



# All about ETFs in Australia today (but what are they?)

***They can be very profitable!  
But how to find / choose great Australian ETFs  
in which to invest in today's climate?***

July 2024

**Robert B Brain**



© Copyright 2024, Robert B. Brain, *Brainy's Share Market Toolbox* — [www.robertbrain.com](http://www.robertbrain.com)

Revision: 1c



## Introduction

### Are you looking for “shares” to buy?

- Many equity market traders / investors are *trend traders*, buying and selling “shares”.
- Most “shares” on the market enable you to buy a piece of a specific company.
- But some of the “shares” are actually not shares:
  - Exchange Traded Products (ETPs)
  - Exchange Traded Funds (ETFs)
  - Listed Investment Companies (LICs)
  - REIT (Real Estate Investment Trusts)





### How would you like...?

- An equity market “security” that has less risk than buying shares in just one company?
- A “security” that has built-in diversification?
- To buy/sell on the stock market (ie. the ASX)?
- Good liquidity so you can sell when you want to, and at (close to) an expected price?

***ETFs are one security that can achieve all this; but with some caveats...***



### About this presentation

- Focus on, and explain what, an “ETF” is;
- ETFs come in many “flavours” – so what are they?
- Who are the major providers of ETFs in Australia?
- Are all ETFs liquid?
- How to find quality information about ETFs, and how to search for themed ETFs.

