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Brokers urged to be more transparent to build trust with traders

VertexFX, the global technology provider, is urging brokers to be more transparent in order to maintain the trust of their traders.

DUBAI, UAE, July 26, 2016 /EINPresswire.com/ -- VertexFX, the global technology provider, is urging brokers to be more transparent in order to maintain the trust of their traders.

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>
> *Akram Major, CEO of Hybrid solution*

Among all the markets, forex trading is probably the one that requires the highest level of transparency, especially as more and more trading goes online. Now that electronic trading has become the norm and that interactions between participants are virtual, it is essential for brokers to be totally honest in order to strengthen the trust in the relationship they have built.

Several reports highlight the importance of moving towards a more transparent structure to regain customers’ trust and to avoid changes from regulators. Forex exchanges have and will continue to be under the spotlight as regulation remains the key theme for 2016.

There are a number of important attributes traders seek in a brokerage but the foremost is trustworthiness and choosing the right platform can go a long way to winning the confidence of traders. So for example, proactive, automatic system messaging that keeps traders up to date about any technical issues; so if there are delays or if they are disconnected, helps build trust.

Akram Major, CEO of Hybrid solution, the software house behind VertexFX, said “When choosing a trading platform, brokers are more and more looking at the safety and the transparency of the platform. We take our responsibility very seriously and we think carefully about what we develop, scrutinising all requests. If we feel that something could be used inappropriately, we will not develop it.

“With VertexFX Trading platform, traders can trade easily with the dealing room without fear of non-transparent actions. And, we are always working to improve the platform and to make sure it always meets the brokers and traders’ needs.”

The latest version of VertexFX trading platform ensures brokers are even more secure and transparent, thanks to the back office bridge that enables brokers to perform auto hedging with a pool of Liquidity Providers. New scripting languages have been developed for all charts and enhanced API capabilities have been added. But the main innovation is the vstore, VertexFX’s own apps store that gives independent developers the opportunity to offer their VertexFX plugins to others traders and brokers.

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