



SNAPSHOT: “Online Brokerage Research”

Visit [CapitalOneInvesting.com](https://www.capitaloneinvesting.com) (formerly known as ShareBuilder), which is one of the most popular online brokerages for young people getting started with investing. Select “New to Investing” or “Why Choose Us” and find 6 things that are interesting to you. Then prepare 6 bullets summarizing what you found on a PowerPoint slide and email as an attachment. Use your formatting skills (no B&W slides, please).

THINK CRITICALLY

Handwrite your responses in the space below; 2 sentences each.

1. What is the difference between the primary market and the secondary market for securities?
2. What is an IPO? What is its purpose?
3. How does buying stock on a securities exchange differ from buying in the over-the-counter market?
4. List the steps in a buy transaction on a stock exchange.
5. List three advantages of direct investing.
6. What services do investors receive from a full-service broker?

