

# How to Find **VALUE** in Investing

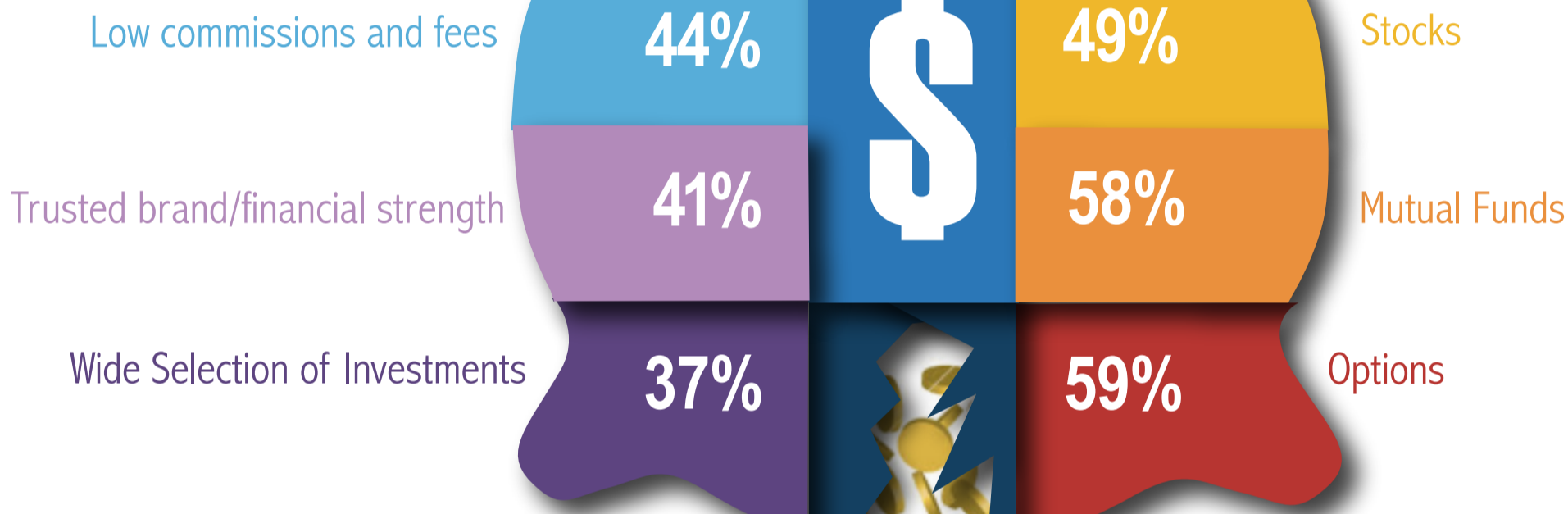
While investors say they want



many can't define it!

According to the **Fidelity Investments™ Brokerage Value Survey**, the most important considerations\* for selecting a brokerage firm are:

Even though fees top the list, almost half of investors don't know what their brokerage firm charges to trade the following items:



\*Most popular reasons listed as "top three" for choosing primary brokerage firm.



If you're thinking you want to change your brokerage firm, you're not alone.

47% of respondents have thought this at some point. To make sure you get the most for your money, make sure you know the answers to the following questions:

- 1 What are the **commissions and fees** for stock, mutual fund, options, bond and ETF trades?
- 1 Is the firm in good financial standing and is it a **trusted brand**?
- 1 What criteria are used to route my stock trades, and what level of price **improvement does it provide?**

Another **don't know**: most don't have a clear picture when it comes to how brokerage firms route stock trades:

- 28% don't know
- 28% think firms automatically seek out price improvements
- 24% believe all firms route orders the same way
- 20% say firms keep price "as is" through to execution



**Need more information?**

Visit <https://www.fidelity.com/trading/overview>

The Fidelity Investments Brokerage Value Proposition Survey was conducted by ORC International through interviews with a total of 1,000 investors. To qualify, investors had to be 25 years old or older, have investable assets of at least \$10,000, trade stocks, mutual funds, ETFs, options or bonds, be the sole or primary investment decision-maker, and not delegate all decisions to an investment professional. Interviewing took place April 16 -28, 2015. Fidelity and ORC International are not affiliated.

Investing involves risk including the risk of loss.

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