

# Electronic Execution Services

A Partnership Designed for Your Needs

Transparent solutions focused on the execution goals of our clients

- A full suite of algorithmic strategies
- Pre- and post-trade analytics
- Venue and routing analysis
- Strategy customization
- Real-time liquidity profiling
- Execution research and analytics

## A Transparent Process

In an increasingly fragmented equity marketplace, it is becoming more and more difficult to understand where and how orders are executed once they've been turned over to a broker. Baird's Electronic Execution Services group helps demystify the process by providing full transparency into our routing and execution venue choices. Acting in an agency capacity, our focus is on best execution rather than internalization. We provide routing to a broad list of lit and dark venues and will work with you to customize routing logic to meet your liquidity preferences.

## Focused Execution

Providing clients with superior execution quality is our sole focus. Baird has no dark pool of its own nor a proprietary trading desk, so we have no ownership interest in execution venues.

## Custom Analytics

You need to understand how your brokers are helping you meet best execution obligations. To this end, Baird provides TCA and liquidity-sourcing reports that help you

drill into the performance of your trades. And because different trading objectives require different analyses, our team customizes its approach where applicable to align our analyses with your unique profile. Our seasoned trading desk will work with you to optimize your execution strategies based on these insights.

## Quality. Consistency. Partnership. Baird.

Established in 1919, Baird is an employee-owned, privately held wealth management, investment banking, asset management and private equity firm with more than 200 offices and 5,100 employees in the United States, Europe and Asia. We have more than \$405 billion in assets for clients worldwide.<sup>1</sup> Since 2004, Baird has been recognized annually as one of the *Fortune* 100 Best Companies to Work For®.

To learn more about Baird's Electronic Trading expertise, contact our specialists today.

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