

Does your portfolio reflect your values?

The way we make everyday purchasing decisions has drastically changed over the last decade. So why don't we treat our investments the same way? Your portfolio should be a reflection of your sustainability values.



About Ethic

Ethic is a tech-driven asset manager that powers the creation of sustainable equity portfolios. Ethic utilizes technology, data science, and design to empower investors to express their values through investments. We believe that portfolios comprised of companies that respect people and natural resources drive positive societal change and create long-term competitive advantages.

What we do

We partner with financial advisors to build personalized equity portfolios based on your values. By defining what matters most to you, we can help identify the risks and opportunities associated with your investments and priorities.

How we create personalized portfolios

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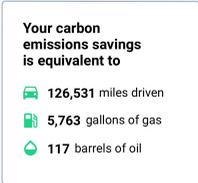
Define what matters

You are unique, and so are your values. Ethic works closely with you and your financial advisor to translate your values into sustainability preferences, educate you, and craft a solution as unique as you are.
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Know what you own

Our process helps you understand which of your current investments align with your sustainability preferences—and which do not.
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Clean your portfolio

After diagnosing your investments, Ethic helps your financial advisor construct a portfolio that is designed to match market performance while aligning to your values and seeking tax efficiency.
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Evaluate your impact

See your impact in real time with Ethic's live impact reporting. Understand your portfolio's financial performance, as well as its impact on metrics that matter to you.

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