

Profiles of Success

“First Coverage levels the playing field, giving smaller firms a chance to be noticed and rewarded”

Institutional investors enjoy plentiful coverage options. But, with all the noise from e-mails, phone calls and meetings, they often seek guidance from the same familiar advisors. They simply don't have time to review every idea that lands on their desk and find relevant, fresh ideas from unfamiliar sell-side firms that may add value to their investment strategy.

Justin Oliver, vice president of institutional equity sales for Canaccord Adams, understands how difficult it can be to get a foot in the door with new buy-side prospects, particularly when they already have a long-standing relationship with other brokers.

“The First Coverage platform puts me in line with everyone else, including brokers who have established relationships with institutional investors, giving me a chance to have my ideas considered,” said Oliver. “The system allows the buy-side to filter ideas based on their criteria, so they're able to weed through the puzzle of information, understand conviction levels and feel more comfortable about the information being provided.”

The First Coverage platform automatically builds in-depth profiles of each sell-side participant, so that the buy-side can pinpoint where each individual is most likely to add value to their investment process. It provides the ability to track that value based on the unique parameters set by the buy-side (e.g., return on trade ideas, quality of meetings, etc.), providing an objective comparison by which to determine who to compensate, thereby, facilitating transparency.

The First Coverage platform also promotes accountability.

“With First Coverage running in the background, I make less risky bets and work more prudently on behalf of clients. The platform acts as a double-check, encouraging me to thoroughly think through an idea before I make a client call,” adds Oliver. “Plus, being ranked against other brokers lets me know how I'm doing. We can see each other's performance but not intellectual property, so we're not giving away our research. That's huge!”

With today's information overload, it's all too easy for valuable information to go unnoticed, resulting in missed opportunities for both the buy-side and sell-side.

First Coverage ensures that doesn't happen.

First Coverage does everything you would want it to do... long, short, relative value, arbitrage... allows you to choose the type of idea and your conviction level...it gives me the ability to provide greater value to my clients, take ownership ...and get compensated for my ideas”

Justin Oliver, Vice President, Institutional Equity Sales, Canaccord Adams

CANACCORD Adams



Company Overview:

Canaccord Adams is a leading independent financial services firm committed to fostering the entrepreneurial economy by bringing corporate and institutional clients a unique perspective on global investment opportunities. With operations in research, sales and trading, and investment banking, its 225 professionals seek out emerging opportunities in our key sectors. Located in nine offices internationally, its experienced team generates focused, actionable ideas that identify opportunity and facilitate growth. Canaccord Adams is the international capital markets division of Canaccord Capital Inc.

Coverage:

Mining and Metals, Energy, Technology, Life Sciences, Real Estate and Gaming, Sustainability, Consumer and Industrial Growth.

About Justin Oliver:

Oliver started his career at Octagon Capital as a research associate and has worked in eight very different sectors, specializing in resources. He joined Canaccord to work in oil and gas research before moving on to the sales desk. He earned a B.S. in finance and economics from the University of Western Ontario and has completed his Chartered Accountancy.



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.