

# Did you know...?



Smart beta strategies have yet to make headway in the REIT sector. That could well be because many factors that correspond with high returns across the broad market

don't work with REITs.

Most notably, REITs with value characteristics (e.g. high dividend/earnings/property yields) and good momentum tend to underperform sector peers, a far cry from the outperformance those traits display elsewhere.



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Source: Green Street Advisors: Mike Kirby M and Peter Rothermund