

TradeUP Securities: Empowering Retail Investors with Innovative Technology and Decades of Experience



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There are currently over **410,000 brokerage firms** in America offering a range of financial services. However, as more and more ordinary citizens start trading, the brokerage firms that succeed will likely be the ones that empower retail investors by offering cutting-edge access to the market.

Around **\$362 billion in daily volume** is traded on exchanges in the United States, with **58% of adults** holding investments in the stock market.

Retail investors held **52% of all assets under management (AUM) in 2021**; a number that is expected to increase to 61% by 2030. However, as the number of retail investors increases, there is an ever-growing need to establish the proper infrastructure to support them. The World Economic Forum (WEF) has called for the financial sector to better hear the voice of these everyday investors. The WEF called for more robust technology, including trading platforms that are better able to facilitate retail customer access to markets.

Stock brokers can help retail customers with everything that is involved with the mechanics of executing a trade. Technological developments have given stock brokers even more capabilities. These include the **use of online apps to facilitate trading**, as well as real-time market monitoring and faster transaction times. Apps that facilitate trading saw their **best year yet in 2021**, generating \$22.8 billion in revenue and having a record 130 million users.

Building New Solutions With Decades Of Industry Experience?

TradeUP Securities, Inc. looks to be an innovative brokerage company that provides support for the retail community. It has over thirty years of experience brokering market deals and empowering retail investors to build their global portfolios. It achieves this through its financial services, as well as its online trading platform and mobile app, "TradeUP".

The firm provides its proprietary TradeUP platform to investors so they can trade anytime, anywhere. TradeUP maximizes trading flexibility as it is available through the web as well

as through the TradeUP app for mobile and desktop. The platform includes multiple customized services such as in-depth charting and analysis, a suite of indicator and drawing tools, and a rapid order entry feature. The platform also allows extended trading from 4 AM to 8 PM EST.

As a broker-dealer firm that has been operating in the market for decades, TradeUP Securities has reportedly capitalized on numerous advancements in technology. It goes beyond the services of a traditional brokerage firm and offers innovative services for retail investors to stay on top of a constantly shifting market. The firm has lowered the barrier to entry for retail investors by offering commission-free trading for equities, exchange-traded funds (ETFs) and options. It also has a flat annual margin interest rate of 1.99%, which TradeUP says is the lowest rate among all \$0 commission brokers.

The firm is affiliated with US Tiger Securities Inc., a leading equity underwriter. Along with US Tiger Securities, TradeUP Securities is able to provide a primary-access service to the markets, allowing exclusive subscriptions to initial public offerings (IPOs) and special purpose acquisition companies (SPACs).

TradeUP is a self-clearing firm, with around \$4.5 billion in assets under management (AUM). Its self-clearing capabilities cut out any intermediary clearing houses, allowing TradeUP to provide full settlement and stock lending services, all in-house.

TradeUP provides its integrated brokerage services as a member of the New York Stock Exchange (NYSE), the Options Clearing Corporation (OCC) and the Depository Trust and Clearing Corporation (DTCC). TradeUP is regulated by both the Securities and Exchange Commission (SEC) and is a member of the Financial Industry Regulatory Authority (FINRA). Retail customer assets are protected by the Securities Investor Protection Corporation (SIPC), of which TradeUP is a member firm.

Through its suite of in-house services and with a platform powered by cutting-edge technology, TradeUP is able to offer its innovative approach to traditional investing that serves new and seasoned investors alike.

Want to learn more about TradeUP Securities, Inc.? **Visit its website** at tradeup.com.

This article was originally published on Benzinga [here](#).

TradeUP is a feature-rich mobile trading application designed for investors to access equity markets and build global investment portfolios. By leveraging our innovative technology, users may seize investment opportunities anytime, anywhere. Brokerage services in TradeUP are offered by TradeUP Securities, Inc. which is a broker-dealer registered with the SEC and member of FINRA and SIPC. You may check the background of TradeUP Securities, Inc. FINRA's BrokerCheck

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