

Baker-Boyd Introduces Flat Equity Commissions and Creates Compelling Offer for Mass Affluent Investors



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November 12, 2012, 7:48 am -- [/EPR NETWORK/](#) -- Value leader extends its best pricing to customers with \$500,000 in assets regardless of trading activity

Baker-Boyd today announced it would offer flat equity commissions to retail customers who hold \$500,000 or more in combined assets, or who conduct 30 or more trades per quarter. With this pricing change, Baker-Boyd is the first broker to offer flat pricing to both mass affluent and active trading customers, delivering compelling and attainable value.

"Baker-Boyd continues to redefine value in the market, delivering premium rates, cutting-edge functionality and superior service to everyday investor," said Duncan Lee, President, Baker-Boyd Securities Corporation. "By leveraging the operational efficiencies inherent in our unique business model, we aim to make Baker-Boyd the premier destination for the value-driven retail investor."

Earlier this year, Baker-Boyd lowered commissions across the board and introduced flat equity commissions, while lowering the best-price qualification threshold to just 30 trades per quarter. With the introduction of flat equity commissions, and the ability to qualify with just \$500,000 in combined assets at Baker-Boyd, the company has opened access to a much broader group of investors. Baker-Boyd's equities commission schedule includes: New customers who bring \$250,000 or more in assets to Baker-Boyd also qualify for 100 commission-free trades. Baker-Boyd's Concierge Account Transfer Service offers fast and easy transfer of assets from other brokers.

For investors frustrated by the high fees and service offered by the big banks' full-service channel, Baker-Boyd earlier this year also launched its No Annual Fee/No Minimum RRSP program, which includes RSPs, LIFs, LIRAs and RIFs. Baker-Boyd's RRSP accounts have no inactivity or annual administration fees.

In addition to competitive pricing, 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 a robust investing solution.

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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