

Baird Electronic Execution Services – Key Differentiators

Baird believes in a holistic approach to execution services that focuses on the integration of high-touch trading experience, bespoke algorithmic routing solutions, and top-tier client service. What is the goal? To empower Baird's client base through a unique blend of human insight and technological expertise and to act as a true partner and consultant that can produce consistent best execution results.

Key Differentiators

- Baird offers high quality client service, recognizing that each of our partners has a unique investment profile and set of execution objectives
- Baird employs a fee-agnostic, agency model uncomplicated by dark pool ownership or proprietary trade desk conflicts
- Baird functions as an extension of the buy-side trade desk, providing in-depth equity execution consultancy
- Baird consultancy, in its simplest form, proposes sophisticated workflow solutions and flexible routing adjustments to multifaceted execution needs in an efficient time to market
- Baird has an extensive small- and mid-cap electronic product offering complementing the firm's existing research and high-touch execution expertise in the space

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 over 5,300 employees in the United States, and Europe. Baird has more than \$490 billion in client assets worldwide as of December 31, 2024. Since 2004, Baird has been recognized annually as one of the *Fortune* 100 Best Companies to Work For®.

Baird Solutions

- A full suite of equity strategies with routing logic optimization embedded into the algorithmic framework to help maintain performance objectives for varying liquidity profiles and market conditions
- Proactive order analysis resulting in actionable execution insights and real-time algorithm customization, ensuring a constant focus on best execution
- Fully transparent and specifically tailored pre- and post-trade reporting, transaction cost analysis, and venue routing breakdown

A Renowned Equities Platform

Investors and decision-makers rely on Baird for comprehensive, continuous service, execution and expertise, and we take that trust seriously. It's why our trading, research, sales and corporate access services have garnered recognition from industry participants and organizations for more than 20 years.

Contact Baird Electronic Execution Services at 414-765-3845 or ElectronicTrading@rwbaird.com with any questions. Or reach out to one of our specialists below:



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