Parity Outcomes Launches Options Builder for Protecting Stocks and ETFs

Parity turns options into clear choices about how much downside to protect, how much upside to keep, and the tradeoffs that come with each.



Parity Outcomes, Inc. -- Self-directed software for modeling options-based outcomes on stocks and ETFs.

KNOXVILLE, TN, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Parity Outcomes, Inc. launched a self-directed platform today that helps individual investors model options-based outcomes for stocks and ETFs they own or are considering.

Access to buying stocks and ETFs has expanded sharply. Protecting those positions remains confusing, expensive and out of reach. Listed options can limit how far a position falls, but strikes, expirations and premiums make the tradeoffs hard to compare. Parity starts with how much downside an investor wants to protect and how much upside they're willing to give up, then shows what that costs at current option prices.

The platform models three common structures for 100 shares of an eligible stock or ETF. All figures apply at expiration, if the position is held until then:

Collar: Sets the most an investor can lose and the most they can make, by buying a put for protection and selling a call to help pay for it.

Buffer: Absorbs the first portion of a decline. Losses resume beyond the buffer, and gains are limited in exchange.

Covered Call: Provides an upfront payment in exchange for selling a call. That payment cushions a decline but does not stop one, and gains above the call strike are given up.

There is no free protection. Parity shows what each structure protects, what it caps, when it

expires, and what it costs. Users place any transaction through their own brokerage. Parity does not hold assets or submit orders.

"Diversification should be the foundation of any portfolio, but it has limits," said Grayson Niehaus, CFA, founder of Parity Outcomes. "It can mean selling something you genuinely want to keep. And in a broad decline, assets that normally behave differently may fall together."

Parity is built for investors putting cash to work, holding concentrated or employer stock positions, or starting out and wanting clearer limits from the beginning. The tools also help investors explore protection for existing holdings, alternatives to traditional fixed income and strategies tied to retirement or another financial goal.

Outcome modeling is available without an account. A free account adds Find Outcomes, which lets investors search by maximum loss, target gain, buffer, downside cushion or investment amount, then compare matching modeled strategies across stocks and ETFs. Connecting a brokerage account is optional and adds options data on positions already held.

Trade Builder provides the specific option contracts needed to build a modeled strategy. Package estimates use two pricing modes: Midpoint, which uses quote midpoints, and Executable, which assumes buying at the ask and selling at the bid. Comparing them shows how pricing assumptions affect the modeled results. API Access is also available for integration into other applications.

Parity supports 4,000+ U.S. stocks and ETFs with listed options, with the list updated as options become available or unavailable. Each structure is presented on a 100-share basis because standard equity option contracts represent 100 shares.

Investors seeking personalized guidance may separately engage Parity Investment Management, LLC for advisory services. Chat, phone and video sessions are available, as are ongoing advisory relationships.

Parity Investment Management, LLC is a Tennessee-registered investment adviser under common ownership with Parity Outcomes. The companies are separate legal entities providing different services. Advisory services are available only where Parity Investment Management is authorized to provide them.

ABOUT PARITY OUTCOMES, INC.
Parity Outcomes, Inc. is a financial technology company based in Knoxville, Tennessee. Its self-directed software helps people understand options-based investment tradeoffs in plain English.

Parity Outcomes does not provide personalized investment advice, determine suitability, place or route orders, execute trades, or hold customer assets or funds. Parity Outcomes is not a

registered investment adviser, broker-dealer or custodian.

Options involve risk and are not suitable for all investors. Modeled outcomes are estimates based on available option pricing and dividend forecasts, assume the structure is held to expiration, and are not guarantees. Actual execution prices and results may differ. Parity does not provide tax advice.
Nothing on the platform is a recommendation to buy or sell any security.

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