

The background of the banner is a blurred image of a financial market data screen, showing various numbers, percentages, and colored bars (green and red) on a dark grid. Overlaid on this is the main title in large white font and a green button with white text.

# Best ETFs: Forbes Honor Roll

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Fellow Investor,

It's nice to have a lot of choices in life, especially when it comes to where to park your money—or is it? Can you ever have too many choices, giving you stress and anxiety instead of satisfaction?

Take exchange-traded funds, for instance. There are more than 2,000 ETFs to choose from! Where do you start? How do you evaluate them? How do you zero in on the right ones for your individual needs? Even if you have certain criteria that eliminate some funds for consideration, you're still left with an overwhelming number of choices.

Not to mention the time and effort it takes to do your due diligence. And there's always the possibility that you could overlook or miss an ETF that is perfect for you—lost in the ocean of funds you have to wade through.

**As one of the world's top financial publishers, Forbes makes it easy for investors to decide wisely. That's why we've done the work for you and just published our newest report: *Best ETFs: Forbes Honor Roll*. [Get your FREE copy now by clicking here.](#)**

We sifted through thousands of investments to compile an Honor Roll of 63 ETFs that every investor should know about—the best of the best. That's not an exaggeration, but a promise: Unless you need to fill a very specialized niche, you can assemble an ideal portfolio without ever veering off the Honor Roll.

We harnessed the global expertise Forbes is known for and used strict criteria with investors like you in mind to select these funds. Let me show you how they made the cut:

- A fund had to have at least \$10 million in assets and cost no more than 0.4% a year to hold—eliminating funds that were either too expensive or too tiny.
- The funds were sorted into 55 categories, such as diversified portfolios of large-company stocks, short-term bonds, and emerging-market stocks, to give you variety.
- We applied the Forbes unique cost formula—looking at expense ratios, expense offsets from securities lending, and bid/ask spreads—and ranked funds accordingly within each category. You'll get ETFs that were either at or near the top of their category in cost efficiency.
- We weighed the fund's size to protect you from getting stuck in a fund that could be shut down or leave you with a capital gain tax bill.
- Finally, we scored the funds for liquidity, measuring bid/ask spreads and dollar trading volume, and gave each fund a grade to make your choices simpler. Only funds that scored "B" or better passed.

As you'll see for yourself when you [download your FREE report](#), you'll discover hidden gems in the ETF sector:

- Every fund on the Honor Roll came in at \$250 or much less for the cost of investing \$10,000 for a decade
- 11 have negative costs, meaning that their lending income more than covers their expenses
- One fund has a \$23 cost of ownership on a \$10,000 stake held a decade, while another is only \$59. Both get an A+ for liquidity.
- This fund provides a cost-effective way to get inflation protection.

That's just a small sample of what you'll find.

Get the names and grades of all 63 Forbes-vetted and approved funds in the next few minutes when you download your FREE report now.

[DOWNLOAD MY FREE REPORT](#)

For your ETF success,

Charles Morgan  
Associate Publisher  
Forbes Newsletters

P.S. These exchange-traded funds can form the core of a sound investment strategy that could hand you extraordinary money-making opportunities at low cost—and save you the sweat of struggling through more than 2,000 funds on your own. [Download your FREE report now.](#)

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