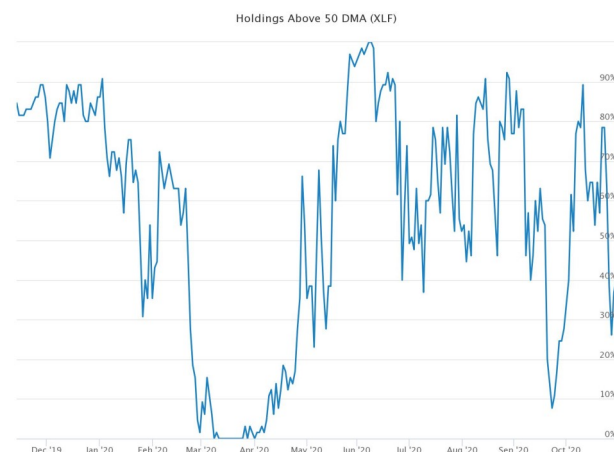
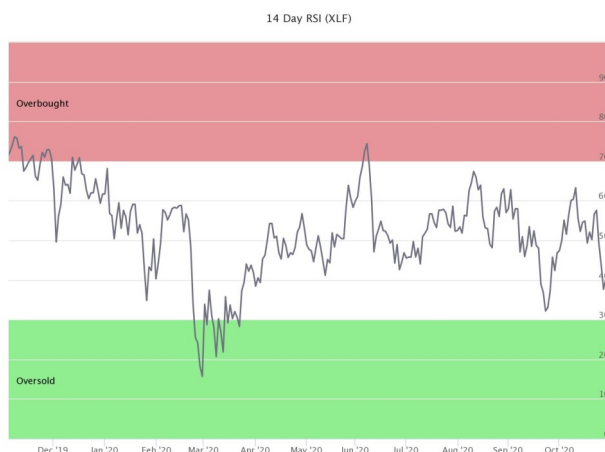
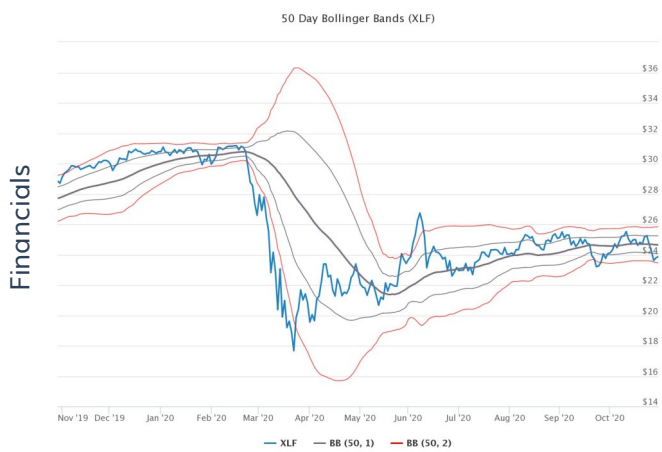
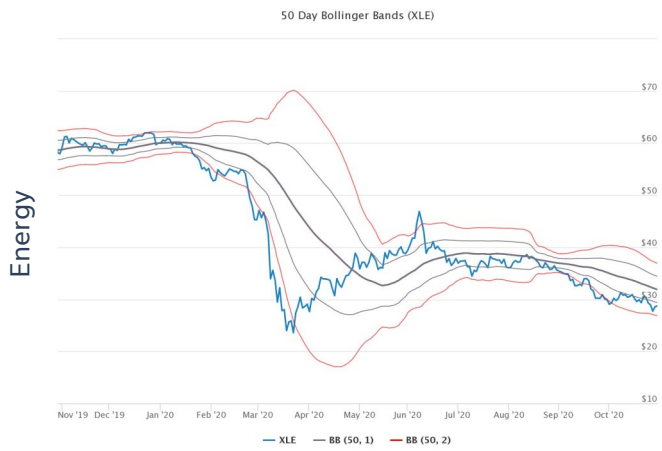
14 Day RSI (XLI)



Holdings Above 50 DMA (XLI)

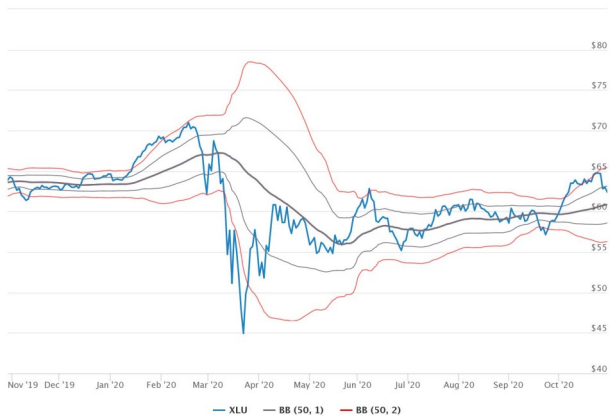






Utilities

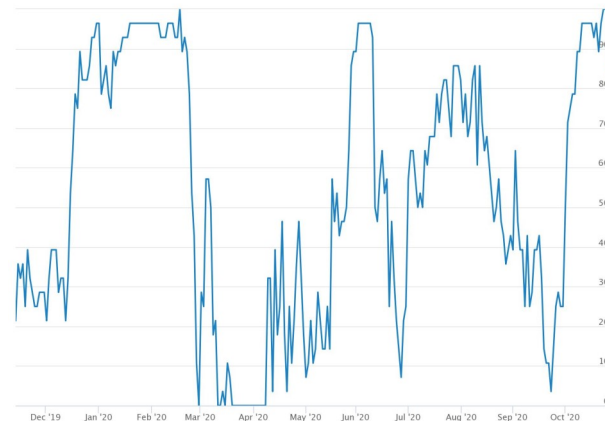
50 Day Bollinger Bands (XLU)



14 Day RSI (XLU)



Holdings Above 50 DMA (XLU)



Consumer Staples

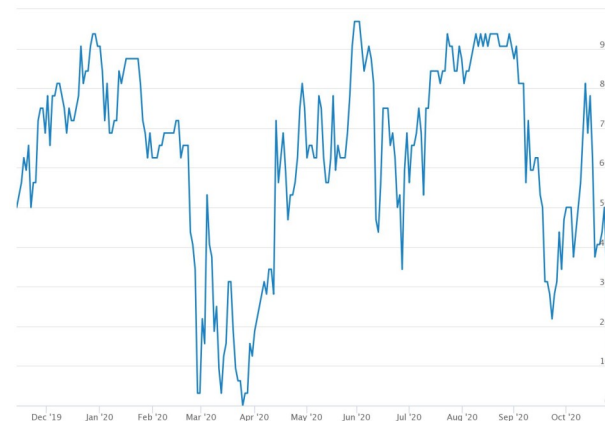
50 Day Bollinger Bands (XLP)



14 Day RSI (XLP)



Holdings Above 50 DMA (XLP)



Real Estate

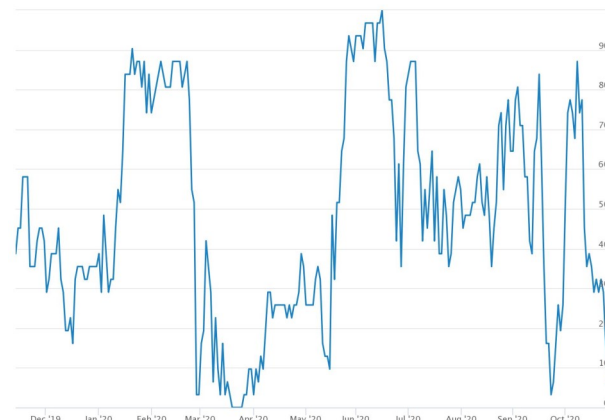
50 Day Bollinger Bands (XLRE)



14 Day RSI (XLRE)



Holdings Above 50 DMA (XLRE)



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[FactSet Research Systems](#) | [Select Sector SPDRs](#) (XLK, XLV, XLF, XLC, XLY, XLP, XLI, XLE, XLB, XLU, XLRE) | [State Street Global Advisors](#) (SPY)



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