

STPBA Hub - Education & Support Pages

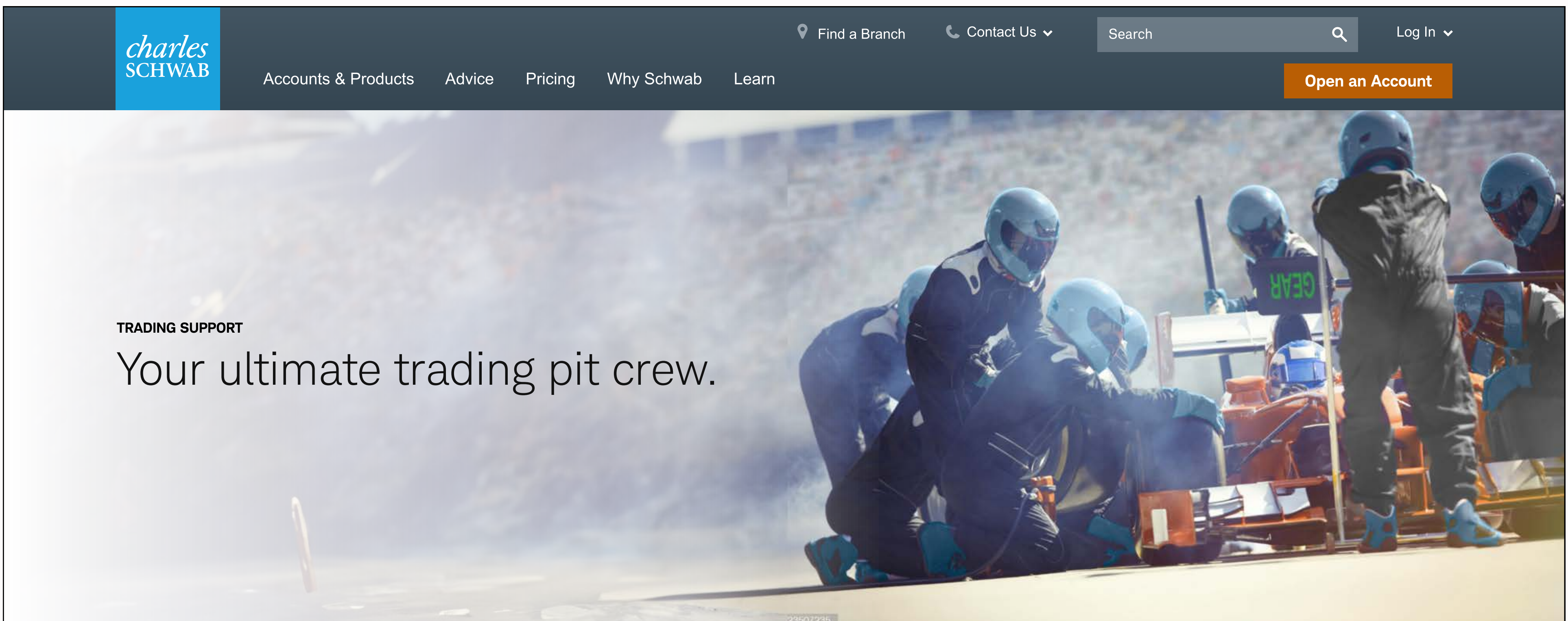
Creative R1 - 08.10.23

Third Rail Creative

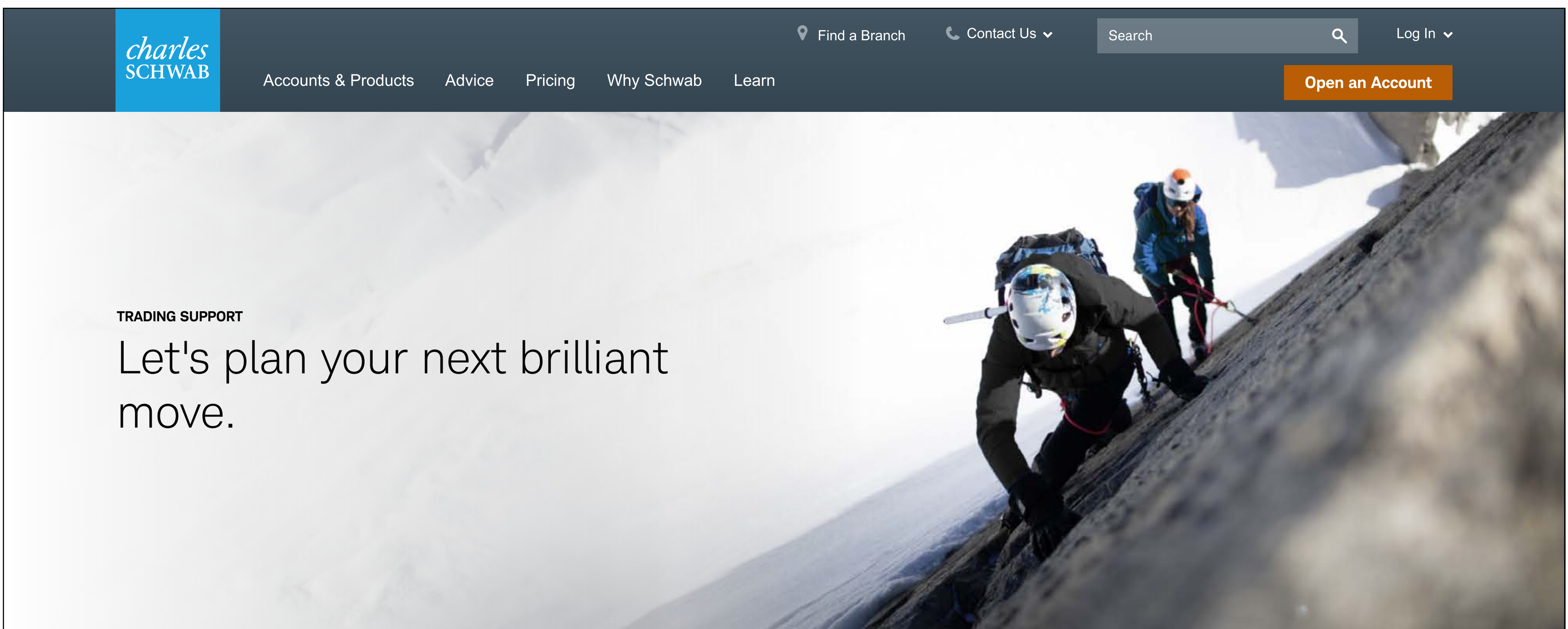


Trading Support - Marquee Ideas

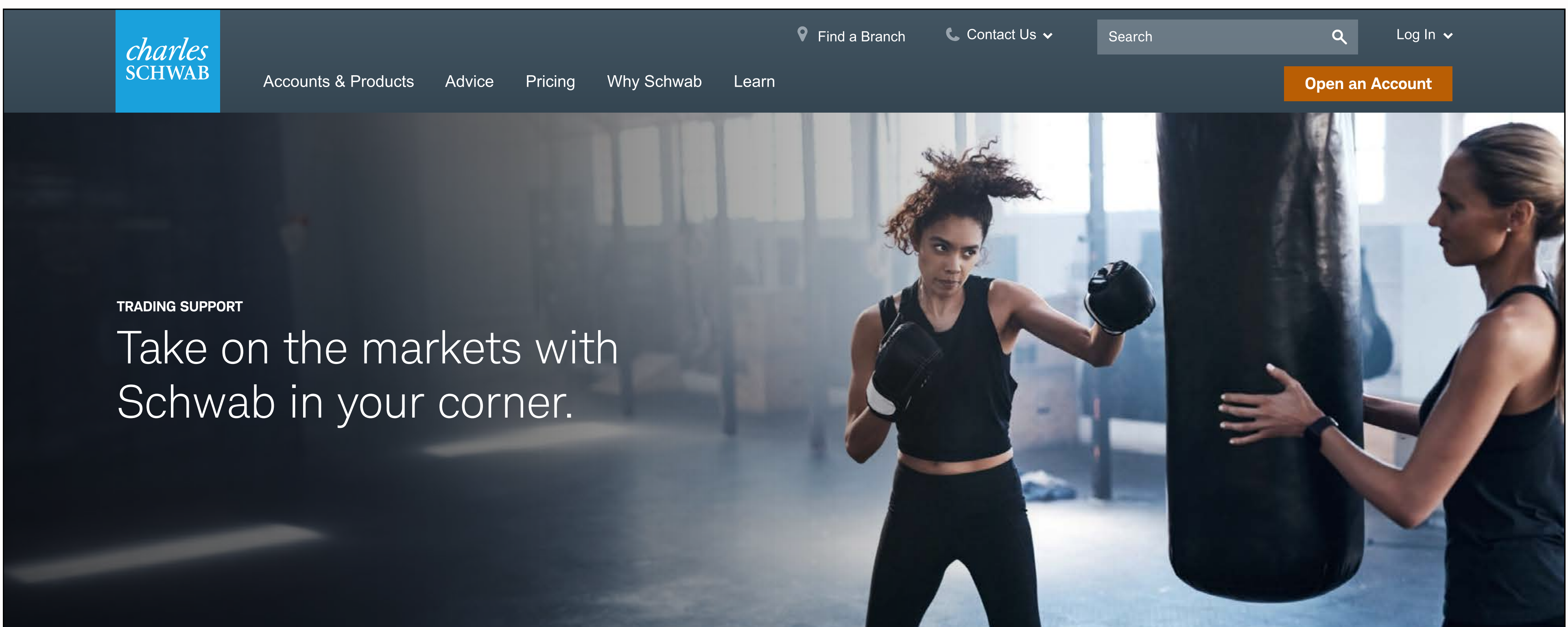
Option 1 - Your ultimate trading pit crew.



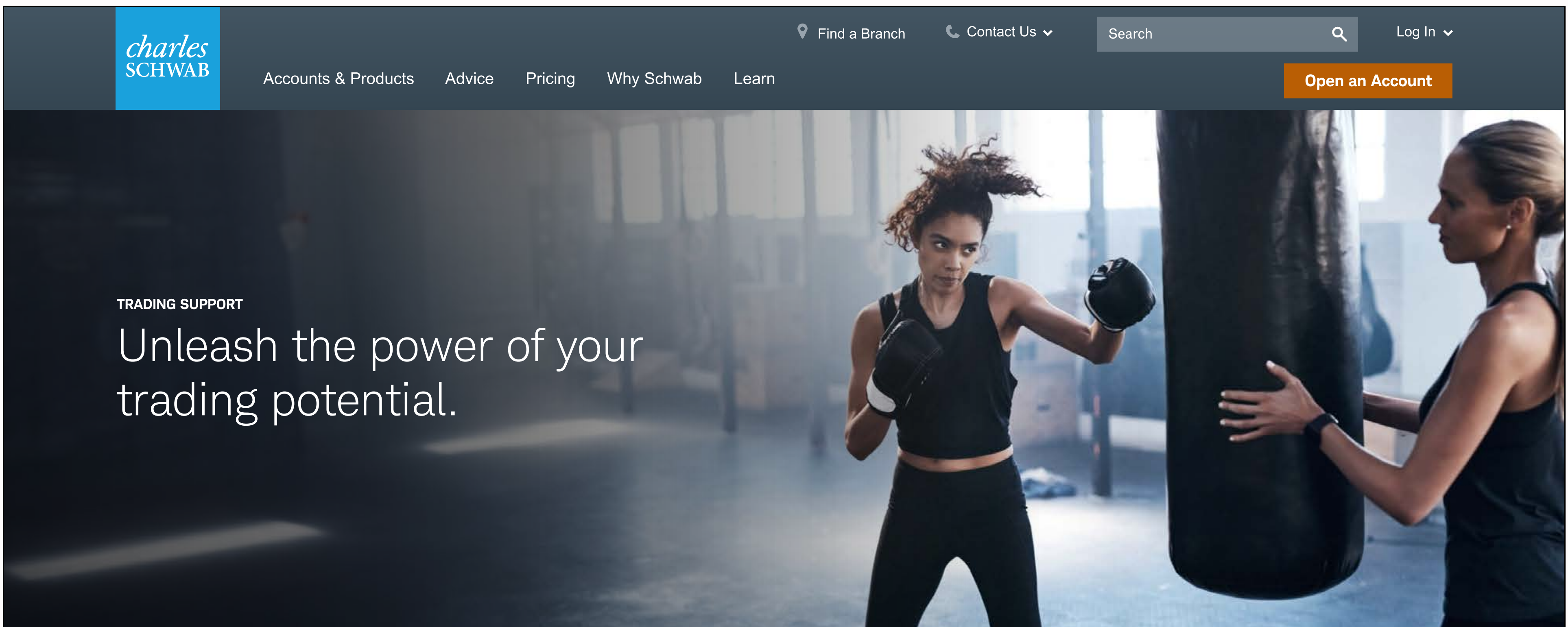
Option 2 - Let's plan your next brilliant move.



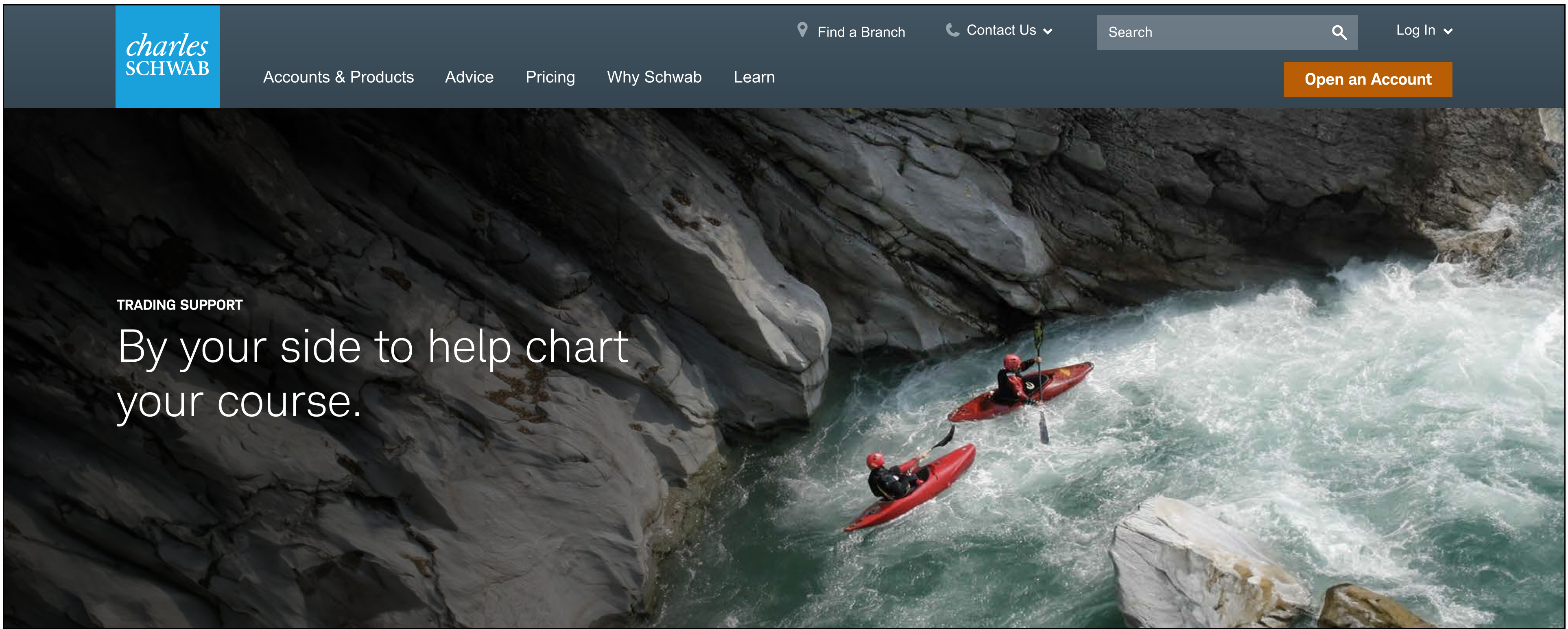
Option 3 - Take on the markets with Schwab in your corner.



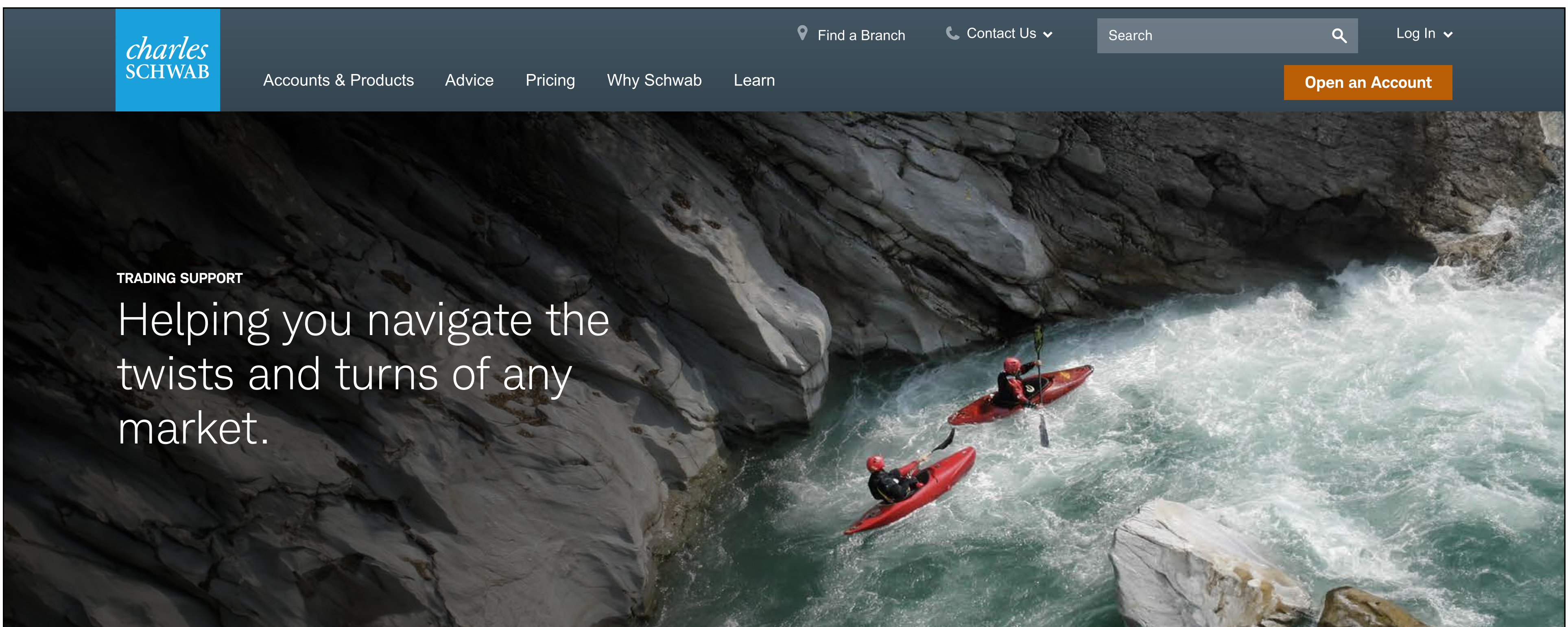
Option 4 - Unleash the power of your trading potential.



Option 5 - By your side to help chart your course.

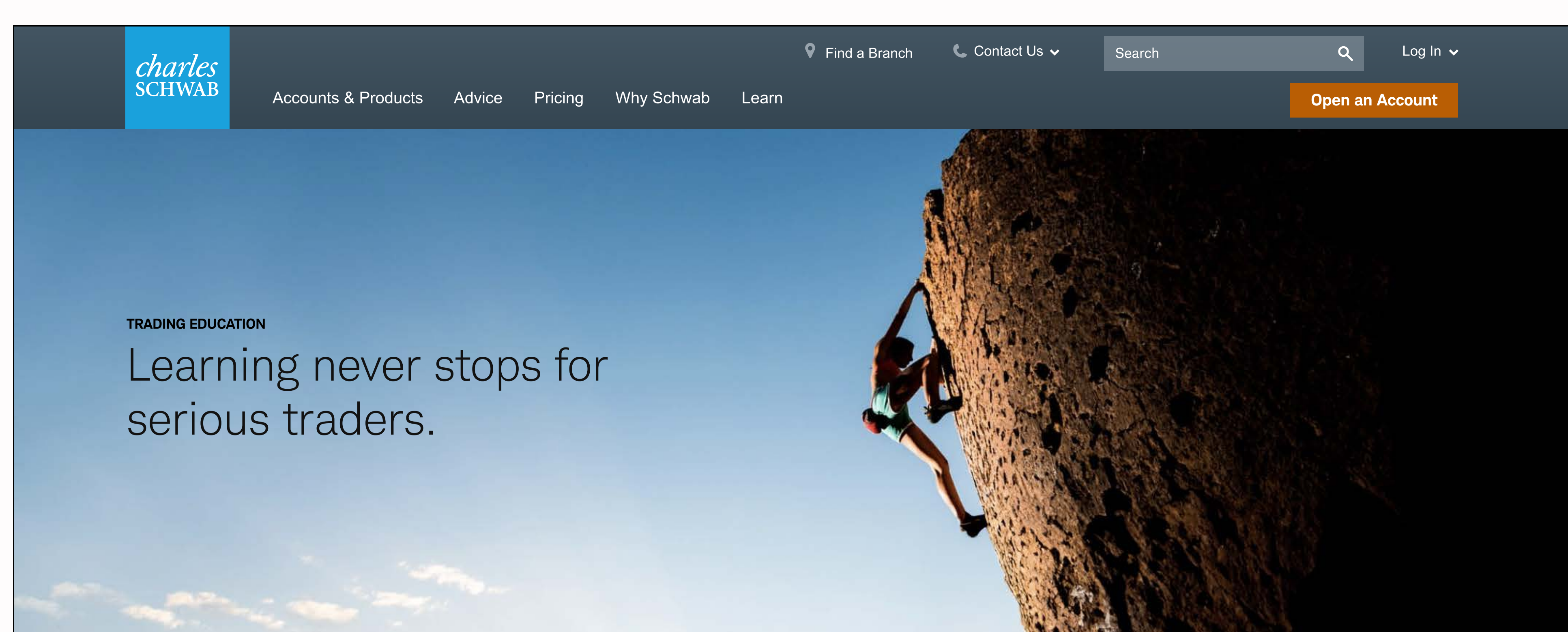
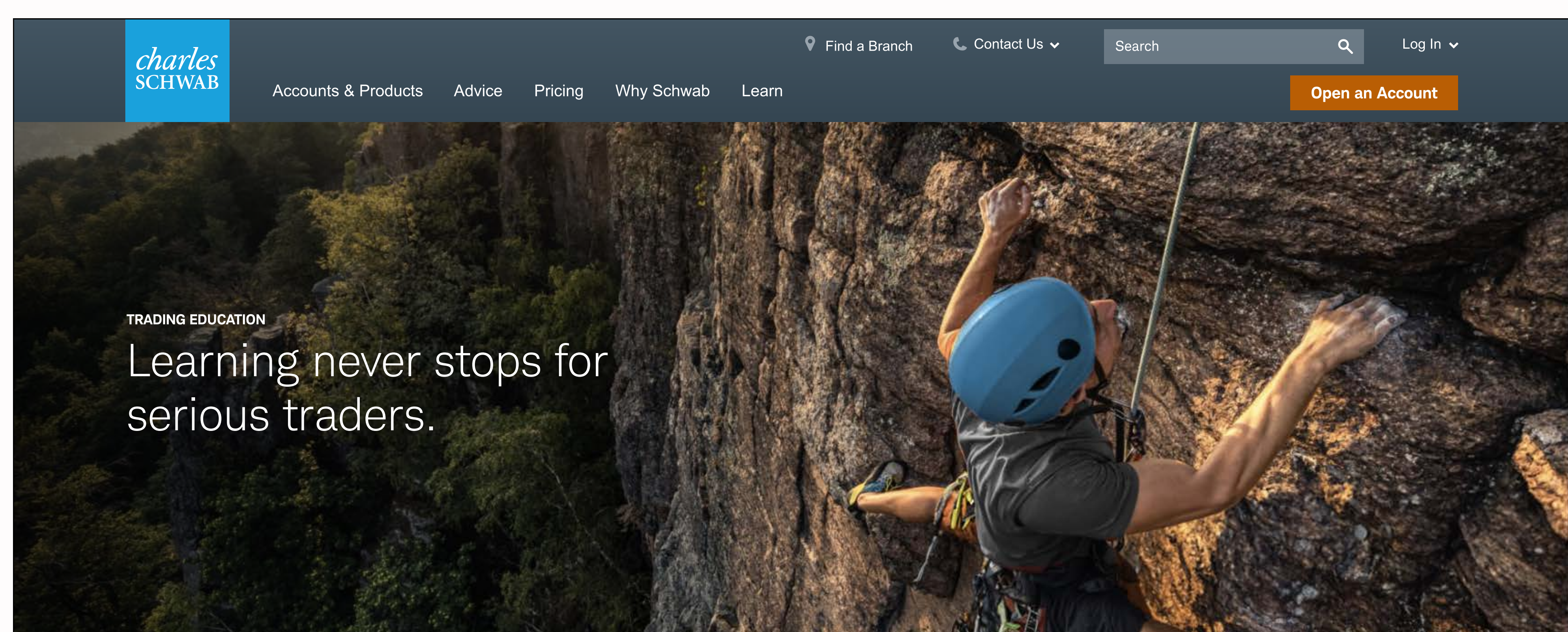


Option 6 - Helping you navigate the twists and turns of any market.

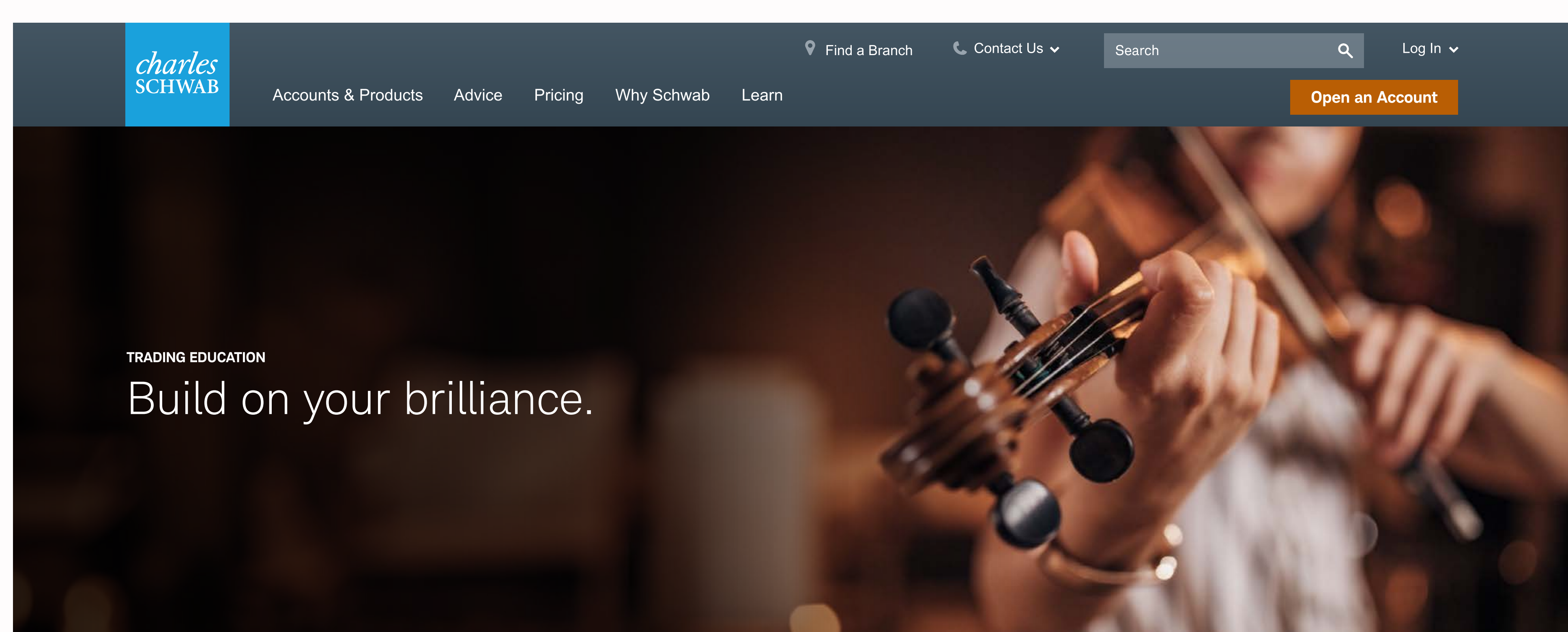
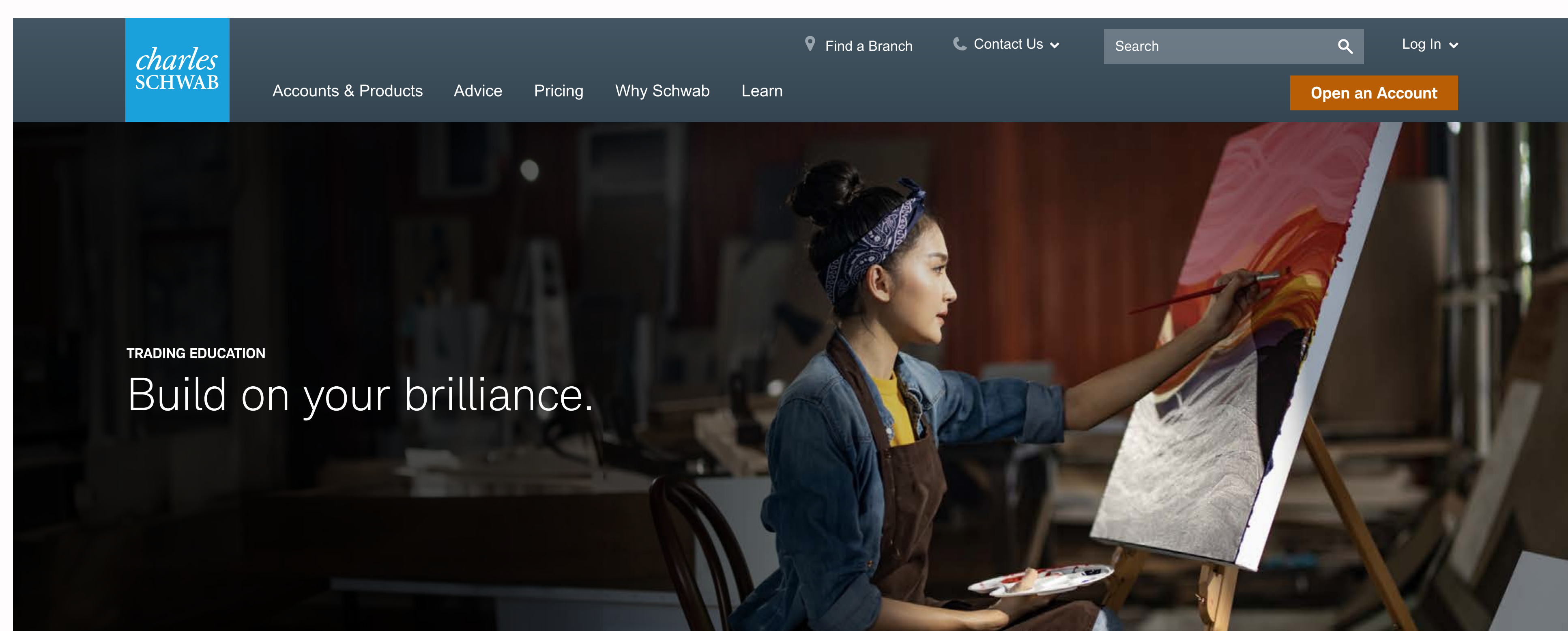
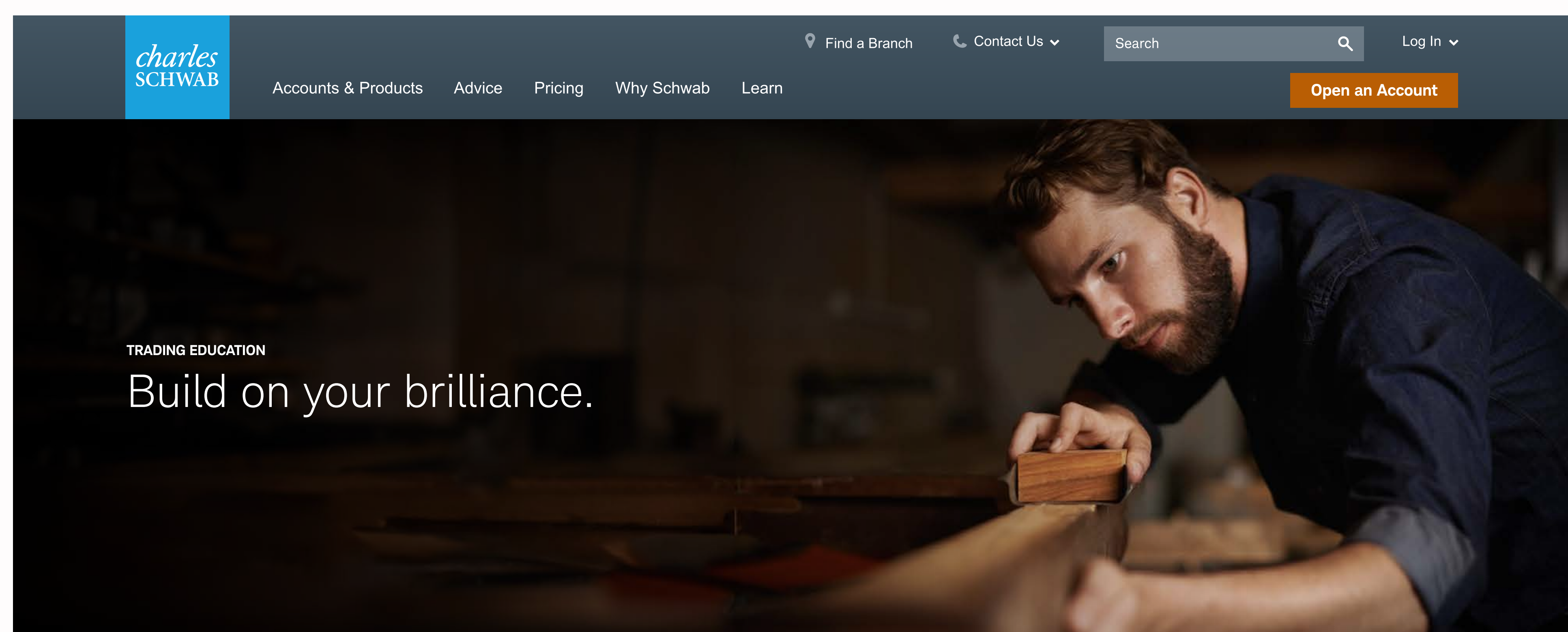


Trading Education - Marquee Ideas

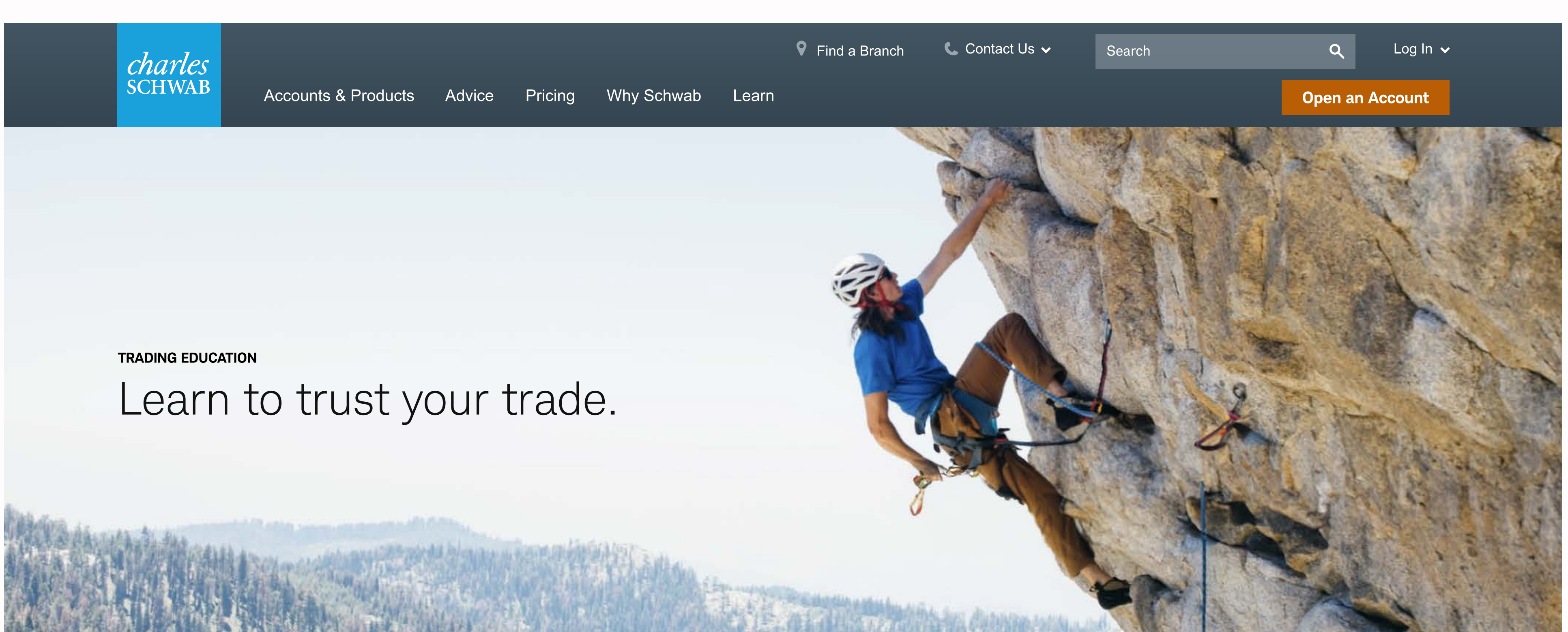
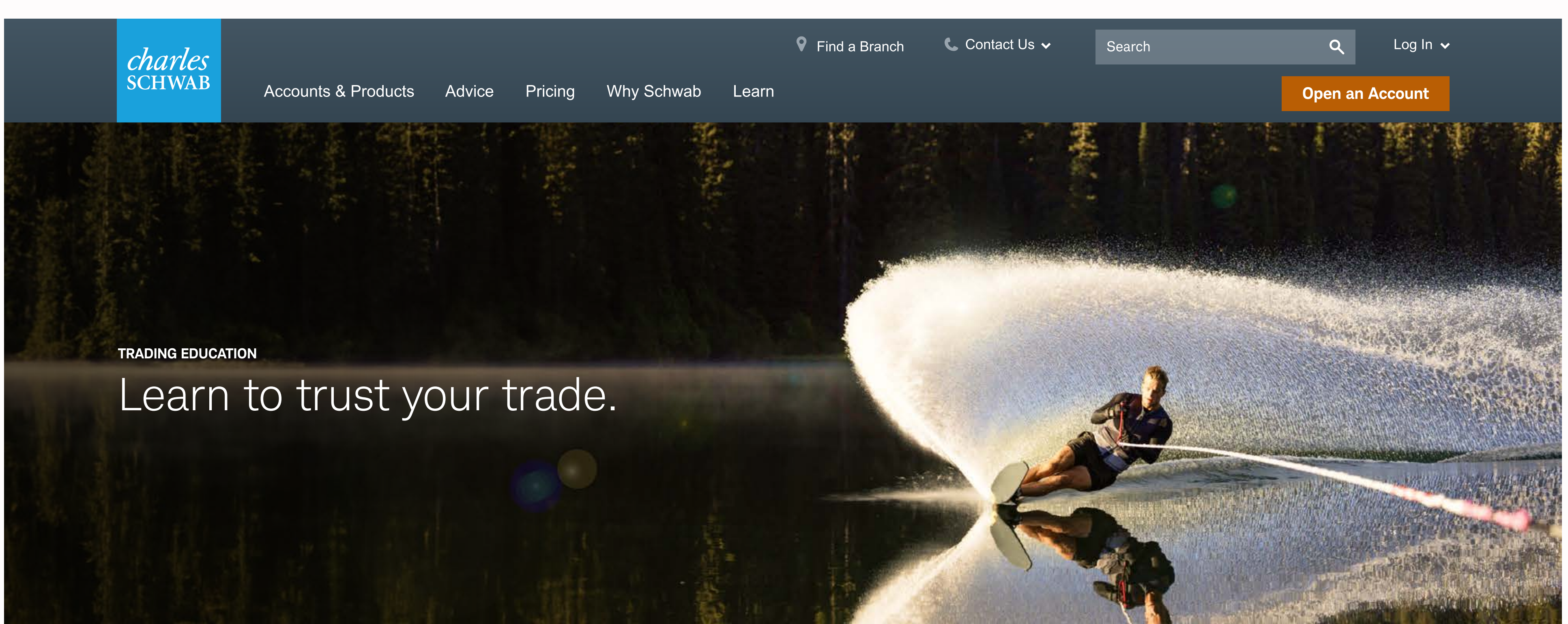
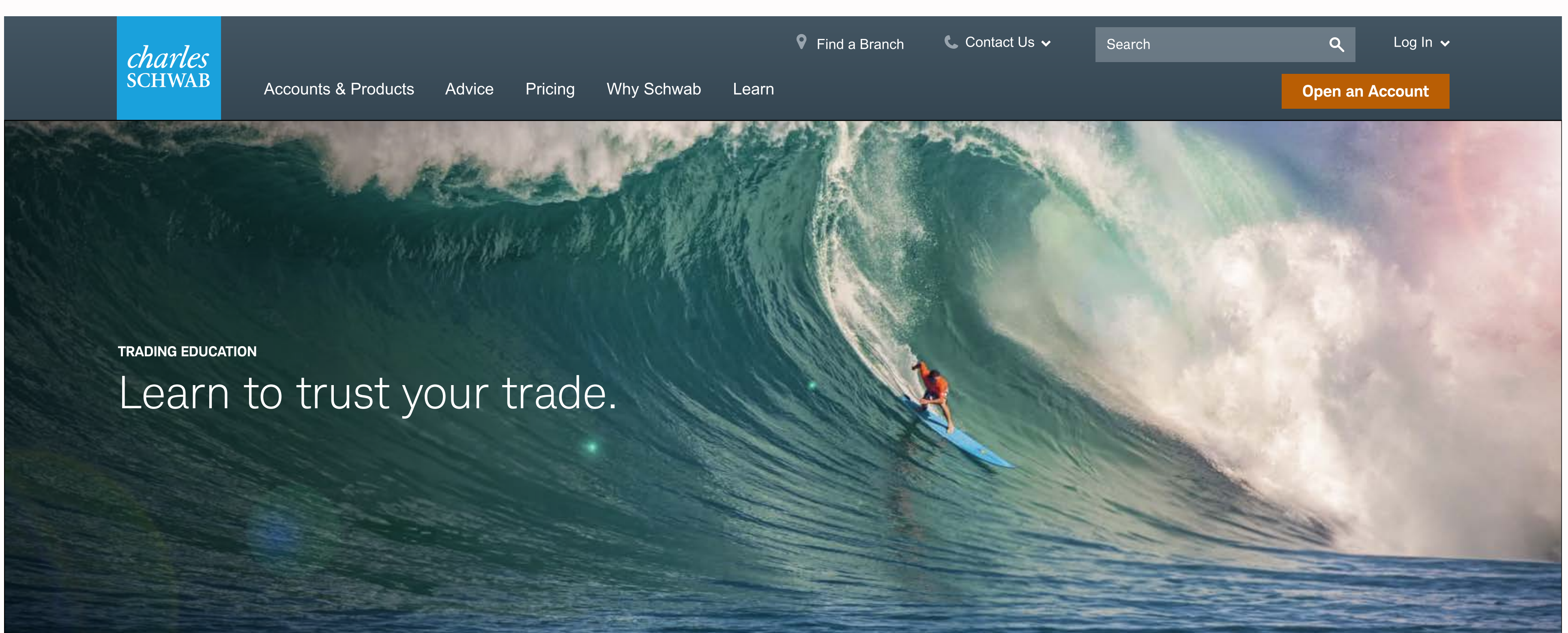
Option 1 - Learning never stops for serious traders.



Option 2 - Build on your brilliance.



Option 2 - Learn to trust your trade.



Copy R1

Trading Support Page

KEY CONTENT STRATEGY QUESTIONS

Purpose of the page?

Merchandise the trading support experience as part of the overall STPBA story.

Who is our audience?

1. Trader Prospects
2. Trader Segment Clients
3. Existing Schwab Retail clients who have an interest in trading

How are they arriving here?

- STPBA hub home page
- Schwab.com site navigation
- Organic search (minimal)
- Paid media (TBD)

What do we want to convey?

Get help overcoming the doubt and uncertainty that comes with taking on the complexities of the markets. With the expertise of the Schwab trading support team at your side, you get answers from real professional traders that can empower and motivate you to take the challenges of the markets head on.

What actions do we want?

- Open an account (Prospects)
- Login (Clients)
- Explore other pages within the STPBA hub for more detail
- Contact Us

charles
SCHWAB

Accounts & ProductsAdvicePricingWhy SchwabLearn

Find a Branch

Contact Us

Search

Log In

Open an Account

EYEBROW

Headline goes here.

The world of trading is expansive, complex, and evolves at lightning speed. Schwab provides traders with access to a team of highly-trained, licensed professionals who live and breathe trading, including former floor traders with experience in all types of market cycles. Our Trade Desk is here for you 24/7, offering the expertise and guidance to help you strategize your next trade.

Smart trading begins with an opportunity.
We can help with that.

Our seasoned Trade Desk specialists are versed in the spectrum of products you can trade through Schwab, including:

- U.S. equities: stocks, IPOs, OTCs, ADRs, ETFs, REITs
- Derivatives: options, micro options, futures, futures options
- Global: forex, ADRs, foreign ordinaries, Canadian stocks

A quick conversation could change everything.

As a serious trader, you're faced with decision after decision, for each and every trade. If you have a specific trade in mind or if you want to chat about market events or certain sectors, a professional who shares your passion for trading is ready to talk shop.

Talk to us about anything impacting your trade decisions:

- A Strategy Gut CheckSM to discuss technical analysis, options strategies, risk management, short selling, and more
- Legislative and regulatory implications, tax considerations, margin requirements
- How to enhance your trade planning with disciplined, time-tested principles

Discover the maximum potential of Schwab's trading platforms.

If you ever need help unlocking the capabilities of our trading platforms, including thinkorswim's industry-leading technology, our Trade Desk professionals can jump in and provide assistance. We can show you how to:

- Navigate thinkorswim® tools, place complex order types, set up automated trading, and how to access our wide array of market insights and education built into the platforms
- Customize styling and select data settings that will be the same across desktop, web, and mobile app platforms

Let's plan your next brilliant move.

We're here for you and available to connect on your terms:

- Chat with our Trade Desk professionals when using Schwab trading platforms
- Call toll-free for priority access to trading specialists available 24/7
- Visit one of over 300 nationwide Schwab branch offices

The supercharged trading experience you won't find anywhere else.

\$0 online listed equity commissions³

Innovative platforms designed by traders

More trading insights than ever before

Award-winning team of trading specialists

Get commission-free online trades plus \$0.65 per-contract fees for options.

Trade with cutting-edge tools and technology in our thinkorswim platform suite.

Sharpen your skills with an array of educational resources tailored for traders

Ranked #1 in Customer Service by Investor's Business Daily, 2023

Ready to up your trading game?

Open an account

Already a client? Get started now >

Have questions? Let's talk.

Call us at 888-245-6864

Chat with us 24/7 >

Additional resources

TBD CTA copy goes here>

TBD CTA copy goes here>

TBD CTA copy goes here>

Brokerage Products: Not FDIC Insured • No Bank Guarantee • May Lose Value

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Thank You

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