

TRANSCRIPT

Planning your trades in Active Trader Pro

Presenters: Nicholas Delisse and Peter Janssen

Nicholas Delisse: My name is Nicholas Delisse, I'm with Fidelity Trading Strategy Desk. And I'm joined by Peter Janssen, also with the Trading Strategy Desk. So we're going to start everything off, of course, on our website. The reason why is I want to show of course everyone not only where they can download Active Trader Pro, but where they could of course find more information to learn more about Active Trader Pro, because there's a lot of fantastic rate tools built into the platform to help you learn more as well. If you start off with news and research, you come down to the learning center, this is in essence the landing page to learn about whatever you'd like to, whether it's about our platform, whether it's about ops trading, whether it's about technical analysis and such, coming here to upcoming events weekly classes for beginner traders. For those that would like to spend more time on Active Trader Pro, we actually have a full week-long class that's once a week for four weeks an hour each week on Active Trader Pro. Simply click here, learn more and register, repeat these classes every month. They're fantastic classes to learn more on that, in addition to our other one-off coaching sessions, like Trey mentioned at fidelity.com/coaching.

Now from Fidelity's webpage, come up here to Accounts and Trade, Active Trader Pro, that's where we're going. You do have to download this platform; it's not something that's web-based at all. But if you just come up to Accounts and Trade, Active Trader Pro, this will bring you to this particular page. Or, if you type in "fidelity.com/atp" that will take you a quick link to this particular page. We click this big blue button right here, we're going to get a pop-up to be able to download Active Trader Pro for your PC or for a Macintosh, so Active Trader Pro will work on both systems. Unfortunately, it doesn't work on Linux or any other operating system, though you could dual-boot and boot up Windows on those particular computers to then also run Active Trader Pro. Now the Macintosh version, it is running a version of parallels and such, so it is booting up through a Windows shell to run Active Trader Pro, but it will run on a Macintosh.

So once of course you've downloaded Active Trader Pro, if you have other questions, if you need some technical support, this 800 number right here, that's for the Active Trader Services group. They're a fantastic group of traders that can help you also connect with our electronic channel support group to help troubleshoot any kind of technical issues that you might be going through. Once you've downloaded and then installed Active Trader Pro,

you're going to get a link on your desktop that's going to look like this. You'll then want to double-click that link, open it up. You're going to get a pop-up box that looks like this. This is going to be the same Fidelity username and password that's utilized to log in Active Trader Pro. There's not a different username, there's not a unique username. It's going to be your same Fidelity username and password. This is of course a separate application from the website. So once you actually type in your username, type your password, you hit log in, it's going to pop up, of course, with something that looks like this.

Now this looks a little bit busy because I have already set up the layout. But we're going to step everyone through the process for creating a layout and customizing this particular platform so that it meets your needs.

Now what we're going to start off with, of course, is creating that new layout. You want to find across the top where it says "layouts." Now if you notice, this says Accounts and Trade, Trade and Orders and such, but you might not see layouts, and this is a very, very common issue that Peter and I have seen many traders that we'll work with, they don't see the layouts. Well if you see this little downward triangle here, and you click on this, then you'll see alerts, charts, and layouts. And the reason why this happens if we come up to Settings, General, notice I'm zoomed in all the way. If we start to zoom out a

little bit, we can now see I zoomed out just two clicks, and now this has at the very top that layouts right there, so if you're zoomed in too much, if your monitored resolution is too high, you might not see that at the very top, but to create a new blank layout, going to start with of course Layouts, and then we can come down to New Layout. Now there are a bunch of pre-built default layouts you can take advantage of. You see we have some layouts up here at the top that our team has created and saved, but if you want to create a new blank layout, just come down here to New Layout, we can name this. Maybe we name it "Webinar." Okay, and then now we have our blank slate. From here you can add a quote box, add a trade ticket, add your positions page, add a chart. But if you're not really sure where to start, this is where some of those other tools I was talking about in Active Trader Pro that can help you get started come in very, very handy. So if we come up to Help, the top-right-hand corner, we Active Trader Pro Setup. Well then click on this, this will then bring us a pop-up box to help us create our first layout. Now if you don't see that on the help menu, now maybe if you've already been using Active Trader Pro for a while, if you've saved too many layouts, then this won't pop up if you've already exceeded that maximum number of layouts. What you might want to try doing is deleting a layout that you don't use, and then going back to that help menu. You'll then see that Active Trader Pro setup then existing within the help menu. From here, we can take a look at some of our default

layouts, like we already talked about. You know, Investor, Market Monitor, Portfolio Monitor, Technical Trends, Option Trader, and so long. We can even come here to Custom Layout if we so desire, and we can look at it go, well, we want our positions page on here, we want our chart on here, we want a quote box on here. This will add different things to our layout as we can see in the back. Now as it comes to setting up and creating a custom layout, Peter in a moment is going to walk us through some of that. But to start off with, we're going to come back here, we're going to click on this Portfolio Monitor Layout, and then we'll wait for that to load in the background, and then we'll hit Next. We'll start with some of those defaults before we then build up into one of our customized layouts. From here, that sizing textbox that I mentioned before, if this is too big, you can zoom out to save that. Personally, I like to have more screen real estate, so I'll zoom out a little bit on my large monitor so I can see everything and have some more space around here to add other tools. Or, if this is just too small, if you have a hard time seeing anything, maybe just zoom in a little more. So generally for our presentations, we'll zoom in a little bit more to make it easier for everyone in the audience to see what we're doing. Next, you can set the color theme. By default, it's going to be on white, and we'll again use white for presentations because it's high-contrast, it's very, very visible, easy to see. But maybe something like blue or black might be a little bit easier on your eyes if you're using this for a longer period of time. You can

next set some default accounts, if you have more than account, for trading, for trading tickets, you can set a default account, just like on the website. You don't have to, but maybe traders will do that. You can also set default accounts for other tools, such as the options tools and such that will default to a particular account. Now for those that don't want a default, you can then simply from the dropdown select No Default, and this could be a little bit of a tip or trick for those that maybe trade in a retirement account, and a regular brokerage account, that maybe sometimes you accidentally place a trade in one account that meant for the other because of this default. So sometimes for my personal accounts setup, I prefer to use the No Default Account so that it forces me to make sure I'm placing the trade in the account that I want. Other times, it could be very beneficial to set up that particular default account.

As we hit Next, we see a couple easy images that talked us through adding different tools, using the menu options, resizing, dragging and moving, which this is what we're going to be jumping into during this particular session. If we hit Next again, we're going to have some great little quick videos that'll talk about charting, you can start a Trade Armor and such, we'll even link you of course over to some of our live sessions, such as this webinar, and those group coaching sessions, of course, that Trey mentioned. As you then hit Finish, this

then saves everything for him, brings this up, we can see what we've created right here in the background of the window. Now, let's say we don't want to go off of one of these defaults. Because as we click on Layout, we can see, this is now that portfolio monitor default on there. Maybe you want to create one of our blank layouts like I mentioned before, where we go into New Layout, and then named one as a webinar. Now we have this kind of blank layout. This is really where your creative juices, so to speak, can flow, where you can customize everything to see exactly what you want to see, have everything there at your fingertips, as opposed to our website where you might have to have a chart on one page, then you click back to the option chain, you click back to your positions page. You can have everything right here in one spot.

Now with that said, Peter, why don't you kind of walk us through some of the basics of maybe creating your own custom layout?

Peter Janssen: Yeah, absolutely, thanks for that, Nick. And I like that you were driving home the fact of kind of that variability, right? You know, over the years of working with Active Trader Pro, I've had the question commonly, what is the best layout to use, or maybe the best tools to use? And my response to that, and one of those main takeaways I want for each of you attending today to leave here with is the fact that the whole purpose of building a customized

layout should be really to kind of accommodate and complement the type of trader that you are, what tools help you analyze and make the best decisions for yourself. So it's expected that specific windows that you have open and even where those windows are located on the screen, expect that to be different from others. Mine is going to look different than Nick's, Nick's of course is going to look different than Trey's, I'm sure, and so forth. So just keep that in mind when building a layout, you don't have to be so tied to just one or trying to replicate what others do, kind of make it relative to your own scenario, and I think that that'll go far beyond your expectations.

Now, having that said, of course, there are some of those frequent flyers so to speak that Nick had pointed out earlier, that I'm sure many of you out there in the audience are using. So my goal for the next few minutes is to discuss some of these more commonly-used tools and demonstrated how easy creating a layout can be in a short amount of time, but also more importantly perhaps point out some of that functionality that you want to be familiar with, that'll help you kind of efficiently use the program and save yourself a tremendous amount of time in the long run.

So having that said, I'm going to go ahead and get started. Nick, I'm going to go ahead and grab the screen from you, and this is going to be starting off

with that blank screen, more or less like Nick had mentioned. I'm going to be customizing this for folks, so if you were to go to layouts and create a new layout, maybe you're at home kind of following along, you've got the ability to create a new layout, just going to go ahead and title it "Webinar" or what have you, and hit Okay, and now that's going to go ahead and actually seed itself as a layout that we can work off of.

Now you'll quickly notice this sidebar that has expanded itself almost like an accordion here off towards the left. That's part of what Nick had pointed out previously within settings, and make no mistake, settings will, I'm sure come up in this conversation numerous times, but to start with, if you had noticed that, Settings, and then General is going to give you the ability among other things to change, here the sidebar that we have there seated on the left, and that'll come up here in just a moment, so I at least wanted to go ahead and show folks specifically where that sidebar was located.

Now, let's take a step back and think, of course, when we're talking about trading, analyzing positions, positions either that we're looking for or maybe wanting to view in our own accounts. I'm sure a quote window is going to populate and come up and come to mind, right? In addition to quote, you're probably going to want to take a look at a chart so we can add a new chart.

And notice as I add these tools, they kind of cascade one on top of the other, but they can kind of layer themselves. Basic functionality of Active Trader Pro, I'm sure many of you are familiar with, is the fact that if you grab this toolbar here towards the top, you've got the ability to maneuver and change where things are located, just as you would with many computer programs that I'm sure just about everyone there is familiar with.

Now, in addition to a quote, we've got a chart. Perhaps let's take a look maybe at some positions. And of course, this is just our test account, so these positions, I wouldn't say really replicate a standard portfolio out there. But for what it's worth, you've got your positions, and you can see what I'm doing, and everyone once again as I had mentioned is going to kind of put these differently on the page at whatever makes most sense for you and however you want to take advantage of your screen real estate, which is a common term that I use. You know, but you can notice already how you can begin to have these start to kind of work together in unison, and then also take advantage of that screens here.

Now, as you saw, I was able to go ahead and actually change this quote setting and dynamically bring it down a little bit vertically, which is going to give us more information. So we're looking at a blank screen right now, which

isn't fun for anyone. Let's go ahead and type in a symbol. I'm going to go ahead and kind of just kick it off with Apple. And once again as they had mentioned previously, this isn't going to be any type of recommendation, just for illustrative purposes, and that one I think's probably one that most of our audience is familiar with.

Now, we've actually been able to go ahead and add information here as you can tell, and now we've got our quote window populated, as well as our price action and volume here within our chart. You can take a look here at the different information that we're seeing, and take note specifically of this blue icon, or hyperlinks as they're called, and you'll notice that my mouse cursor will dynamically change from a mouse cursor that you're familiar with to this smaller hand. And keep that in mind, any time you see these links, that's going to tell you that you've got the ability to potentially click and get more information within the tool itself, or potentially click as the instance with the equity summary score, well maybe you want to take a look at StarMine and some of those independent analysts that make up that score. You've got the ability to click there, and what this will do is actually pull up Fidelity.com and specifically the analyst opinions portion of Fidelity.com. So it's a quick click that is going to allow you to get a tremendous amount of information that's essentially right there, top level, and in reach for you to view.

Now of course, having that said, we've got a number of different details here. If there are others that you want to view, make no mistake, you've got the ability to add or remove columns. Perhaps there's ones that you do not put a lot of weight in, it doesn't help you make decisions. You've got the ability to, and I'm going to do it now, so take a look. I'm going to right-click with my mouse, and you're going to have a launch of numerous different choices. What I want to focus on down here is going to be the ability to either remove a field, or actually add a field. So, if you were to click on Remove Field, we'd be removing this 90-day volume that you're seeing there. Once again, maybe 90-day volume's not of interest to you, so make no mistake, you've got the ability to remove different fields. Also for adding a field, as you hover over, you'll notice off towards, the right, you're going to get this expandable list here, and you can take a look perhaps at maybe what the news was saying, maybe just that most recent or latest headline. You've got the ability to add. Once again, that is with Add Field, and you've got this list of, you know, I added just the news. Of course, I think everybody out there is either reading or listening to the news these days, so that's the first one that comes to mind that I had seen, but of course, once again, the whole theme of this is to essentially have the time to up front go through what different types of data points are going to really help you in that decision-making process.

Now let's go ahead and if you wanted to view more news, perhaps, that's pretty common, we can go ahead and actually add a news tool all into itself. I'm going to go ahead and kind of move these here off towards, the right, so now you're able to go ahead and view news. Let's also say that beyond maybe an individual security that you're after or looking into, you also want to have a chart here with that last little bit of screen real estate that we've got. You can go ahead and start to, you know, kind of size this here towards the bottom-right, and really fill up just about that last little bit of size that we have to go around. And maybe here, once again, looking at broader market, I'm going to go ahead and just pull up SPX of course which is the index for the S&P 500.

So, just take a step back and see in just a matter of a few minutes, we are able to essentially add a quote which is going to dynamically give us a number of data points. We've got a chart that we're able to go ahead and change, as well as news to be able to view on the symbols that we're looking for, all while keeping a view of what broader markets perhaps are doing, as well as maybe positions that we already own in our accounts as well.

Now let's say that we wanted to, rather than taking a look at Apple, Microsoft here in the news kind of popped up. All right, well let's see what maybe Microsoft is doing. You've got the ability of course in the top-left to add that symbol to the chart, and you can add that symbol to a quote to go ahead and have that reflect specifically, maybe that security that you'd like to look further into. Now it doesn't take but a minute or two to go ahead and add these symbols, but one of that key functionality that I want everyone to be familiar with and Nick I don't know about you but I can't tell you how many clients I've worked with that used Active Trader Pro for years and were not familiar with this functionality, is the ability to link tools, right? It's come up so often, that I can't believe it, but that's all the more reason that we're glad folks are joining us today. Take a look here in this top left. It's a little bit tougher to tell, but the theme of that icon is kind of a chain link, and currently there's a line through it representing that there is no link, there's a break in the link, so to speak. So, what I'm going to do here is link to gray. And of course, you can link numerous, and they're going to work very similarly. Gray is going to be a default, and we'll talk about that here in just a moment or two. But stay with my example, at least, as we begin to link tools to gray, what this will do with the essential ability in any of the tools that we have linked together, they essentially are kind of talking to each other. So let's say that we wanted to go back to Apple. Now, rather than having to go into every single unique tool by

itself and type in the symbol that we wanted that information to be pulled on, we've got the ability to jump back and forth by simply changing it in one. I'm going to shift back to Microsoft for a moment, but of course as I hit Enter, you'll notice now that Microsoft chart quote as well as news is what's going to be launched.

Now of course, also take a look here on that SPX chart. As I mentioned, we did not link that tool, so it is not going to reflect, of course. That should be understood, and it's all the more reason that if you do not have something linked, or perhaps you have multiple links where you've got maybe a different quote chart set up, maybe to blue, that is how I've seen traders of the years be able to kind of use that functionality and really efficiently use the program as a whole.

Now let's say that you've done some analysis here and you're taking a look at, once again, just Microsoft, I think probably the second-biggest company out there. And your outlook or analysis has led you to believe that potentially, there could be the ability to, you know, go with some type of bullish outlook, and you're looking to maybe pick up a couple shares. As I had said previously with this hyperlink, here within the quote itself, you're going to have the ability to either click on the bid if you're looking to sell, or the A for Ask if you're

looking to buy, and I'm going to click with my mouse and what you'll see is that has automatically and quickly pulled up for us a trade ticket that knows the account we're looking to trade in, as Nick had just stated earlier with our defaults. It's given us the symbol of course which was launched from our quote, the action to buy, since we had clicked the ask. It's also going to go ahead and launch what the limit price is at the time I had clicked the Ask. Keep in mind, that's another reason that streaming is helpful, a lot can change even just in the few seconds that I've been describing this, as it's down maybe 40 cents since then. Of course, you'll have to go ahead and type in the default quantity, so maybe you're just looking to pick up a share, maybe you're looking to pick up ten, regardless that is what's left for you to do, and then preview and place.

Now having that said, you know, take a look. We've efficiently used our screen space towards the background, but this is kind of trapped in no man's land, so to speak, and it might cover up maybe positions you wanted to view, or maybe cover up some of the chart. And the solution of that is twofold, you could actually either minimize, much like you do with any other computer program you use, you can minimize this window or any that give you that display, and you'll notice it kind of started to disappear and fade towards this bottom-right corner. Now you'll notice this Tools in Use here towards the

bottom right. Once again, Tools in Use is extremely commonly used by folks. You'll notice it's going to go ahead and actually show us all of the different unique tools that we have pulled up. You've got the ability if you'd like to actually click out of these and have them closed, or you can go ahead and call up what you were looking for, in our case it was that specific trade ticket. That's one way that folks will go ahead and essentially have things not so front-and-center but maybe just a click or two away. The other way that that could be utilized is actually with what we referred to previously, which was the sidebar. So here this sidebar is this vertical column that's listed here. If you give it one click, what that will do is begin to expand this surface, almost as if like I had mentioned previously, it's kind of a tray, or an accordion I've heard it called. You've got the ability to kind of the hold the toolbar, drag and drop it over. And now once again, similar to minimizing, but a little bit different, you've got the ability to kind of have that hidden out of sight, and if you get kind of the inclination to move forward with that proposed trade you were considering, it's just one click away. Here it is resting, maybe you want to update that limit price, you know, save yourself four bucks or so, in our case, of buying ten shares, and preview and place moving forward, once again, if your analysis leads you to that conclusion. But I know for a fact many of our most efficient users of the program, at least in some form or fashion will utilize much what we had talked about, linking tools, sidebars, minimizing, Tools in Use,

you name it, the list goes on, but those are at least a few of those extremely common ones that I wanted to discuss.

The last thing I'll touch on, Nick, and then I'll get some of your comments, was the ability, as we had seen in the quotes, to add and remove different datapoints. We've also got the ability to do that within our positions or watchlist, much like we had done previously, you have the ability to right-click with your mouse, quickly either remove a column or add a column, but you'll notice this list is actually extremely robust. So there are a tremendous number of choices that you have at your disposal. It's why I like to really point out rather than just removing one, or adding one-by-one, I like to use this Manage button here, or this link in the top-right, by clicking Manage, you'll have the ability to add and remove columns. But rather than doing it one by one, you've got the ability to pick and choose a number at a time that you'd like to add. Perhaps you've already got Trade Armor selected, maybe you'd like to also include real-time analytics along with your notebook, would allow you to kind of keep tabs on positions maybe that you're looking at or that you already own.

Now as you check these from the available columns box, they will begin to go ahead and actually move over towards the selected columns box, here off

towards the right. You'll notice it's listed there towards the bottom. You have the ability to highlight this, of course, and you can use these arrows to move them around, which will change where they present themselves horizontally on your positions window. And you also will have the ability, I'm going to go ahead and hit Apply, you'll also have the ability here to scroll over towards what you had added, and very similarly click and hold and drag and drop all along that column header if you'd like it kind of more front and center and in plain sight.

Now having said that, Nick, of course, wanted to get some of your thoughts, maybe experiences that you have, or how clients that you have worked with will utilize the program as well.

Nicholas Delisse: Absolutely, Peter. And one of the things I want to point out, and just kind of building off of the layout that you already have, is again I just want to re-illustrate some things with the link too. So if you remember, everyone, Peter linked everything to gray, that default. And I want to talk about some of the differences between a lot of this linking. So I still have the sidebar that Peter had. I'm going to come over here to quotes, I'm going to add a new quote. I'm just going to delete this trade ticket that was over here, drop this quote box here, and then I'm going to link this quote box to Blue Tools. And

I'm doing this because we see, we have gray, gray, gray, and then this is blue over here. And the way this differentiates everything, as I can change this quote box, maybe we change it to RUT, for the Russell 2000, and if you notice this quote box changed, and this chart changed over here. Where if I then change this to, maybe we take a look again at Apple, that largest component in the S&P 500, APL, this doesn't change our blue link, this just changes the gray link. And that's that difference between the blue and the gray white traders, they might use one of the other is, maybe they have different tools they want to have talk with each other.

Now that said, one of the important aspects of being linked to default is if I come down here, and I've changed the positions page to a watchlist. I'm just using for example the DOW 30, the Dow Jones Industrial Average, and I'm even going to build on what Peter was saying. We just have symbols here. But I might know what all these symbols are, but I'm going to add in this description here, so we can see of course, you know, a description of what they are, so we knew Apple, Amgen, American Express, Boeing, Caterpillar, just all done alphabetically. But the palette at default, is if we come down here to Amgen, I'm going to right here double-click on this row. Well now we have Amgen, Amgen, then Amgen in the news, and of course what was blue didn't change. Double-click on American Express, everything is now AXP. Double-

click on Boeing. Everything is now Boeing, and so on. And this becomes very, very powerful, as a way to, if this is a watchlist that we have, maybe we've customized our chart to help give us different indications of when we might want to enter a position, this is based on a watchlist, or if this is your positions you're going through, when there might be signals to exit. Being able to very easily go through everything. And of course, this is designed in mind with being able to customize and see what you want with of course those different ideas we generate. And this works not just from your positions page, but maybe you have other tools pulled up. Like you have the filters tool, which began as another tool that goes very well over here on the sidebar, where you're seeing most active, so maybe we take a look at most actives, against across the Dow Jones Industrial Average, which is going to be something very similar to a watchlist we can see here, click on KO, click on IBM over here. Or if this was across the NASDAQ, or the S&P 500, we can very quickly use this for idea generation to plan our trades out to get an idea on is this something that we want to go through, as opposed to, as Peter was mentioning, typing in here APL for Apple, or MSFT, you save a lot of typing and a lot of clicking in that particular perspective, and of course, having everything linked together means that as we then come down to BA for Boeing, you know, another DOW component, I just changed this quote box, which then automatically changed the chart, automatically changed the news over here. We can of course hide

that sidebar away so it's not being displayed if we then don't want to see it. So some great little tips there that many traders that utilize Active Trader Pro might have missed from that particular perspective.

Now from here, I do want to jump into another very powerful tool; I want to jump into Trade Armor. And the way that you might access everything of course is coming up to Trade and Orders and then Trade Armor. So we see Trade Armor right here. But one other thing I of course want to mention before we shift away, so we pulled up Trade Armor. This then starts to mess up our desktop space. This isn't a tool that we have pulled up. And so I want to address, we come up here to Settings, in general. What many traders will utilize is this auto-save layout, they'll say, do not save changes. The reason being is if you automatically save your layout changes, well, if you've pulled up Trade Armor, if you've pulled up an options chain over here. As you've moved windows around, you go, well I really want to see this quote box a little bit better. Or maybe you've gone, you have multiple monitors, and you've right-clicked here, floated window to float it off your monitor, put it on a second monitor. You have everything just scattered around on your desk. Well if you have it automatically save your layout for you, you're going to come back to your desk, your desk is going to be everywhere. So with this, by having it default to do not save layout changes, well then if you leave your office, so to

speaking, you come back, and let's say we'll reload this, restore last save, you can see all of a sudden, now everything is just as we had it beforehand, with quote box, chart, news, and so on. And this is a very powerful aspect that we don't want to then have, we spent all this time customizing everything, we make some small changes, and then we have to spend all this time going back to what we had beforehand. So we'll keep this where we have it set at as that, do not save your changes, or you might leave it as prompt save your changes as opposed to automatically save your layout. If you have it on do not save, and you want to save changes, so come up here to layouts, test, save, I've created this as a test, or if this was a webinar, we can go and actually save that if we want to, or if we've made some changes, because we have different layouts for different things. You know, as Pater was saying, we have a portfolio monitoring layout, we have a different layout for a technical analysis, we have a different layout for an options trade. We might have different layouts, we can come here, and we can change this, maybe we save as, save it as a different-named layout, so we can keep what we had, and we can keep the new one that we have created.

So with that, I'm actually going to clear a lot of this out. I'm just going to bring up a blank layout that I already had, so it washes away everything there. And then I'm going to pull up our trade armor tool, which I think this is just a

powerful tool to help you plan your exit strategy that you might have. You can access it of course by coming up to Trade and Orders, and then coming down to, of course, Trade Armor right here. Now Trade Armor is also available on Fidelity.com. If you're going to trade, you know, account and trade in the top-left-hand corner, and then down to Trade, you can pull it up. But we do have it here within Active Trader Pro as well. Now one of the things with Trade Armor, of course, is as we then type in our symbol, this won't go any taller. This will only go wider from this particular aspect. So if we want to see more, we're going to have this take up more of our screen, we then come up here to Settings, General, and then zoom in a little bit more. So this is a little bit more visible to everyone out there in the audience.

So with that, Peter, why don't you kind of walk us through some of the different aspects of Trade Armor and kind of tell us about what it is.

Peter Janssen: Yeah, of course, no I'd be happy to, Nick. And whenever I've discussed Trade Armor with clients in the past, I've often once again kind of got that question, while why do I use Trade Armor if I have access to a chart, if I have access to news, et cetera, and well, it's really kind of that point right then and there. You essentially have the ability for one-stop-shop to combine not only a chart, not only some news, maybe a view of, you know, your positions

specifically. So let's go ahead and start off more or less towards the top left as I discuss this in greater detail. What you're going to notice is the chart will default to a three-month daily chart, which you're seeing there. You do have the ability to go ahead and change some of those times and frequencies to at least what is available and displayed, or I guess I should say, maybe prebuilt. Once you see those different displays, as Nick is pointing out for us, also to the right you've got the ability to change different support and resistance. Now it defaults to a 40-day, but of course there's ten, twenty and longer periods as well. That support and resistance is powered by Recognia, which is a third party that we partner with that provides a tremendous amount of technical kind of analysis work provided to our clients. And what they're going to display within this chart automatically, as you see here, are a few different lines. There we've got a blue line, which is representing where their algorithm's showing support. They also have a green line which is going to be showing potential resistance. And there's also that kind of golden or orange line, which is going to be showing a 52-week high. There's also a 52-week low that represents itself if we are on a frequency that would allow it. And of course, support and resistance can be helpful for maybe technical traders that are looking for potential pivots or maybe points of interest, if nothing more.

Now off towards the right is once again where I like to call it, kind of that one-stop shop. As you see, we've got news that's going to be listed here, once again, some of those latest headlines that are affecting Bank of America. You also have the ability at a glance to research, so on that next tab, if you click on research, what you're going to notice is, there dynamically, you're going to see the equity summary score that pulls up, much like we had seen in the quote, but a little bit different of a view on it, once again powered by StarMine, comprised of a composite score from independent analysts. You also have the ability quickly to view earnings and when those are expected, which here we can take a look and though is essentially coming up just this next week, as well as maybe what some of those consistent estimates were, highs and lows. Of course lastly you see there dividends which are all important for folks out there today, and you see dividends, it's going to tell you what the rate is, also how frequently they pay it. You know, do they pay it monthly, it is quarterly, maybe semi-annual for some other unique products as well as what that annualized yield is going to be. Much like we had stated previously, if you click on the View Details, which we won't need to do, but just stay with that theme that that will launch you to Fidelity's website, which is going to give you more of the history of that specific item that you're looking at, whether it's earnings, whether it's dividends, or even a bigger look into the analyst summary score.

Now, back on Trade Armour, I do want to go ahead and show also within this tool, Nick, if you change it back into maybe an ETF rather instead, folks, keep your eyes there towards the right, you're going to notice now that we're actually on a different type of product, this is SPY, of course, proxy for the S&P 500, it's dynamically going to change this tool and give us the basic facts, of course, on what that ETF does. This one's pretty straightforward, and also as Nick's pointing out, kind of what the top-five of the basket of holdings and what their weighting is. You also have distributions, much like dividends, but a little bit different terminology. So common question I would get from clients at times was I'm taking a look at a product, but it's not giving me the summary score, well, could be either that it's not actually covered there, or more than likely, you're looking at maybe a different product where it's going to dynamically give you different information. There is the ability to look at options for any of you that might trade options out there in the audience today. It's going to be a little bit more condense of an option chain view, but it can be helpful, especially viewing the ability to either buy calls or puts. You also have the ability to sell calls and puts, once again, depending on your options level, which you can level which you can learn more about on Fidelity's website. But here you've got the choice to take a look at different expirations for different products.

Now Positions is that last tab that I'll cover there. They're once again in that corner, and what this will do as you can see, determine if you have any open positions, and if you do not, it'll say that you currently have no open positions in this account. Nick, if you'll transition back to a position that we have in the test account, like Bank of America, look at all this information that's now displaying. You are going to have the ability to see open positions that you have. At a glance, you can see that you have five shares, what the value is, you know, what your cost was, as well as how it's doing today, for better or worse, and how it's done overall, or giving you that total gain and loss. Nifty thing about this tool is it also will incorporate different option positions that you have, so you don't actually have to type in the full options symbol for this to work. It's going to look for that kind of root symbol as it's called and pull the forefront any options that you might have surrounding that underlying specifically itself, it's also interactive as you can see off towards the lefthand side now, within the chart, you actually kind of see the green there, and that's going to go ahead and actually illustrate more or less what our gains have been, or if you go to a longer-term chart where the cost basis was, and also illustrate potentially where you have any different types of contracts, such as that C for a call contract, so it's a great way to not only look at the details, for positions that are either open, closed, or options related, but also visually within this chart, take a look potentially for maybe points of interest such as, you know, pivots,

support, resistance, and what have you. It's a great way to monitor and manage orders, whether they're ones that you currently own, as we see with Bank of America, or new trades that you are proposing getting into. Here at the desk we're real big on of course having kind of that risk-reward profile and managing risk. So Nick, why don't you talk to us a little bit about how you can actually use this tool to place trades and enact some of your thoughts moving forward.

Nicholas Delisse: So I'm just shifting this over from the two of you, on Bank of America to taking a look at this three-month view. Now, where you might actually queue up and set up a trade is simply coming here to trade. This then sets up this trade, and this actually is one of the big, big, big benefits of TradeArmor. We can then visually see where our trade is going to be placed. Of course, drag this up and down, but if we want to then have this as a buy or sell order, we can visually see this line across price where that might be.

Now the other aspect of this tool, is your ability to place a little bit more complex types of trades very easily. Like a bracket order, which is a one cancels the other type of order, or OCO order type. We can do this within Trade Armor without having to pull up our conditional trade ticket. This does a lot of things for us like defaulting one of the orders to a stop order, and the

other order to a sell, limit order that is actually having to change some of those different aspects that quick fills a lot of those particular tools. Now, with this, we can visually drag everything around. So we have our stop here that we might drag, and maybe we might want to say, down below, this support level that Recognia has algorithmically provided, or we can even visually look down and say, well we want it to be, we see it bouncing here, and that 43-and-a-half price level, or even further down is below that low red bar that we saw. Now doing this to solicit our stop order, and we can still change and move up and place our sell limit order. So the big thing about this, one cancels the other order, is if one order fills, if it comes down and hits our stop, it cancels our sell limit. Likewise if it goes up to our limit, we're able to ring that cash register, we're able to close out of our trade, it then cancels our stop order. That way we don't have the risk of both trades filling at the same time. And this can be problematic, of course, if you set them too close to each other, because you might then have a scenario of where it goes up, hits your limit price, you then sell it, and it drops down, if you're really close, it can then trigger a stop and it can also have another sell order. So you want to have a little bit of space between these, so there isn't a risk of them potentially executing at the same time.

Now, with this, as I'm able to drag this up here visually on this chart, and we see this is down in almost seven dollars from where the price is currently, well maybe you want to have this up seven dollars. Well we can actually key in a price here if we want to, but maybe we say, \$55 a share, we'll actually change this, \$42 and a half, make it stop exactly at 42-and-a-half and we'll change our other limit price to the \$55 a share that we have, and this is on a sell bracket is what we want, that upper is 55, and that lower is at \$42.50. So sell bracket is what we want, of course if we're short shares, buy-to-cover flips it for being short shares. Now, what else we have here, is we have this as a buy triggers a bracket order. Now, with this, as we're setting up this bracket, see we have five shares in the account, we can type in the quantity, and as we type in the quantity, well now just gives us our estimated gain and loss. That's of course based on that much, much lower basis of almost that \$21 a share that we already have in this account. Now if we were to change this over to maybe Apple, like we're talking about beforehand, well we don't have Apple in this account. So we can't really set up a one cancels the other order yet. So part of that trade planning process, maybe we might come up to trade. We'll use a buy triggers a bracket, the more complex OTOCO, a One Triggers, the buy triggers a one cancels the other type of order. We have this set right here. Change your quantity to ten shares, you can leave it at ten, or one, or a hundred, or a thousand, or really whatever we want in between. But as we

see, sets on this market order right here, well maybe we want to only purchase if Apple pulls back to 174 a share versus right where it's at now, so we can change this to a limit order, 174, and we can either make this good until canceled if you want, so this order will be good until we cancel. Same thing on this time and force that maybe you want, if our buy goes through, we want our bracket order to be good until canceled. You could drag this wherever we want, or maybe we drag this down here, this visually has this a little lower, drag our sell order up here. So that this will then set it for us so we can see this is about 5% down, 4.25% down, about 5.5% up. But we can change some of these defaults too if we want, coming up here to of course Settings, and then Trade. We click on stock defaults, we can change our default quantity. So actually fills in for us, the ten shares, the 100 shares, the whatever shares we want though. We can also set upper and lower prices, where we say on here, we'll do ten shares. We didn't want to change this to a percentage above, kind of percentage below, where we automatically set this as 3% higher, 1% lower. That way it automatically pre-fills those particular levels for us, for that three-to-one risk that we might be looking at. Of course percentage means that we're looking at a \$100 stock, or \$1,000 stock, we can use that same percentage where if we set it on a dollar amount, well then if we pull up a \$10 stock, we're going a dollar down, it's going to be very different, and then \$1000 stock going a dollar down. Of course, all this is customizable, however

we might want to place this, and so we'll change this default to 10, upper three, lower one, would apply. And maybe we shift this over to MSFT, Microsoft on here, we come to Trade, set this up as a buy triggers the bracket. We can see now automatically filled in 10 shares, setting up right about 3% up and 1% down for us, all in the interest of speed to make it easier, make it quicker for us to make those particular decisions.

Now again this is a very, very powerful tool to help you plan your exit, plan when you want to get out of your trade as part of that process on leveraging the different tools we have within Active Trader Pro.

Now another important tool that can help you make some of those trading decisions is actually the real-time analytics tool. There are many, many, many different ways we can pull that particular tool up to leverage its aspect, show us when there might be different signals, both on securities in our account, and securities across the market. Peter, is there anything you might want to add to the Trade Armor tool, or shall we go ahead and jump into the real time analytics tool?

Peter Janssen: No, I think we did a good job of kind of explaining that, and of course, we do with the trading strategy desk, numerous, kind of even 30-

minute sessions just on that tool, so of course, we could go on and on, but in the interest of time here since I know that we are starting to get towards the end, let me go ahead and grab that screen back from you for a moment, and let's jump into the real time analytics, which once again as you had mentioned can be extremely powerful for idea generation and the thought process essentially of being able to look into maybe different opportunities that you just didn't have the time or computing power to kind of go through one by one, as we had seen with the actual kind of flipping through charts, that even as quickly as we were able to do that.

Now of course we've got this busy screen, and I like to always say, we're going to go ahead and kind of clean things up. This is a good example of why you might want to actually have numerous layouts. You could have a layout just like this for essentially proposing a trade or perhaps looking into different positions through a watchlist. But as I begin to go ahead and get rid of these, this'll save you the actual time of actually having to kind of cancel out of all these different windows and then pull up what I'm referring to, with the stroke of a mouse you're able to go to layouts and perhaps change to one that might say something like, idea generation, or searching, or whatever you may call it, but utilize numerous layouts, two, three perhaps, it'll certainly save you some time.

But real quick, for this tool, it is real time analytics which can be found here towards the top-middle under Alerts, in real time analytics. Or, for some of you that might have actually take a look towards the bottom-right when I had discussed this Tools in Use functionality, that is what this icon is, if you actually click this little bullseye, that is another way that you can actually pull this tool up. And if you've ever been interested perhaps in what this tool will do, it's once again, going to go ahead and default to potentially some type of broader index. As I click here, you'll notice that you've got the ability to use this tool to scan for signals through either your positions and watchlists, just your positions or watchlists, as well as the S&P 500, S&P 100, or Nasdaq 100. So that is the theme of this is essentially being able to kind of focus or cast nets specifically on some of these different indices or holdings that you have interest in. You'll notice there's already some displays that you are seeing. The ones that are in blue are actually live. These are ones that have taken place or occurred today, and this is the computer telling us that this just happened, pretty much a second into the market at being opened, we've got a B-B to the upside, or perhaps a Bollinger Band Break, which we will talk about here in a moment. I wanted to emphasize that these ones in gray are essentially going to be anything that's expired, so wanted to make that distinction, common question that I get, why are some highlighted more actively? Are

those better or more important? No, it's just that timing component. These are kind of here today and live, whereas the others are expired. Anything you're seeing today will go to expired from yesterday, and these of course will fall off.

Now you can go ahead, and you'll notice there's two or more selected, you can change, you can either select all of these signals, but that might be a little bit heavy for our purposes here. I'll keep it somewhat lighter. But just notice that they do come down into a few different categories, be it price and volume signals. You've got the ability to look for maybe short-term opportunities, like different market or sector divergences, as well as different technical signals, once again for those technically inclined out there. And if you are not familiar with what some of these terminology mean, don't feel bad about that. You want to be able to implement this tool to click on the question mark, of course, and what that will do, just give you a quick highlight of what specifically, 13-up means. Well that's a 13-week high or low that the scan is pulling for. Same with the technical signals. That's another reason I like this tool, Nick, is that not only are you letting the computing power kind of do all that heavy lifting for you and giving you results, but you also have the ability to kind of simultaneously learn about some of either these indicators, or perhaps maybe

with some other professionals, or money managers are actually looking at themselves.

So I'm going to go ahead and just add a handful of these for illustrative purposes, and when we do that, I'm going to click Apply here towards the bottoms. Also wanted to call out, you've got this ability to learn more about the methodology here for identifying these signals, which you certainly want to take a look at. But real quick as an example if we hit Apply, first what I'm seeing downwards, going to give us this B-B or Bollinger Band, bands are kind of in that price envelope, so essentially you've got this quick sentence or two to learn more about a potential opportunity. Lastly, once again with that learning aspect, you've got the ability here to actually click Chart, and what that's going to do is it's going to seed a new chart for us, it's going to automatically add the indicator that they're referring to, and it's going to kind of illustrate what had happened, and what this is representing is that this band that you're seeing kind of in this shaded area, well the trading range is kind of outside of that band. So real quick, that's just an example of how some of these tools can be used. I know we're a bit pressed for time, and I wanted to save just a minute or two for any questions, but Nick or Trey, any thoughts on this real quick?

Nicholas Delisse: One real quick thing I want to add while Trey then pulls up some of those common questions that were posed to us during the session is if you actually pull back up a positions page, or you pull back up a watchlist, you can actually add a column that is real time analytics on that column. And so as we see, this can be a great way to, there's something in our account, C, Citi Group, they're showing that B-B down on there, that there's actually a real-time analytics up event that occurred on our positions page, if we pull up the Dow-30 watchlist we have, and we can see of course there are events that occurred within that watchlist to help us make trading decisions.

END OF AUDIO FILE

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