

Profiles of Success

“First Coverage allows professional presentation of information that gets noticed and adds value in real-time”

Hugh MacNicol, Managing Partner for Brant Securities Limited, is always looking for better ways to provide value to his clients and help them achieve their investment goals. He found that the First Coverage platform allows him to accomplish just that.

“I like this new way of doing things with First Coverage. I can package up my information in a condensed, professional format and quickly send it out to the contacts that I choose,” said Hugh. “The concept makes a lot of sense and helps me break through the noise that my clients encounter every day...countless e-mails, phone calls and paper.”

First Coverage allows the sell-side to penetrate the flood of information bombarding the portfolio managers they cover and easily demonstrate the value they provide. The platform is simple, convenient and confidential. The information submitted via the First Coverage platform is viewed only by the sell-side participant and their clients, and is stored where both have constant access to it.

“Being able to enter ideas and monitor them in real-time, with minute-to-minute updates, is a big advantage,” adds Hugh. “I like getting immediate feedback from the buy-side... knowing how I’m doing, if they’re using my ideas and how I rank against the competition.”

Objective results allow the sell-side to definitively demonstrate where they have added and can continue to add “alpha,” even if the portfolio managers they cover miss a call or delete an e-mail.

Managing information is simple. At any time, as market conditions dictate, information can be updated, and the platform will immediately notify buy-side participants who may be interested. In addition, ideas can be easily monitored with marked-to-market tracking and real-time alerts when changes occur to relevant stocks.

With the First Coverage platform, the sell-side knows exactly when to make the value-added phone calls and e-mails to the portfolio managers they cover.

“First Coverage provides a very professional, user-friendly system to compile information for quick distribution. Minute-to-minute updates allow me to understand where I am adding value based on performance.”

Hugh MacNicol, Managing Partner of Fixed Income Sales, Equity Syndication, Brant Securities Ltd.



BRANT SECURITIES LIMITED
Established 1919



Company Overview:

Established in 1919, Brant Securities Limited is an independent, 100 percent employee-owned brokerage firm, focused solely on providing individual and institutional investors with the widest possible array of both Canadian and international investment opportunities – investments and investment products that allow clients to achieve their stated goals within their stated risk parameters.

Coverage:

Brant Securities Ltd. covers a variety of areas, including, but not limited to, financial, industrials, oil and gas, and technology.

About Hugh MacNicol:

Hugh MacNicol began his career in 1981 in retail sales for McLeod Young Weir, a brokerage firm purchased by the Bank of Nova Scotia, where he rose to the rank of Vice President of Syndication and later held positions as Vice President/head of Retail Fixed Income and Vice President of Private Client Financial Services for Scotia McLeod Inc. He joined Brant Securities Ltd in 2002, where he started in retail sales, headed fixed income sales and trading, and is now the Managing Partner of Fixed Income Sales, Equity Syndication.



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