

Investment Trends: CMC Markets ‘Australia’s most recommended stockbroker’ for second year

SYDNEY, February 18, 2014: CMC Markets Stockbroking (part of CMC Markets Group) has been awarded ‘*Best Value for Money*’, ‘*Best Brokerage/Cost*’, ‘*Best Functionality of Website*’, ‘*Best Ease of Website Navigation*’ and ‘*Best Charting*’, in the Key findings of the Investment Trends 2013 Second Half Australia Online Broking Report.

For the second year, the newly released findings also show that CMC Markets Stockbroking retains the highest net promoter score (NPS) in the industry, maintaining the company’s benchmark as [‘Australia’s most recommended stockbroker’](#).

Andrew Rogers head of CMC Markets Stockbroking attributes the NPS rating, where existing clients positively recommend the company to other traders, to capturing 15% of Australia’s new investors.

Renowned for investing heavily in technology, CMC Markets Stockbroking provides even the most demanding frequent traders with all the tools they need to trade successfully and generate wealth. Underpinning this sentiment is CMC Markets Stockbroking’s Active Trader platform (upon which the [Frequent Trader Program](#) is based), which ranked the number one variation in selection drivers in the new report.

The new report gave the nod to specific areas that CMC Markets aim to promote and educate clients on.

Rogers says, “Our business strategy to gain frequent trader market share is supported by partnerships, which give our clients access to ground-breaking technology traditionally found on professional-only platforms.”

“CMC Markets Stockbroking was first to market in Australia with the *Screener*, in turn offering our clients star-rated reports on ASX and global stocks. We provide Trading Central’s live technical analysis, plus portfolio management and tax tools by Sharesight, which significantly reduce administrative tasks and reduce the burden of taxation returns.

Rogers acknowledged the current Investment Trends report didn’t reflect their capabilities in tax reporting and stock recommendations due to timeframes and because there is a need to raise greater awareness of their availability with the client base.

“Once our clients start to understand the powerful potential of these tools I am confident we will see a significant increase in customer satisfaction in this area, to increase our foothold further with frequent traders”.

Overall the new Investment Trends findings show that CMC Markets Stockbroking strongest brand attributes are ‘value for money’, ‘customer focussed’ and ‘innovative’.

The findings also show that investors continued focus on lower cost and best value have resulted in CMC Markets Stockbroking strengthening its market position to increase primary share.

Rogers builds on this further, “Despite lower brokerage rates being a huge draw card, many self-directed investors ‘poised’ to switch have not taken the plunge because of the lengthy manual administrative tasks involved – that’s all about to change.”

“Through our partnership with Sharesight we’ve unlocked the switching process by automating processes such as importing trading history, tracking the number of trades and holdings and providing an automatic investment accounting solution (via Xero), to enable investors to share portfolio access with their accountant for taxation and accounting purposes,” says Rogers.

Looking ahead, CMC Markets’ dedicated in-house IT experts plan to offer more proprietary technology to its stockbroking customers over the next 12 months – yet another clear signal to Australia’s self-directed investors that best platform, features and tools *are* attainable alongside best value.

Ends.

About Investment Trends 2013 Second Half Australia Online Broking Report

The results are drawn from the Investment Trends 2013 Second Half Australia Online Broking Report, based on an in-depth study of 13,096 Australian investors from 6 November to 22 December 2013. This is the largest known study of online retail investors in Australia.

About CMC Markets Stockbroking

The CMC Markets Group, a leading independent financial services provider, offers a range of investment products and investment tools including Contracts for Difference (CFDs), shares, options, listed managed investments, warrants, interest rate securities. In 2007 CMC Markets launched its broking service, CMC Markets Stockbroking, which is now one of the few remaining non-bank aligned, online stockbrokers in Australia. CMC Markets Stockbroking is a participant of the ASX Group and is regulated by ASIC in Australia.

For more information about CMC Markets, please visit www.cmcmarkets.com.au