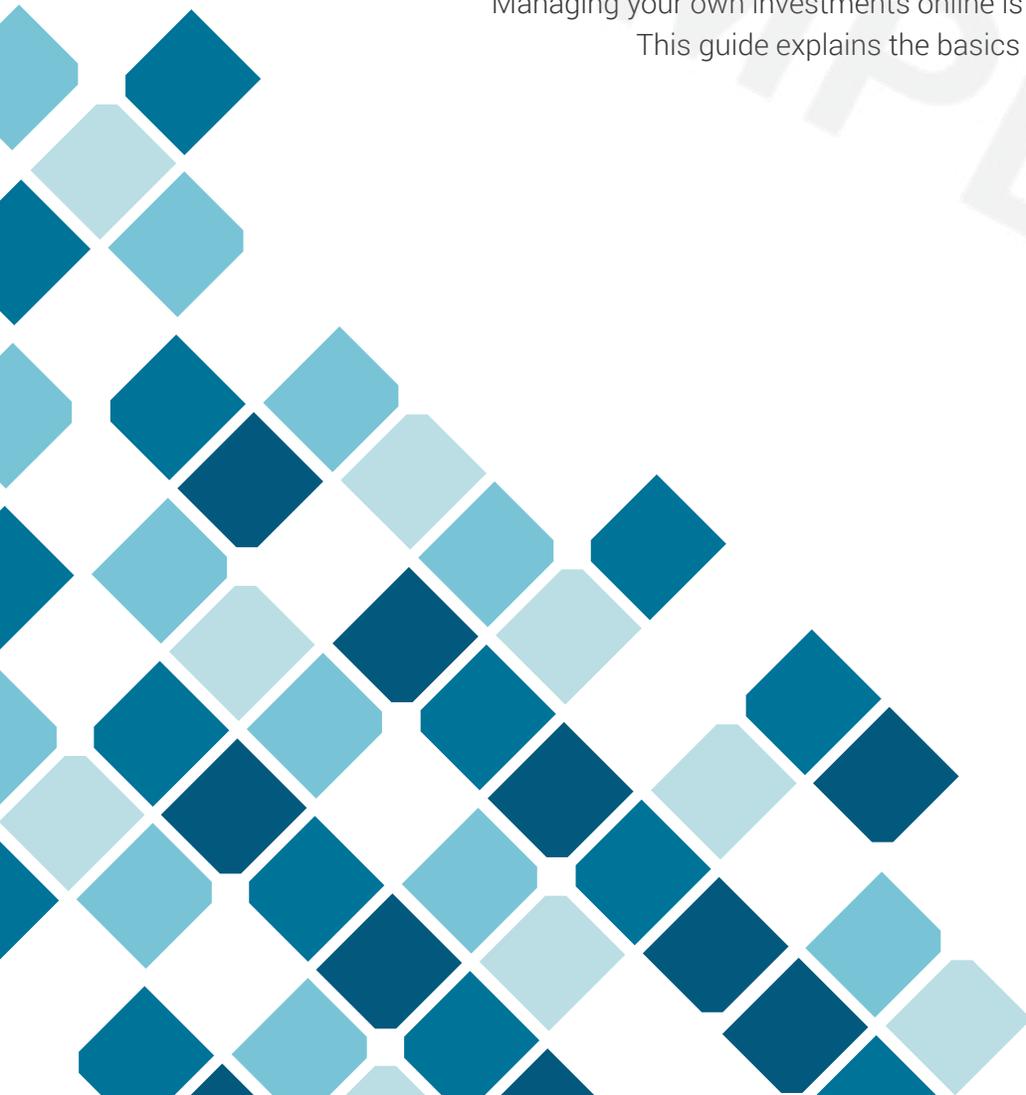


# A beginner's guide to investing online

Managing your own investments online is simple, convenient and affordable.  
This guide explains the basics and shows you how to get started.



# A beginner's guide to investing online

Managing your own investments online is simple, convenient and affordable. The best of Canada's online brokerages offer low commissions, easy-to-use trading platforms, plus planning and research tools to help you make well-informed decisions.

You don't need to be a financial expert in order to join the ranks of self-directed online investors. You simply have to be serious about taking control of your investments.

You can learn the basics quickly, but start investing gradually. You could begin with a small portfolio, or transition a portion of your investments to an online account. Then, shift more of your investments online as you gain experience and confidence.

Although specific investing advice is not part of the service, online brokerages provide extensive educational resources to help you build your investing knowledge. And with a phone call or email, the brokerage's customer service representatives should be able to answer any question, or resolve any issues.

## This guide covers:

- Benefits of online investing
- Costs
- Types of accounts
- How to open an online investing account
- How to plan and set goals for your portfolio
- How to discover investment ideas
- How to evaluate stocks
- How to place trades
- How to monitor companies and the markets
- How to review your investments

# Benefits of online investing

- **Low cost:** low trading commissions and fees, so you can keep more of your money invested and working on your behalf
- **Control:** you're in charge of your investments, which is a good thing, since no-one wants to see your money grow as much as you do
- **Convenience:** with just a few clicks or taps, you have immediate access to the markets and to your account details, any time; receive alerts to your smartphone or desktop email when stock market events or price changes occur
- **Speed:** your trade orders are executed and filled rapidly
- **Choice:** access to a wide range of investments to fulfil your portfolio goals, including U.S. and Canadian stocks, exchange-traded funds, bonds, options, mutual funds, GICs and more
- **Information:** access to research tools and analysts' reports, along with the latest company, market and economic news

**Download the full guide at Qtrade Investor**



For help with getting started with stock trading, please speak to one of our investment representatives. Call **1.877.787.2330** or **604.605.4199**, or send an email to [info@qtrade.ca](mailto:info@qtrade.ca).