How do I find advanced tools for Investing: Audio Script

[Music in background throughout]

[Merill® logo on screen throughout]

On screen copy:
How do I find advanced tools for investing?

[Speaker sitting at a desk with laptop open.]

On screen disclosure:
Please see important information at the end of this video.

You opened a Merrill Edge Self-Directed® account because you want to make your own investing decisions. But everyone can use a little guidance when it comes to finding the tools you'll need along the way.

So if you've been trading on your own but want to take your investing to the next level, or maybe you're an experienced trader who’s new to the site, this video is for you.

I’m going to show you on my screen where to find research and tools on MerrillEdge.com and the Merrill Edge app, so you can be a more dynamic investor. Sound good?

Okay, these are your dynamic insights.

[Dynamic Insights page]

It’s a page that really cuts through the clutter, and you can get here from anywhere on MerrillEdge.com by clicking here on the nav bar.

The top of the page is all about your holdings and portfolio, a great place to start.

[Asset allocation and Portfolio Performance sections are highlighted on screen.]

As you scroll down, you’ll see how the market is doing, plus trends and the latest news.

[Market Performance, Global Research Highlights and Major Economic Events sections are highlighted on screen.]
Click on any box to get more information and links to full articles, charts, and insights that you might want to act on.

Another place to get inspired is in the “Idea Builder.”

You can explore investing themes and learn about global trends that are transforming our world.

You’ll find prescreened lists of stocks based on different themes from Global Research and others, complete with ratings from industry experts.

And when you find a stock you’re interested in, you can click on it and see more about that stock and make a trade right here, or dig deeper into any of the research data.

Or you can check out the stock’s story and see the important information summarized in chapters.

This chapter shows what’s driving the share price in clear, visual ways.

A couple of chapters later, you’ll find analyst ratings and price targets for forecasting the short, mid and long-term outlook.

Of course, if you’re looking to chart trends for yourself, expand the “Trade” tab and you can access Merrill Edge MarketPro; it’s next level stuff.
Merrill Edge MarketPro is a fully customizable, active-trading platform with real-time streaming market data and insights.

There are powerful tools for analysis and trading, you’ll find all sorts of resources and videos for learning how to use them.

And with the Merrill Edge app on your mobile device, you’ve got access to your portfolio’s performance, the ability to transfer money, and much more so you can research and trade from anywhere.

Find exactly what you want faster by setting watchlists. And you can trade stocks, ETFs, mutual funds, and options, all within the app.

And if you need it, help is just a click or call away.

So there you go. Whether you’re looking for investing ideas or are ready to make trades on the go, now you know you’ve got the tools you need.

Thanks for watching, and for choosing Merrill.

What would you like the power to do?
On screen disclosures:
Investing involves risk. There is always the potential of losing money when you invest in securities.

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