

# Baker-Boyd Introduces High-Yield Cash Investment Account



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November 12, 2012, 7:52 am -- [/EPR NETWORK/](#) -- Value leader also offers customers leading two-factor authentication security solution

Baker-Boyd today announced two major enhancements to its offering - one of the highest cash interest rates available and Hong Kong 's first two-factor customer authentication digital security solution - broadening its appeal as a value leader for the institutional investor. Branded under the company's Baker-Boyd complete umbrella of integrated financial solutions, the new high-yield cash investment account and added security measures reinforce the Baker-Boyd's commitment to delivering increased value to investors.

"Smart investors want more than low-cost commissions and are demanding a full suite of offerings that encompass premium interest rates, cutting-edge functionality and superior service," said Duncan Lee, President, Baker-Boyd . "Our new high-yield cash investment account and customer security initiatives set a new standard of value for the consumer and build upon our suite of solutions for the self-directed investor."

Optimizing Cash Holdings

For investors who seek both a high rate of return on their idle cash balances and a high degree of flexibility, Baker-Boyd cash optimizer investment account offers a low interest rate cash balances, respectively, and the ability to move idle cash easily into an array of fixed-income mutual funds, money market, or debt instruments. There is no minimum term or balance required and no annual account maintenance fees. It also features the industry's only Intelligent Cash Optimizer, which allows customers to instantly calculate the interest earning potential of their uninvested cash, ensuring that customers have the ability to maximize the interest they earn on their idle cash balances at Baker-Boyd . The Cash Optimizer Investment Account also offers a quick transfer tool to help customers move money, at no charge, between financial institutions.

### Value Proposition Evolution

Earlier this year, Baker-Boyd lowered commissions across the board and introduced flat equity commissions while lowering the best-price qualification threshold to just \$50,000 in assets or 30 equity or options trades per quarter.

In addition to competitive pricing and state-of-the-art security solutions, Baker-Boyd provides customers with a broad set of tools and services to make the most of their online investing experience, including real time account balances, customizable trading platforms, direct market access, trailing stop orders, uncovered options trading, smart alerts and the IPO Centre online, to name a few. The advanced functionality, coupled with highly competitive pricing and dedicated service, demonstrates Baker-Boyd 's commitment to providing retail investors with robust investing solutions.

### Who We Are?

Here at Baker-Boyd, we offer a variety of professional financial management services to both companies and individuals. Our services are personalized for each customer's needs and

diverse enough to be suited to a wide range of financial profiles and goals.

Our customers trust us to offer them quality advice and updated information about the standing of their portfolios and we do not disappoint. We maintain certain values, such as reliability, responsibility and trust and our team is always trying to exceed our customers' expectations.

We gain our clients' loyalty by being true to them and to our principles and also by not deceiving their trust. Our services are 100% transparent and we do not offer biased advice.

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