



CASE STUDY

# Partnership with DTN Helps Stage 5 Trading Deliver a Personal Touch

Stage 5 Trading, Chicago, Illinois

Since its inception, Stage 5 Trading Corporation has worked to deliver futures traders that sought-after personal touch. The Chicago-based broker specializes in creating customized solutions for futures traders' unique needs, with a client base targeting semi-pro, self-directed traders and value-added educators. Their secret ingredient to delivering that personal touch is all about partnerships, especially the one it has with DTN® and its IQFeed® product.

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## A solid, reliable feed

In an industry filled with flashy websites and enticing promotions designed to lure traders, lost is the personal touch many traders seek to help them match their trading expertise with the right technology to reach their goals.

“We are here to provide value to traders and hopefully help traders grow,” said Anthony Giacomini, Stage 5 founder and managing partner. “The Stage 5 team focuses on serious traders looking for personal growth and development, educators, and partners that we trust and believe in. It is the same philosophy as DTN and their product. Synergistically, we line up remarkably well.”

Giacomini’s experience with the DTN IQFeed solution dates back to the early 2000s when he was at another firm. He said he was quick to choose IQFeed when he started Stage 5 in 2012.

“What we wanted was a solid, reliable feed. Good quality and price. And something we know our clients can rely on,” Giacomini said. “IQFeed is very solid. Very reliable. We offer it because we believe the data is superior.”

## Hands-on value

By design, Stage 5 is very hands-on with its clients. Giacomini said they want to get to know who each individual trader is and what they are trying to accomplish. By doing so, Stage 5 can create a unique trading solution comprised of charting and execution software, with IQFeed for tick-by-tick data.

As a partner, DTN plays a significant role in Stage 5’s hands-on approach.

“Our DTN Business Development Manager Trent Smalley has been working with us for years,” said Giacomini. “We work well together because we are very good at getting in front of the clients and walking them through the package or helping them with any challenges.”

Giacomini said Smalley helps create the packages, introduces IQFeed to potential Stage 5 clients, gets new clients set up, and serves as the primary contact for questions.

“Years ago, Anthony and I decided we want to get back to giving each client a personal touch,” said Smalley from his DTN office in Omaha, Nebraska. “We try to do whatever we can to help them as they get started learning the markets or as they get familiar with a new set of tools as they come in from another broker. I give Stage 5 clients my personal contact information and let them know they can call me anytime for anything they need.”

This personal approach has led to longer-term clients. Clients are happy because they have a complete trading solution that best fits their needs, a personal contact for their data and analytics in DTN, and a dedicated broker in Stage 5 to help further educate them in trading and risk management using the most powerful data and tools available today.

## Progressing in step

With mutual respect and trust solidified long ago, DTN and Stage 5 have been progressing in step with each other through coordinated efforts to attain and maintain clients.

"Trent Smalley comes to Chicago and spends a lot of time with us," said Giacomini. "Together we are building an infrastructure where we share ideas, keep current clients happy, and incorporate new clients where they can hopefully promote IQFeed and Stage 5 to their family, friends, followers, or students. It is about creating value-added partnerships and new business focused on helping traders."

Smalley added, "It has been fun to watch how this process we put in place years ago has not only led to the success of DTN and Stage 5, but most importantly, to our clients."

Trading futures and options on futures involves a substantial risk of loss, and is not suitable for all investors. You should carefully consider whether trading is suitable for you in light of your circumstances, knowledge, and financial resources. You may lose all or more of your initial investment. Opinions, market data, and recommendations are subject to change at any time. Past performance is not indicative of future results.

