**Coinbase**

Coinbase is the largest US-based crypto exchange that offers over 200 different currencies. It houses several trading platforms tailored to an individual's skill level.

With self-custodial wallets, users have complete control over the cryptocurrency assets they own. Self-custodial wallets provide users with total control and autonomy over their cash, in contrast to custodial services where a third party manages the keys and security. [1]

Coinbase prides itself on stringent regulatory adherence and security. This involves following Know Your Customer and Anti-Money Laundering standards. Furthermore, Coinbase upholds the licenses and registrations mandated by financial regulatory bodies across many nations, guaranteeing accountability and transparency. [3]

Customer assets are secure with state-of-the-art encryption, cold storage, multi-layered security, and much more. Additionally, Coinbase offers one-time criminal insurance that will reimburse up to $1,000,000. [5]

**Pros:**

* 1:1 assets. Coinbase does not use customer assets for internal operations without permission. [1]
* No asset fees: Coinbase does not charge for listing assets. Therefore, offering a cryptocurrency on this exchange does not cost money. Coinbase does, though, charge for distribution and trading. [4]
* Asset security: USD deposits are held in FDIC-insured banks. However, crypto assets are not insured. Customers do not need to worry about how their money is stored, only the performance of their crypto assets. [1]
* Immediate withdrawals: Coinbase does not have a holding period for transactions. As soon as you buy a currency, you can immediately sell it. [1]

**Cons:**

* Spread fees: Traders do not receive a flat fee. Instead, Coinbase charges a percentage based on several factors, and users cannot account for these fees until a transaction is completed. This may confuse beginner traders. [3]
* Legal Spotlight: Coinbase has been, and will most likely continue to be, the guinea pig of US regulation. [2]

In conclusion, Coinbase is a flexible and comprehensive choice for hosting a cryptocurrency. They offer free listings, robust security, and an intuitive platform to encourage experience traders and the public to participate.

**Works Cited**

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