



Comforting Information about Vision for our Valued Clients

At a time when many brokerage firms are financially challenged with an uncertain future, Vision Financial Markets may be an alternative for commodity/stock brokers and their clients! Below are some of the reasons we believe why:

- Vision does not leverage its balance sheet or engage in any proprietary trading, so what you see is really what you get.
- **Bigger is not necessarily better, particularly with many illiquid and difficult to price investments on many big firm's books that may cause stress and have a negative impact;**
- Vision is a fiscally conservative, well run and singularly focused company. **Our only investments are in upgrading our systems and staff to provide better services to our brokers and their clients;**
- By being privately held, there is no pressure on Vision to hit target numbers or grow at a certain rate;
- Vision does not have to take unnecessary risks to appease shareholders, analysts, or private equity investors;
- Vision's owners are personally and deeply involved in the business on a daily basis;
- Vision's owners have a substantial amount of their net worth invested in the firm;
- Vision is an old fashioned customer centric focused firm (a diminishing breed);
- Everyone at Vision from the Chairman down to the clerk in the mailroom is singularly focused on servicing our customers;
- Vision made the decision years ago that it was comfortable making its money in the manner that was once the traditional way in the brokerage business: only from commissions, fees and other income. We have never put our capital at speculative risk;
- **We would argue that our current base of \$30 million net capital number is quite substantial even compared with many firms with a capital number in the billions!! One Reason: Based on regulatory net capital requirements our capital ratio is significantly higher than many of our peers;**
- Doing business with Vision means having access to key decision makers at the highest levels of the firm;
- Clients of Vision do not spend days or weeks trying just to find out who can help them get the right answer;
- We operate without bureaucracy or red tape at Vision (other companies may claim this, but generally come up well short in this important service category!); and
- **Vision is large enough to provide the capital level, products and services our clients need, but small enough to stay true to its roots of being completely customer focused and service oriented.**

www.visionfinancialmarkets.com

Trading futures and options involves substantial risk of loss and is not suitable for all investors. Past performance is no guarantee of future results.