

## NASHVILLE AREA ETF 10 BEST

To see a list of the Nashville Area ETF holdings' 10 best performers since inception [click here](#). And check out the NASH industry breakdown below.

## NASH CEO SPOTLIGHT:

**Colin Reed, CHAIRMAN & CEO**

Ryman Hospitality Properties, Inc.



## NEWS FLASH: RYMAN



### Ryman Hospitality Properties is coming off of a strong Q3 earning report seeing a key gain in total revenue by 10.8% from the same time period last year. What methods or areas of your business model contributed most to this?

Our Q3 performance was solid across all performance metrics. From a top-line revenue perspective, a key factor in our favorable performance was the uptick in occupancy and group room nights in particular. The group segment tends to have higher outside-the-room spending than other segments and with our unique "all under one roof" asset model, we were able to capture more of this spending through banquets and other food and beverage offerings, which led to a nearly 10 percent increase in Total Revenue Per Available Room in Q3 2014 as compared to the same period last year.

The transient side of our business has experienced consistent increases since we began our operating partnership with Marriott and was another factor in last quarter's strong results. While the increase in group occupancy in Q3 led to less availability for transient occupancy, transient rate increased nearly \$15 in Q3 when compared to the prior-year quarter, which speaks to the strength of our pricing strategy and the popularity of the markets in which our assets are located.

We have worked with Marriott over the past year to refine costs and improve margin performance. As a result, we have seen strong hotel results and improved margins as compared to the prior year.

The Opry and Attractions segment also contributed to our strong quarter with significant year-over-year revenue growth of 18.4 percent compared to Q3 2013, which we attribute to the increasing number of visitors to our state who are seeking out our iconic assets as part of their "must see" Nashville experience.

### In what ways will the construction on the Ryman Auditorium's new \$14 million expansion enhance the building and the experience for the concert and daily visitors to the historic building?

As we all know, Nashville is on fire right now from a tourism as well as a business perspective, and our expansion is going to make the Ryman even more of a can't miss Nashville tourism experience. We are not ready to reveal all of the details just yet, but the daytime tour is going to be unlike anything else available in the area. We are also making a few changes to the non-historic portion of the building to improve layout, such as relocating our box office, enhancing our retail footprint, improving the traffic flow in our lobby and updating the restroom area. In addition, we are creating a dedicated café space and enhanced food and beverage services, which will be a nice amenity for both tourists and locals.

### Do you plan to add any more assets, and what future growth plans are there for the entertainment division?

While we continue to look for acquisitions on the hospitality side of our business that would complement our existing portfolio without being dilutive to our shareholders, we believe there is still significant organic growth opportunity from both a top-and-bottom-line perspective within our existing asset portfolio. We will work in partnership with Marriott to realize that growth.

Our Opry and Attractions business continues to see outstanding year-over-year growth in 2014 thanks, in part, to the rising popularity of the country music genre and shows that feature country music, like Nashville and The Voice. We will continue to invest in this segment as we believe we are at the very front end of Nashville's emergence as a worldwide tourism destination. In the meantime, we look forward to debuting the Ryman's new tour product and renovated facilities next June.

### Analysts who follow investing have recently called Ryman Hospitality Properties among their industry favorites. What does a statement like that mean for Ryman in the immediate future?

It means the strategic decision we made to convert to a real estate investment trust (REIT) and select Marriott as our operating partner was the right choice for our Company. Since our conversion to a REIT, Ryman Hospitality Properties has paid out approximately \$248 million in cash dividends to our shareholders.

We will continue to execute against the vision we set forth when we converted to a REIT, which was to pay an attractive and sustainable dividend, to continue working with Marriott to maximize the operational leverage of our existing hotel assets and to nurture the Opry and Attractions segment to broaden the reach of its unique content. We believe all of these factors combine to create considerable value for our shareholders with the potential for continued long-term growth.

## NASH Facts:

### Fund Data as of 11/20/14

Primary Exchange / NYSE ARCA

Ticker / NASH

CUSIP / 53957P106

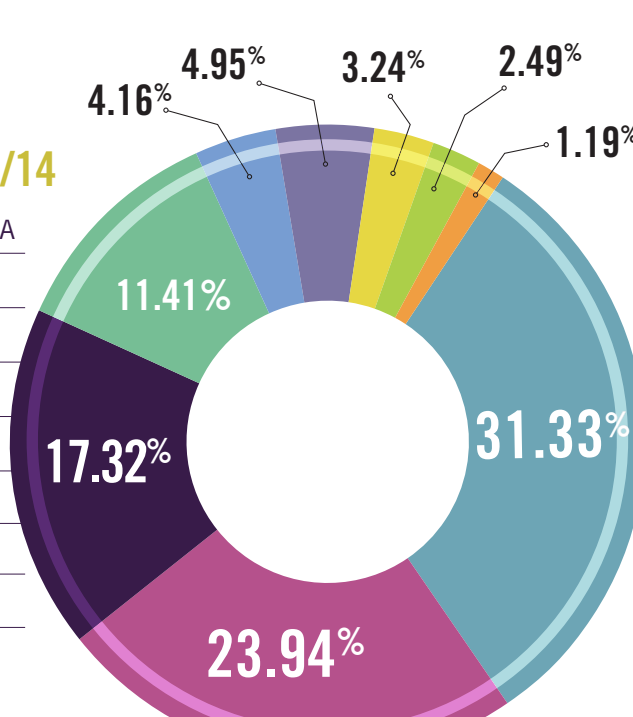
Net Assets / \$8,815,431.42

Shares Outstanding / 300,000

Price Per Share / \$29.38

Closing Price / \$29.37

NAV / \$29.14



For standardized fund performance [click here](#).

### Fund Holdings :

- Healthcare 31.33%** — Acadia Healthcare (4.06%)  
Amsurg (5.92%) / Brookdale Senior Living (5.18%)  
Community Health Systems (3.96%)  
Cumberland Pharmaceuticals (0.67%) / HCA Holdings (5.74%)  
Healthways (1.64%) / LifePoint Hospitals (4.16%)
- Consumer Discretionary 23.94%** — Cracker Barrel  
Old Country Store (5.42%) / Dollar General (6.36%)  
Genesco (3.54%) / Kirkland's (4.09%) / Tractor Supply (4.53%)
- REIT 17.32%** — Corrections Corporation of America (4.85%)  
Healthcare Realty Trust (2.89%) / National Health Investors (3.18%)  
Ryman Hospitality Properties (6.40%)
- Materials 11.41%** — Louisiana-Pacific (5.48%)  
Noranda Aluminum Holding (5.93%)
- Energy 4.16%** — Delek US Holdings (4.16%)
- Industrials 4.95%** — CLARCOR (4.95%)
- Technology 3.24%** — HealthStream (3.24%)
- Financial 2.49%** — Pinnacle Financial Partners (2.49%)
- Cash 1.19%**

Holdings are subject to change.

## NashvilleAreaETF.com

## START INVESTING TODAY.

For more information about the fund visit [NashvilleETF.com](http://NashvilleETF.com).

## THIS JUST IN:

### KIRKLAND'S INC., (NASDAQ: KIRK) CLOSES THE DAY UP MORE THAN 20% PER SHARE AFTER BEATING EARNINGS ESTIMATES FOR Q3 BY \$11 MILLION

*Nashville Post*, November 20, 2014

### ACADIA HEALTHCARE (NASDAQ: ACHC) TO BUY CRC HEALTH, NATION'S LARGEST PROVIDER OF ADDICIONT TREATMENT SERVICES

West coast provider adds 36 residential and 84 comprehensive treatment facilities

*Tennessean*, November 8, 2014

### NASHVILLE RANKS AMONG HOTTEST ECONOMIC CITIES FOR 2015

Already the center of healthcare, area expected to become the center of auto production as well

*Business Insider*, November 19, 2014

### Nashville Area ETF (NYSE:NASH) allows investment in a basket of publicly traded companies based in middle Tennessee.

These companies benefit from the positive growth trends and characteristics of the Nashville area.

NASH is traded on the New York Stock Exchange and available through most stock brokers. The fund is rebalanced each quarter. Stocks in NASH are weighted according to 7 factors such as earnings, yield, momentum and market cap.

For more information, visit [www.nashvilleareaetf.com](http://www.nashvilleareaetf.com).

What's an ETF?  
Exchange Traded Funds are funds that track a specific index. When you buy shares of an ETF, you are buying shares of a portfolio that tracks the yield and return of its underlying index.



Nashville Area ETF, Invest In What You Know.

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All ETF products are subject to risk, which may result in the loss of principal. Investment in smaller companies typically exhibit higher volatility. The Fund will invest substantially all of its assets in the securities of companies that have their headquarters or principal place of business located in the Nashville, Tennessee region. The Fund may be impacted by events or conditions affecting the region to a greater extent than a fund that did not focus its investments in that manner. The fund is expected to invest a relatively large percentage of its assets in the healthcare sector and negative performance of the sector will negatively impact the fund. Diversification may not protect against investment loss.

Carefully consider the Nashville Area ETF's investment objective, risk factors, and charges and expenses before investing. This and other important information can be found in the Nashville Area ETF's Prospectus, which may be obtained by calling 855-480-NASH (6274). Read it carefully before investing.

ETF shares are not redeemable with the issuing fund other than in large Creation Unit aggregations. Instead, investors must buy or sell ETF Shares in the secondary market with the assistance of a stockbroker. In doing so, the investor may incur brokerage commissions and may pay more than net asset value when buying and receive less than net asset value when selling. The NAV of the Fund's shares is calculated each day the national securities exchanges are open for trading as of the close of regular trading on the New York Stock Exchange ("NYSE"), normally 4:00 p.m. Eastern time (the "NAV Calculation Time"). Shares are bought and sold at market price (closing price) not NAV. Market price returns are based on the midpoint of the bid/ask spread at 4:00 pm Eastern Time (when NAV is normally determined).

An active secondary market for the Fund's shares may not exist. Although the Fund's shares will be listed on an exchange, subject to notice of issuance, it is possible that an active trading market may not develop or be maintained. There is no guarantee that distributions will be paid.

SEI Investments Distribution Co. is the distributor for the Nashville Area ETF. SEI Investments Distribution Co., 1 Freedom Valley Drive, Oaks, PA, 19456.

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