

Title: Why Fidelity Adding IEX is a Bullish Indicator That No One Seems to be Talking About.

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Not financial advice as always the opinions expressed in the post are my own and not a reflection of the individuals whose data I've used.

[Fidelity Added IEX today!](<https://imgur.com/a/7ilZJr4>) This is and should be huge news but unfortunately it is being met with a semi negative sentiment from users (rightfully so). Some people feel adding IEX is too little, too late; now that computershare is the "go to" method for purchasing shares. While I agree that adding is late from fidelity I'd also say that that's bullish as fidelity was never going to stop milking its short gme cash cow until the very end or until moass was over.

Cash cow? [why that's right!](<https://imgur.com/a/i1A9Mto>) fidelity has been making that sweet money either by lending shares to short financial institutions or routing short orders via the second picture. Now I don't know if the second picture is true and the first is a month old, but the month old one is just to give you evidence that fidelity was doing it. Also if fidelity is telling the truth that cash accounts were NOT being lent, then it would make sense that they were routing short orders to 3rd parties.

Now let's circle back to fidelity adding IEX and losing some of that sweet profit by having shares actually be on lit exchanges. It's impossible to know how much money fidelity is milking out of shorts through short interest as we saw miniscule pricing but I'm sure that wasn't a problem cause Ole bessy was still giving buckets daily. Now however the tit has started to dry up and whether that's due to compshare drs or if it's shorts running out of liquidity, I'll let you speculate on that one. I do believe that the cow is finally running out and citadel suing the sec to corner iex was a massive Hail Mary and also Canary in the coal mine. (I use a lot of animal metaphors apparently.)

Why else would fidelity add IEX? Well you got me here there's a few reasons such as: losing assets and potential customers who are direct registering their share through compshare. So adding IEX to appease customers and keep them trading or rather investing with fidelity. My counter to that is fidelity has been so efficient at transferring shares from Robin hood to Direct Registering Shares to ComputerShare. Their efficiency has landed them some much deserved love and future loyalty. If sentiment is still positive, Fidelity adding IEX isn't an act of desperation and considering there's no rush, why today? Today, the day that Citadel vs SEC happened.

\*\*In conclusion I believe fidelity adding iex is a bullish indicator. I won't say moon soon (although if you've read my post history I've always been bullish on an October time frame). I will say that fidelity doesn't gain much and stands to lose more by adding buy pressure to lit markets and lessening the time for milking shorts on interest.\*\*