



# Stirlingshire

Better for Clients + Better for Advisors

## Stirlingshire BD LLC Platform Disclosures

October 2024

The Stirlingshire BD LLC (“Stirlingshire”) offers certain tools via Mobile and Desktop applications (the “platform”). These tools are provided for information purposes only and are not intended as a recommendation to buy or sell any specific security.

Below are several disclosures providing additional information about the platform’s tools. Stirlingshire may update or change these features without notice and this document does not cover all platform features, only a select few. If you have any additional questions, please contact your broker.

Any third-party information provided on the platform does not reflect the views or advice and is not a recommendation of either Stirlingshire BD LLC or any affiliate. For the purposes of this platform disclosure the terms “Stirlingshire”, “Stirlingshire BD LLC”, are used synonymously.

All investments involve risk, and the past performance of a security or financial product does not guarantee future results or returns. Keep in mind that while diversification may help spread risk it does not assure a profit, or protect against loss, in a down market. There is always the potential of losing money when you invest in securities or other financial products. Investors should consider their investment objectives and risks carefully before investing.

### Watchlist Feature:

Users may select securities to add to their watchlist. Stocks the users add to their watchlist do not imply a recommendation or solicitation or constitute the placement of an order to buy or sell any security within your Stirlingshire account. To place an order to buy or sell any security, contact your Stirlingshire broker or log in to your account and place your order directly.

## Top Gainers & Losers Feature:

The Top Gainers and Losers feature shows stocks with the largest intraday gain or loss of the securities searchable on the Stirlingshire platform. The algorithm does not include stocks with a market cap below a specified threshold. The display of these securities does not imply a recommendation or solicitation, or constitute the placement of an order, to buy or sell any security within your Stirlingshire account.

## News Feature:

The 'News' feature presents news updates provided by QuoteMedia, a third-party vendor, for informational purposes only. QuoteMedia Stirlingshire, however, does not vet each story for accuracy, completeness or timeliness and Stirlingshire does not endorse any information presented therein. Reference to a particular security in a News story does not represent a solicitation or recommendation to buy the security and is solely intended for informational purposes. There are many factors you must consider when making an investment decision, including product features, risks, whether an investment meets your investment objectives, risk tolerance and other There are many factors you must consider when making an investment decision, including product features, risks, whether an investment meets your investment

## Ideas Feature:

The Stirlingshire platform provides brokers and clients with the benefit of a patent pending "Ideas" feature. The Ideas feature allows a Stirlingshire broker to push recommended trades to the client for consideration, ultimate approval, and execution by the client. No idea sent by any Stirlingshire broker should be viewed as a riskless investment. All trade ideas brought by brokers to the clients using the Ideas feature have a substantial risk of loss up to and including the loss of the full investment. The client has the responsibility to review the trade information and due diligence link attached to the Idea notification and only if the client decides that they would like to act on the idea should they then verify the order and submit it for execution. The client assumes all responsibility for the execution of the order.

## OnDemand Advice:

OnDemand Advice offers Stirlingshire brokerage customers direct access to personalized advice for a fee on demand. Customers can reach out to their broker whenever they feel they may benefit from the advice of a financial professional either using the OnDemand feature available on the platform, or through email or telephone. OnDemand is not an automated feature and does not provide automatic or 'robo' advice. OnDemand is a tool to contact your broker to initiate a discussion and request personalized trading advice. Fees charged for OnDemand services are provided on Stirlingshire's [Brokerage Fee Schedule](#).