



THE FAT LADY IS HERE.

Old school investing is over. It's no longer about making trades, it's about sticking with smart asset allocation. It's no longer about spending time researching hot-handed managers, it's about spending time crafting better strategies. It's not about returns alone, it's about responsible risk and tax management, too. And, most importantly, it's about advisors finding their value in the above. Over 80 transparent, tax- and cost-efficient funds that can be traded all day long have arrived. Join the advisors who are embracing iShares.

THE NEW SCHOOL OF INVESTING IS HERE.

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Bryce Duffy

DSREPS

dsreps.com
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New York

(917) 407-4292

Nicki Silverman: nicki@dsreps.com

Los Angeles

(626) 441-2224

Deborah Schwartz: deb@dsreps.com

Crystal Roberts: crystal@dsreps.com