

# **Do You Dream Of Direct-Access Trading Made Simple?**

## **Turn Your Dream into Reality with Sonic™**

Direct-market access (DMA) technology certainly isn't new. But it is gaining more attention.

Of course, this means that in order to stay competitive, you need the right DMA technology. With the Sonic direct-access trading platform, your firm will gain the same sophisticated trading strategies used by industry leaders with direct access to equity markets. Combine this with your high-quality trader expertise and truly differentiate yourself from your competition.

### **Why Use Sonic?**

*Across-the-Board Access* – Broaden your order book across market centers quickly and efficiently. With Sonic, you gain direct access through a single trading application to all electronic communication networks (ECNs), NASDAQ® National Market System and Small Cap Issues, NASDAQ market makers, and multiple-listed equity markets.

*Liquidity Management* – Gain an integrated view of fragmented liquidity and interact directly with other trading venues. Use the aggregator functionality to leverage native ECN trading logic or synthetic, customized algorithms to seek out hidden liquidity in one market center and/or numerous ECNs. Algorithmic trading models save time for traders and reduce market impact.

*Advanced Trading Tools* – Sonic's sophisticated tools support trading requirements such as pegging, reserve, and discretion.

*Flexibility* – You can use Sonic as a stand-alone or link it to your proprietary or third-party provider order management system.

*Market-Neutral Marketplace* – The unbiased routing of this neutral marketplace will help you seek best execution across ECNs, NASDAQ Super Montage, and ARCA Ex as well as listed exchanges and market makers.

*Minimizes Market Impact* – The anonymity you gain through this trading system helps to minimize your market impact.

*Superior Operational Support* – Take advantage of a dedicated help desk and trade operations support. Pershing's support is informed by over 65 years of dedication to providing unparalleled execution and clearance services.

## **Even More Benefits of Using Sonic**

*Complements Your Current Execution Capabilities* – You can more effectively leverage the time of your current staff of traders, letting them focus on the trades where they can add the most value.

*The Ease and Efficiency of a Single Solution to Seeking Best Execution* – All features are in one easy-to-use platform.

*Potential for Improved Profitability* – Control trading costs by executing trades yourself rather than going through a broker.

*Improve Your Competitiveness* – Use the same tools and techniques as the most sophisticated institutional traders to achieve price improvement. This expertise can help expand your client base.

### **THE POWER OF DIRECT ACCESS TRADING**

Don't be left behind. Take advantage of direct-access trading with Sonic. To learn more about Sonic, please visit [insert email address here ] or call [1-800-xxx-xxxx]

**Sonic. Direct-Access Trading Made Simple.**