



# IB BASICS

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## 1. WHAT IS AN IB?

An IB is a company or individual who refers clients to a broker. In return the IB will earn a commission. The commission will either be a one time payment or a recurring one linked to the clients trading volume. To justify earning commission on behalf of their clients IBs normally offer a service in return.

### TYPICAL SERVICES OFFERED BY IB'S



It is always a good idea to keep in good contact with your IB so you are benefiting from the relationship.

## 2. HOW TO MAXIMIZE REBATES

Today, we would like to give you a brief explanation to how we usually open larger trades as they become more professional.

As we all know, IBs make a commission from the trades their clients close with Baxia. For every trade that is closed, Baxia will pay a commission to the IB for bringing this client to them. So naturally all IBs want their clients to trade for a prolonged period of time and eventually open larger trades as they become more professional.



So here, right off the bat, you want to put a small investment of time into each of your clients. We feel that the closer you are with your client, the relationship between you will be better and stronger. When you have established this, the client is more likely to listen to your advice. So what kind of advice must you give?

### FIRST CONVERSATION



The first conversation with a new trader should be around risk and how to properly manage their account given the account balance and leverage. The last thing an IB wants is for the client to open a small trade (0.01) and lose the entire account, let's say for this example \$200.

### ACCOUNT POORLY MANAGED = LESS COMMISSION



Yes, it is unlikely to lose 200 USD on a 0.01 trade, but it still can happen. Here the IB makes the absolute minimum in terms of commission and the client is left with a bad taste in their mouth and is unlikely to trade again. You are now left with no commission and no client after spending a lot of energy and time gaining this one client.

### CONSTANT COMMUNICATION IS THE KEY



Communication is key. This is one way to maximize your rebates. The more frequent and the more instant it is, the more trust you will gain from your client. Bigger trust can eventually lead to bigger deposits and bigger trading volume. Of course meaning bigger commissions.

### CLIENT ENGAGEMENT



Another way to maximize rebates is to keep your client engaged. Keep your client active. Keep your client trading. You will come across clients who are very motivated for 1 month and are doing OK, and they will slowly lose interest and their trading activity will drop. Meaning your commissions will also drop.



When in fact, it is really easy to set aside 30 minutes a day to place 1 or 2 trades. It is the IBs job to make sure this client is motivated to continue trading. To make sure the client is getting the attention they deserve. To make sure the client is getting all the information they need to make a good trade. When the client is feeling good and motivated, they will continue to trade for months on end, therefore maximizing your commission.

### EDUCATION PAYS THE BEST INTEREST



Finally, educate your client. Frequently. If your client is a professional trader, there is no harm in checking in every few days to make sure everything is OK. Also regardless of the level of trading, all traders are constantly learning new things. It is OK to have a conversation about almost anything regardless of how complex or simple. The goal here is to have your client learn something new and then implement it with their trading. You can talk about a specific indicator or a specific strategy or even about some upcoming news event that will be highly traded.



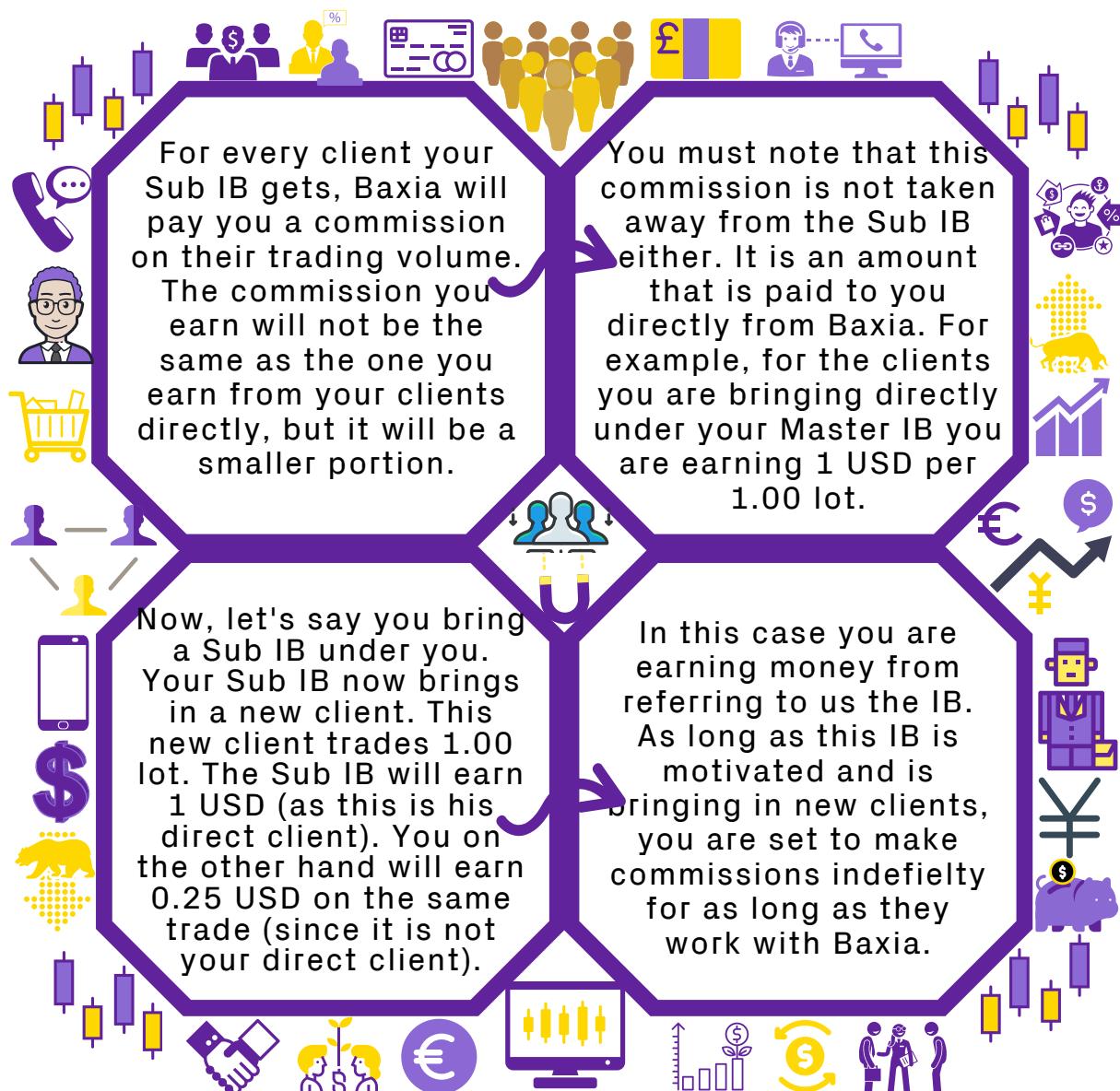
### KNOWLEDGE CREATES MORE OPPORTUNITIES

Almost all topics can be linked to placing a trade. The more ideas your client has, the more he is likely to trade. The more knowledge your client has, the better he will become at trading. The better your client is at trading, the more likely he will deposit more and trade more. All of which means maximizing your commission. When clients feel they are getting value out of you they will refer other people to come to you. You can then offer the same services to them and just like that, you are further maximizing your rebates to double or triple or quadruple.



### 3. MASTER IB & SUB-IB

This topic adds another layer to the IB system completely. As we all know a Master IB is the same as a normal IB. Whenever you sign up to be an IB through our website you will be considered a Master IB. You will operate your own business and you will bring in your own clients and you will get paid your commissions in full. All of this is great. Here is where the Sub IB comes in. Master IBs do not only have to refer clients who just trade. You can also refer to other IBs. You will bring an IB to Baxia and he will operate his business as normal, just like you. However, here is an opportunity for you to bring more clients (indirectly) and also maximize your rebates (indirectly).





You want to know something even better? You can bring in as many Sub IBs as you want. The more the better. And not to complicate things, but if your Sub IB, refers to us another IB to go under him, you will also benefit from this. In this case you will be the Master IB, below you would be your Sub IB, then one level down there is the Sub IB 2, which is the IB your Sub IB referred. In this case you could earn 0.10 USD per 1.00 lot. The potential is unlimited.

## 4. HOW TO BRING MORE CLIENTS?

With Baxia, as an IB, you will earn money from commissions. The more your clients will trade the more you will earn in commissions. By nature a question that is asked all the time is, how can I bring more clients. Of course the biggest and best IBs do not ask this question as they are bringing in hundreds of new clients each day.

The FX industry has hundreds of thousands if not millions of clients and traders around the world. Today more than ever, new people are entering the market wanting to learn about trading. We are moving towards a bigger and stronger digital world and people are wanting to capitalize on this. How does it sound to make an extra few hundred or even thousand dollars a month straight from your phone or laptop.

This is where IBs can gain their clients. To bring in more clients an IB needs to build a brand. They need to be able to reach the correct people at the correct time. Whether you are wanting to attract professional clients or newbie clients you must be able to offer them something they want or value that is not easily available or accessible on the internet. Most importantly you want to be able to offer it to them for free or at a very low cost. When you have gained your client base and have referred them to a broker you are partnered with, now you can earn big commissions.



There are many different ways to bring in more clients and these ways revolve around the following. You will need a great website. You will need to be on social media. Also, direct communication with clients via Telegram or Whatsapp is key. Continuous daily/weekly communication and support about the market and everything in the trading world.

Examples of extra services you can offer are:





**Interest in becoming an IB?**

**Sign up here:**

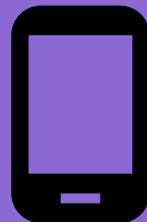
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**Or Contact us at:**

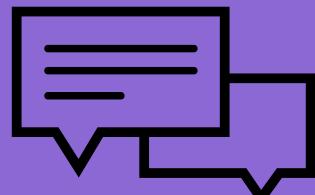
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