

CHOOSE MORE

THANKS FOR LETTING US SHARE OUR MISSION AND VALUES WITH YOU IN 2013. IF WE'VE ELEVATED YOUR EXPECTATIONS AND YOU'RE LOOKING FOR MORE FROM YOUR BROKER, CHOOSE US IN 2014.



INDEPENDENT. OBJECTIVE. RELIABLE.

DANIELS TRADING IS AN INDEPENDENT FUTURES BROKERAGE FIRM LOCATED IN THE HEART OF CHICAGO'S FINANCIAL DISTRICT. ESTABLISHED IN 1995, DANIELS TRADING IS BUILT ON A CULTURE OF TRUST COMMITTED TO THE FIRM'S MISSION OF INDEPENDENCE, OBJECTIVITY AND RELIABILITY.

Daniels Trading
INDEPENDENT. OBJECTIVE. RELIABLE.
ELEVATE YOUR EXPECTATIONS.
Visit danielstrading.com or call 800.800.3840 today.

LET FREEDOM RING

WE ARE PROUD TO BE INDEPENDENT, OFFERING YOU THE FREEDOM AND FLEXIBILITY TO CHOOSE THE TECHNOLOGY AND CLEARING ARRANGEMENT THAT'S RIGHT FOR YOU, WHILE PROVIDING THE BEST RESOURCES AND PERSONALIZED SUPPORT YOU DESERVE.

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OBJECTIVE GUIDANCE. OBJECTIVE SOLUTIONS.

AT DANIELS TRADING, YOU WILL ALWAYS FIND US INFORMED, OBJECTIVE AND RESPECTFUL IN THE GUIDANCE WE PROVIDE. WE'LL WORK WITH YOU TO PROVIDE SOLUTIONS THAT ARE TRULY THE "BEST FIT" FOR YOU. THE RESULT? BALANCE, WITHOUT BIAS, AGENDAS OR CONFLICTS.

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YOU CAN RELY ON US.

DANIELS TRADING BELIEVES THAT RELIABILITY IS CRUCIAL TO ATTAINING CLIENT SATISFACTION. YOUR CONFIDENCE IN OUR RELIABILITY, REINFORCED THROUGH EVERY INTERACTION, WILL BRING YOUR SATISFACTION TO NEW HEIGHTS.

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RISING, FROM A FOUNDATION OF TRUST...

A NEW FRONTIER FOR FUTURES BROKERAGE IS EMERGING AND DANIELS TRADING IS LEADING THE WAY. WE HAVE ALWAYS HAD A CULTURE FOCUSED ON TRUST, AND IN TODAY'S WORLD, THAT CULTURE OF TRUST HAS NEVER BEEN MORE RELEVANT.

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**LISTEN FIRST
TALK STRAIGHT
DEMONSTRATE RESPECT
CREATE TRANSPARENCY
CLARIFY EXPECTATIONS
MANAGE RISK
DELIVER RESULTS
EXTEND TRUST**

AT DANIELS TRADING, WE DO NOT SIMPLY SETTLE FOR "GOOD SERVICE". WE HAVE DEVELOPED OUR OWN SERVICE PRINCIPLES AND THEY DRIVE OUR ACTIONS AS WE WORK WITH YOU. FAR FROM JUST WORDS, THEY ARE OUR CODE, AND VITAL TO THE VALUE YOU RECEIVE FROM OUR RELATIONSHIP.

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CREDIBILITY

CREDIBILITY IS DRIVEN BY CHARACTER & COMPETENCE. THESE PRINCIPLES ARE AT THE CORE OF WHO WE ARE. WE BELIEVE EVERY INTERACTION IS AN OPPORTUNITY FOR US TO DEMONSTRATE OUR CREDIBILITY TO OUR CLIENTS.

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NO WEAK LINKS.

AT DANIELS TRADING, OUR GREATEST ASSET IS OUR PEOPLE. LIKE THE LINKS OF A CHAIN, WE SUPPORT AND RELY ON ONE ANOTHER. WITH US, YOU'LL FIND NO WEAK LINKS. TOGETHER, OUR COLLECTIVE STRENGTH WILL ELEVATE YOUR EXPERIENCE AS A CLIENT.

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KNOW WHY.

STATED SIMPLY, WHY YOU CHOOSE US IS WHY WE MATTER. HERE'S A SMALL SAMPLING OF WHY OTHERS HAVE CHOSEN DANIELS TRADING.

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- Brad Forbath, #8** "I chose Daniels Trading because they treat you like you are the owner. They cater to the level of each individual trader. It would be hard to say what I don't like about Daniels Trading. Nothing. What does it take to say 'I want to be on the Daniels Trading team and their services'?"
- Russell H. Kline, #9** "Daniels offers a wide range of service options, which appealed to me. In addition, given their focus on the needs of the customer, they were the kind of broker that I was looking for. Most importantly, their actions have confirmed those expectations and have exceeded my expectations."
- Joe Anderson, #2** "Timely execution and reliability was important to me. The platform offered to work with futures and offers full transparency. When you factor in the personal and prompt, engaging customer service at your fingertips, the choice was obvious."
- Steve S. Smith, #3** "I was impressed by the assistance, research and technical expertise available. I found the staff very knowledgeable whether it was trading advice, account opening or order execution. My experience with Daniels Trading has added much value to what I can offer to my clients to help them achieve their goals whether trading for hedging purposes, speculation or managed futures. I would highly recommend Daniels Trading based on my experience with them."
- Dr. S. Virginia Bank, #5** "As a new trader, I like the emphasis Daniels places on education and I appreciate the wealth of knowledge and resources Daniels provides on their website including the webinars, community news, and email alerts they send to their clients."
- Scott R. Rovee, #6** "The customer service is outstanding. From account opening, to account maintenance, to account closing, the staff is professional and helpful. I have never had a problem with Daniels Trading. They are the best in the business. I would highly recommend Daniels Trading to anyone looking for a broker. I can trust. With my broker and Daniels Trading, I'm done."
- Russell R. Arfink, #4** "I was attracted to Daniels Trading because of their reputation throughout the industry. After doing my homework, I can confirm that Daniels Trading is a top-tier broker. They offer a wide range of services, to include other resources, and to work my way around it. I have never had a problem. I have spent a long time looking for a broker I can trust. With my broker and Daniels Trading, I'm done."