



Hammerstone Markets
October 10th, 2019
Patrick Burke Presenting

QUALITY NEWS SOURCES:
MAKING TRADING DECISIONS IN TURBULENT
MARKETS

WHAT IS HAMMERSTONE MARKETS?

The Hammerstone Institutional Market Feed has been a vital trading desk tool since 2001, currently aggregating financial news and analysis to over one thousand subscribers on both Wall Street's buy and sell side.

www.HammerstoneMarkets.com



About Us:

Hammerstone's team of analysts scan, digest and process the massive amount of news, data and noise inundating today's trading desks to produce a fast, clean and trusted alternative breaking news source.

We are staffed by traders, portfolio managers, and analysts, who quickly analyze market situations and, if applicable, give immediate context with insight not available to other news outlets via FINRA compliant messaging platforms.

Hammerstone's "speed to news feed" is unparalleled among financial news aggregators.

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WHAT TYPES OF INVESTORS NEED BREAKING/CURRENT FINANCIAL NEWS INFORMATION?

Those that do not:
Long term investors

Those that do:
Wall Street trading
professionals, self
directed traders,
proprietary traders

WHAT DOES A LIVE FINANCIAL NEWS FEED OFFER TRADERS?

Institutional News
Landscape:

Bloomberg, Bloomberg,
Bloomberg & everyone
else.

- Barriers to Entry
- Advantages and Disadvantages

WHAT DOES A LIVE FINANCIAL NEWS FEED OFFER TRADERS?

Retail News Landscape:

Low Cost or Free

Overwhelmed vs.
Underwhelmed vs.
Just Right

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THE ANATOMY OF A NEWS ITEM & HOW IT AFFECTS DIFFERENT TRADERS

Short Term

Medium Term

Long Term

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WHAT SHOULD A TRADER LOOK FOR IN A QUALITY NEWS SERVICE?

Objective Sources vs.
Subjective Sources

Trustworthy/Vetted

Timeliness/Speed

Contents

Context & Ideas

ALL IN ONE VS. NEWS ONLY

Types of News Sources:

- The Major News Outlets
- Wall Street Banks & Brokers
- Alternative Sources
- Gov't Regulators/Agencies
- Trading Desk Chatter

The Aggregator:

- Ties all sources into one

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