

Wall St  
Access



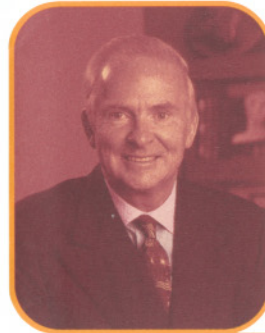
trade with precision

access



## Who we are

Wall Street Access is a brokerage firm for those who make their own trading and investment choices. We take pride in executing and supporting those decisions with the same high degree of professionalism and personal service we provide our institutional clients. Trading isn't an assembly-line process at Wall Street Access—it's a craft. And we cater to those who expect nothing less.



## Who you are

You are your own person—or perhaps your own company. You are an active investor with significant holdings and resources. You make your own investment decisions, and look for a broker to provide quick, accurate, intelligent execution of trades. You are too busy to wait on the phone or have trades mishandled—that's why you use Wall Street Access.

*As many serious investors have learned, the lowest commission on a trade doesn't always represent the best value. The competence of the broker taking and executing the order, and the results achieved, may ultimately be much more important than the commission price alone. This perspective is what sets Wall Street Access apart from other discount brokers.*

*Wall Street Access is the right discount broker for the sophisticated trader. Our clients are active individual and professional traders who demand fast, accurate executions—but don't need our advice about what to buy or sell. By focusing on these customers in the same way we serve our institutional clients, we make sure they get the attention they deserve. It is this special, personal relationship between client and broker that distinguishes Wall Street Access.*

*Sincerely,  
Denis P. Kelleher  
Founder and Chairman  
Wall Street Access*





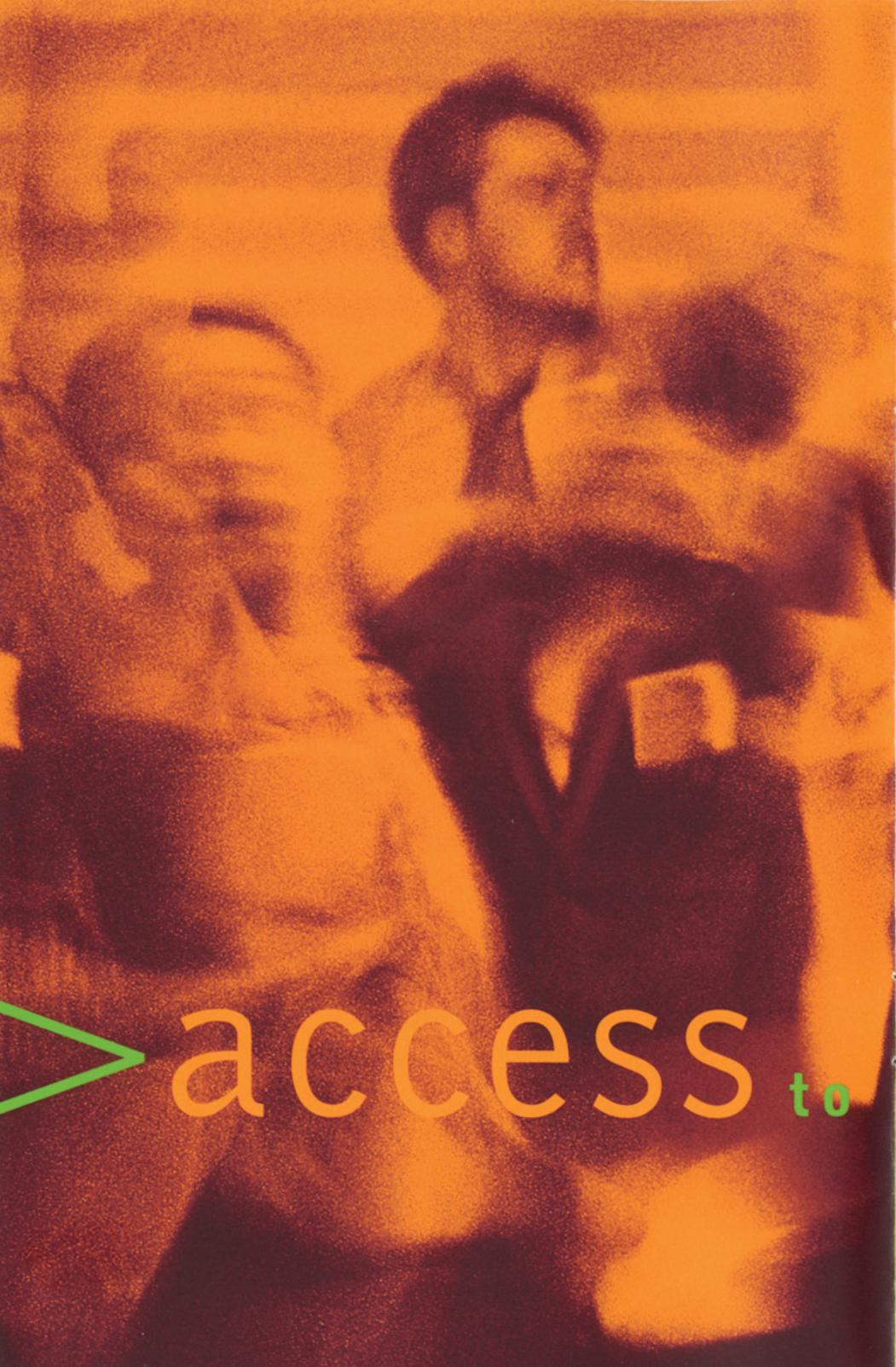
access to

the markets

The Wall Street Access concept is simple: a premium-service discount broker for the active individual trader or institution. At Wall Street Access, premium service means great executions. Your call goes directly to the trading desk, not to a voice-mail holding pattern. Your trade is confirmed quickly and accurately—often while you're still on the phone. And you can access your account from your personal computer 24 hours a day with our online trading system.

Wall Street Access is a New York Stock Exchange member, with a well-established network of trading relationships covering all major exchanges and markets. We're seasoned professionals who focus strongly on execution to ensure that your trades always get the attention they deserve.





While other discount brokers treat all trades as if they were the same, our customers demand much more. Our traders work in teams to assure that you always reach a familiar voice who knows your account and trading strategies.

You can be confident that the person executing your trade is among the most qualified in the business. We hire traders who are as enthusiastic about the markets as you are. And our in-house trading advisor continually trains them in the latest trends and technical factors that move the markets.

We take special pride in our knowledge of option trading. In addition to the standard, required brokerage licenses, all of our brokers are also Registered Options Principals. They are specially trained to handle sophisticated options trades like straddles, spreads, buy-writes, combinations and married puts.

The expertise of our brokers—coupled with their relationships on the trading floors—means that they can shop for the best price on an order. We "work the spread," fighting for that extra  $\frac{1}{8}$  that can add up to hundreds of dollars on a large order. You care about how your trades are executed—and so do we.

> access to

precision traders