
ETF BASICS PART 2: UNDERSTANDING THE DIFFERENCES BETWEEN ETFS VS MUTUAL FUNDS

WisdomTree ETFs
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Even though exchange-traded funds (ETFs) have become fairly popular, we're still somewhat surprised by how often people misunderstand the differences between them and mutual funds. It's natural to compare the two, as they are both pooled investments, but we think that understanding the difference in the way the two are structured and traded may help investors choose the investment type best suited to their investment goals.

	Exchange-Traded Funds	Mutual Funds
<i>Bought and sold</i>	On an exchange throughout the day	Through the mutual fund companies
<i>Sales charges</i>	None, though ordinary brokerage commissions apply	May have sales loads, purchase and/or redemption fees
<i>Minimum investments</i>	None, an investor can buy one share	May have high minimum investments
<i>Expense ratios</i>	Traditionally low	Dependent on management styles
<i>Liquidity</i>	Intraday	End of the day
<i>Trading flexibility</i>	<ul style="list-style-type: none"> Ability to trade intraday Special trading orders are possible: <ul style="list-style-type: none"> Market—ETF shares are bought or sold at the market's current price at the time of execution Stop—Sets a specific price at which an ETF is to be purchased or sold Limit—Sets the maximum and minimum price, respectively, at which you are willing to buy or sell shares of an ETF Short selling—Borrowing ETF shares to sell now in the hopes of buying them back more inexpensively later and profit from the difference Margin trading—Taking out a loan to buy ETF shares, or using ETF shares as collateral in an effort to leverage your existing portfolio beyond your initial investment 	<ul style="list-style-type: none"> Trades only executed once per day Special trading not possible Trading frequency restricted
<i>Consequences of purchases and sales</i>	Purchases and sales of shares on the secondary market generally <ul style="list-style-type: none"> do not affect security prices do not impact tax efficiency do not trigger capital gains or losses on the underlying securities¹ 	Purchases and redemptions of a large number of shares can <ul style="list-style-type: none"> impact the underlying security prices as the fund buys or sells shares impact the fund's NAV and returns trigger capital gains or losses on the underlying securities affect the fund's tax efficiency
<i>Transparency²</i>	Fund holdings published daily	Fund holdings typically published quarterly
<i>Portfolio investments</i>	Assets are typically fully invested as there is no need to hold cash aside for redemptions	Mutual funds typically hold at least 5% of their assets in cash in order to handle day-to-day redemptions

As the table illustrates, ETFs offer a number of benefits that can make them extremely effective in helping investors reach specific long-term goals. Additionally, as with mutual funds, ETFs come in every style and asset class in the investment rainbow. They can be used to complement mutual funds in an existing asset allocation, to replace mutual funds—or for an entire portfolio. [Learn more about how WisdomTree builds its unique ETFs.](#) ¹Investors will be affected by tax consequences triggered by capital gains. ²Holdings are displayed daily on the website.

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