

## ALPHA SECURITIES PRIMER

### What are stocks?

Stocks are basically what a company owns. Company ownership is divided into smaller portions called shares that are sold to people called shareholders. You can also own part of the company by buying shares.

### How do I make money from investing in stocks?

Stocks are priced with the value of the company. When the company does well the value of the shares goes up. If you sell your shares at a higher price than you bought them, you make profit. You invest them again to make more profit.

### Why is investing in the stock market better than investing in a mutual fund?

You can control what happens to your money. At a bank you earn a low interest rate which is lower than inflation which means your money is worth less tomorrow than it is today. There is no risk, but instead you lose money slowly. Stock investments have risk. With mutual funds, a stranger controls your money and takes a percentage of it every year whether he makes money for you or not. You have no choice. With stocks investing there is a risk in the short term, but you're in control at all times. You can choose the risk level and the companies that you invest in, not a stranger.

### What does it mean to be financially independent?

It means you can live your life..and a little extra

It means freedom. It means you can grab that cup of coffee that you want. The nicer apartment. Have several hobbies all without worrying about how to pay for them. It also means having savings for your future and emergencies. It means having security, and not living paycheck to paycheck.

## **When should I start investing?**

Now! Whether you are 20 or 60, investing is always a good idea. Investing is planning your future. It's making your money work as hard for you as you are for it. It's how you pay for your dates, your wedding, your vacations, your medical bills, anything! There's always a good investment out there. Always.

## **What is ALPHASEC?**

ALPHASEC is a stock brokerage firm with 30 years of experience.

We've seen it all, been through it all, and most of all, studied it all. Through our decades of experience we've seen the booms of the 90s and the early 2000s and the busts of 98 (Asian Crisis) and 2008 (subprime crisis). We survived, better and stronger than ever, and we will put all our experience and skill to good use for you.

## **How will ALPHASEC help me?**

Learning to invest is scary, we know. It's easy to get lost in the jargon and the details, and to feel overwhelmed at all the things. ALPHASEC will help you through the whole process. We'll get to know you and your plans and assess the risk appetite you have to invest your money properly. We will help you avoid common mistakes made by rookies. We will personalize your investment portfolio based on your needs and wants, bringing you closer to the life you want.

## **Why ALPHASEC?**

We do good, clean and wholesome business.

ALPHASEC prides itself on its straightforward no nonsense approach to service. We're here to build relationships with our clients to help them build their futures. You do good, we do good. No BS. In fact, we have been nominated for the PSE Bell Awards for Corporate Governance (basically it's a prize for being the most honest) by the SEC.

## **How do I get started?**

Find the requirements and forms you need in our website!

If you're of legal age and have a valid email account, you can sign up for an online trading account as early as now. Check out the rest of the requirements and download the necessary forms. You can deliver the original copies of the forms along with the requirements to ALPHASEC business office. If you have any other question that our FAQ section can't address, feel free to contact us directly via our official contact details.