

# Profiles of Success

## “First Coverage opens doors to new buy-side relationships, even in challenging market conditions”

Rich Farr, senior vice president for Boenning & Scattergood, confides that the firm was initially reluctant to use the First Coverage platform because they worried that it would not reflect the true value they provide to their clients including not only stock picks but also quality research, management meeting setups and access to their analysts. However, upon trying the First Coverage platform, Boenning & Scattergood found that the benefits far outweighed their concerns.

“Using the First Coverage platform, my clients have the ability to monitor and capture idea generation from all providers and sift through the noise, making it easier to measure the value I provide to their investment process,” said Farr.

The First Coverage platform allows participants on both sides of the street to initiate valuable relationships with each other. It enables the sell-side to securely disseminate ideas and information to their clients and prospects via a private network, while providing complete control over the entitlement process. At the same time, it provides the buy-side with an aggregate method of determining which individuals and information will add the most value to their investment strategies.

“I can send different ideas to different clients and track my performance on a client-by-client basis...an invaluable feature when you consider that each client may have different needs,” added Farr, who has complete control over his identity and ideas, as well as the amount of information given to both existing and potential new buy-side clients. His individual performance can be seen but not his intellectual property.

Boenning & Scattergood believes that the First Coverage platform has proven to be an invaluable tool for bringing in new accounts.

“We’ve opened and continue to open new accounts and over time, as the adoption for First Coverage continues, I expect it to create even more value for us,” said Farr.

First Coverage is an innovative tool that helps the sell-side establish new relationships and demonstrate their true value, while allowing the buy-side to cut through increasing noise to make informed investment decisions and capture more alpha. This is an essential technology to have during challenging market conditions when investors may be nervous and are demanding even better results.

*“First Coverage gave us an opportunity to pursue more nontraditional institutional accounts such as quant and alpha capture accounts. Results so far have been very good.”*

**Rich Farr, Senior Vice President, Boenning & Scattergood**

## BOENNING & SCATTERGOOD

### Company Overview:

Founded in 1914, Philadelphia-based Boenning & Scattergood is one of the oldest independent securities, asset management and investment banking firms in the region.

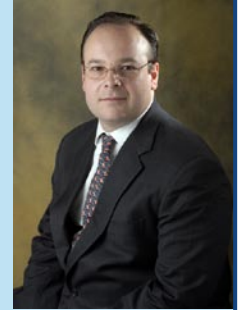
Professionals at the firm provide individual, corporate, institutional and municipal clients a full complement of financial services, including retail brokerage, equity research, investment banking, public finance, derivative strategy, asset management as well as equity and fixed income sales and trading.

### Coverage:

Financial Services, Medical Technology, Technology, Water Services, Retail, Business Services

### About Rich Farr:

Rich Farr is a Senior Vice President of Institutional Sales at Boenning & Scattergood. Prior to Boenning & Scattergood, he was a Director of Sales at Telsey Advisory Group and a Managing Director of Sales at International Strategy & Investment Group (ISI). Farr received a B.S. in Finance, magna cum laude, from the University of Connecticut and an MBA in Finance and International Business from the Stern School of Business at New York University. He is series 7, 55, 63 and 65 licensed.



To learn more about the First Coverage platform, visit [FirstCoverage.com](http://FirstCoverage.com), e-mail [info@FirstCoverage.com](mailto:info@FirstCoverage.com), or call USA: 617-303-0180 or Canada 416-922-0941.