



*The Smarter Way to Invest*

**Excerpt from June 4 – 10, 2010 issue of the Kansas City Business Journal.**

Article by James Dornbrook.

The ETF market has matured greatly during the past few years, said Rich Romey, president of ETF Portfolio Partners Inc. Romey founded the Leawood firm in 2004, one of the first in the area to focus on providing ETF solutions to investors.

“Early on, it was very tough,” he said. “There was not much interest. Keep in mind that when I started, there were only about 80 ETFs in existence. One of the hardest parts of convincing people to sign up in the early years was there were really only about three or four fixed-income ETFs, but today that has changed completely.”

Now, there are about 800 ETFs and about 600 in the registration process with the Securities and Exchange Commission.

ETF Portfolio Partners has about \$62 million in assets under management, doubling in size since the market tanked in 2008. Romey said investors started seeing well-planned ETFs as offering greater protection from market swings at a lower cost than mutual funds.

“In the past year and a half, we moved into the subadvisory business where we offer our portfolios to advisers across the country,” he said. “We have a number of advisers with clients who are demanding ETFs, and the adviser didn’t feel they had enough expertise to provide that. So they turn to us for help.”

The full article is available at the Kansas City Business Journal’s Web site:

<http://kansascity.bizjournals.com/kansascity/stories/2010/06/07/story6.html>

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