



# STERLING TRADING TECH

## Sterling Trader Web User Guide

### Table of Contents

INTRODUCTION .....	2
About this document .....	2
PLATFORM NAVIGATION .....	2
Getting Started.....	2
Dashboard .....	3
Icons and Symbols.....	4
Platform-level setting and layout control tools .....	5
User Settings.....	5
Marquee Settings .....	7
Tabs.....	8
Group Settings.....	8
WIDGETS.....	9
ACCOUNT INFO .....	9
CHART.....	10
MARKET DEPTH .....	12
NEWS.....	13
OPTIONS.....	14
ORDERS .....	15
POSITIONS.....	16
STOCK INFO .....	17
TRADE TICKET .....	17
WATCHLIST .....	18

## INTRODUCTION

When you first begin working with Sterling Trader Web, you'll want to know some basics: What am I looking at? How do I place orders? How do I get help? This guide covers these basics to help you get started.

### About this document

This User Guide details how to use Sterling Trader Web. It describes various components and windows of the platform and explains their purpose and functionality, defines and explains procedures for trading, and highlights some ways to personalize the platform. Please note that all information provided in this document is subject to updates by Sterling Trading Tech.

## PLATFORM NAVIGATION

Note: To access Sterling Trader Web you will need either a Demo or Live account. If you already have a user ID and password, please proceed to the Getting Started section below. Otherwise, contact Sterling Support at [support@sterlingtrader.com](mailto:support@sterlingtrader.com) to get set up.

### Getting Started

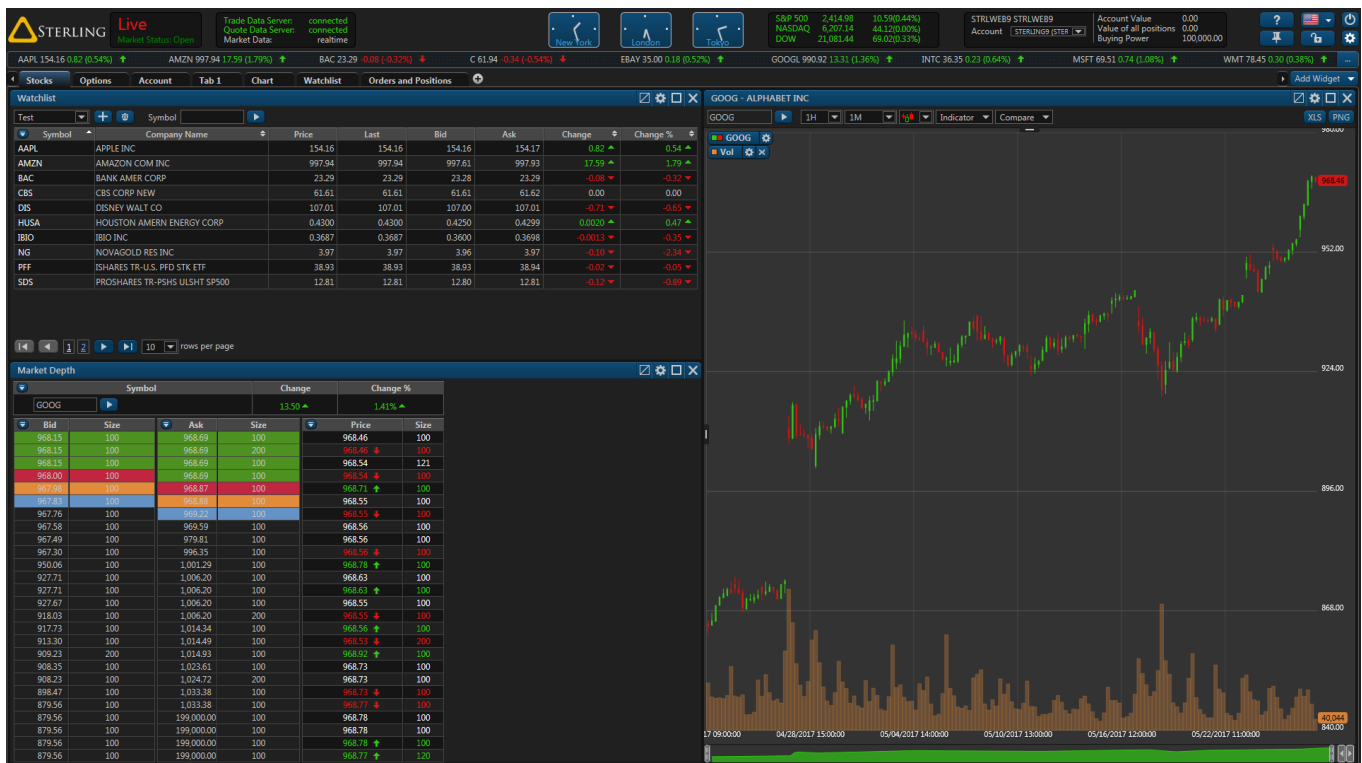
To access Sterling Trader Web, point your browser at the URL: <https://web.sterlingtrader.com/> and enter your login credentials.



# Dashboard


















When you first login to Sterling Trader Web you will see the default setup:

- The very top section of the screen is the **status bar** that shows status of the market (Open, Close, Pre-Market, or After-Hours), status of server connections, status of quotes (real-time or delayed), current time, quotes on major U.S. indices, your user ID and account(s) associated with it, key account metrics (Account Value, Value of All Positions and Buying Power), and several buttons for settings and platform navigation.
- Underneath the status bar is the **marquees bar**.
- Underneath the marquees bar is the **tabs bar** which allows you to add or remove tabs, and fill each tab with widgets of your choice using the "Add Widget" dropdown menu.
- The rest of the screen is either blank or occupied by one or more widgets of your choice (you can add or remove them, and adjust their size and position on the screen). The snippet below shows the screen space occupied by three widgets: Watchlist, Chart and Market Depth.



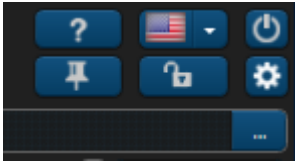
## Icons and Symbols

Sterling Trader Web has several icons and symbols for navigating the platform and personalizing the layout. Several buttons that are grouped in the top right corner of the platform are described in the next section. Other buttons that show up throughout the platform are described in the table below.

Icon	Name	Description
	Log Off	Sign out from your Sterling Trader Web account
	Settings	Edit and make changes to the platform interface (ex: account, trading accounts, layout settings, personalization)
	Tab Settings	Add more tabs, name/rename tabs and delete tabs
	Widget Settings	Enable you to edit and customize the widget (settings differ from one widget to another)
	Add Tab	Enables you to add extra tabs to the platform
	Manage Columns	Enables you to select the columns you want to keep and remove in widgets
	Create New Watchlist	Enable you to create and add new Watchlists
	Delete Current Watchlist	Enables you to delete current Watchlist
	Marquee settings	Enables you to edit the display of real time quotes of securities
	Pinned header panel	Enables you to pin header panel (Marquee listing and widget panel)
	Unpinned header panel	Enables you to unpin header panel (Marquee listing and widget panel)
	Locked layout	Enables you to lock your last update layout. When you lock your layout, you cannot add and/or delete any of the changes made
	Unlocked layout	Enables you to unlock your layout and make edits by adding, deleting and relocating the widgets within the platform
	Help button	Enables you to report any question, feedback about the platform
	Language	Enables you to change the language of the platform features
	Group	Enables you to assign widgets to the same color group so you can connect all widgets together by one click
	Maximize	Maximize the widget window

## Platform-level setting and layout control tools

Top-right corner of the Sterling Web Trader contains several important navigational and settings related buttons:



Row 1, left to right:

- 1<sup>st</sup> button: Send a message to Support or click on a web link to a user guide or video.
- 2<sup>nd</sup> button: change the platform's language (English, Russian, Chinese or Taiwanese)
- 3<sup>rd</sup> button: log out

Row 2, left to right:

- 1<sup>st</sup> button: pin header panel
- 2<sup>nd</sup> button: lock layout (hides all editing tools from view, including close buttons and Add Widget dropdown menu)
- 3<sup>rd</sup> button: user settings (see more in the next subsection)

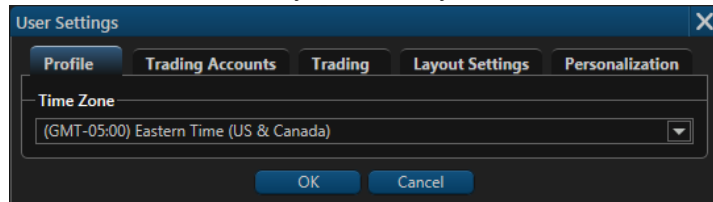
Row 3:

- 1<sup>st</sup> button: Marquee settings (allows to choose which symbols to show in the marquee and set the speed)

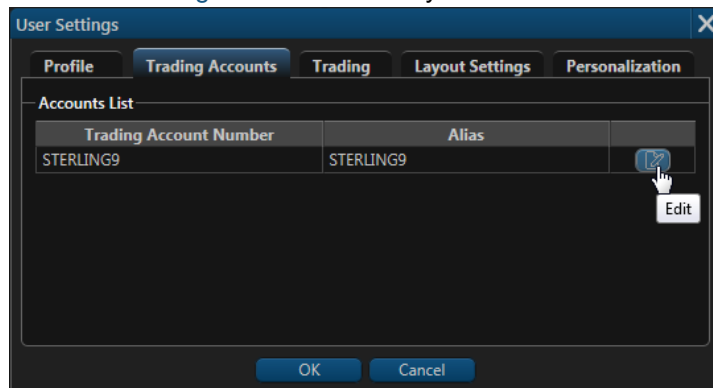
## User Settings

**User Settings** enables you to customize your layout. If you click on a wheel button, a window with five tabs will popup.

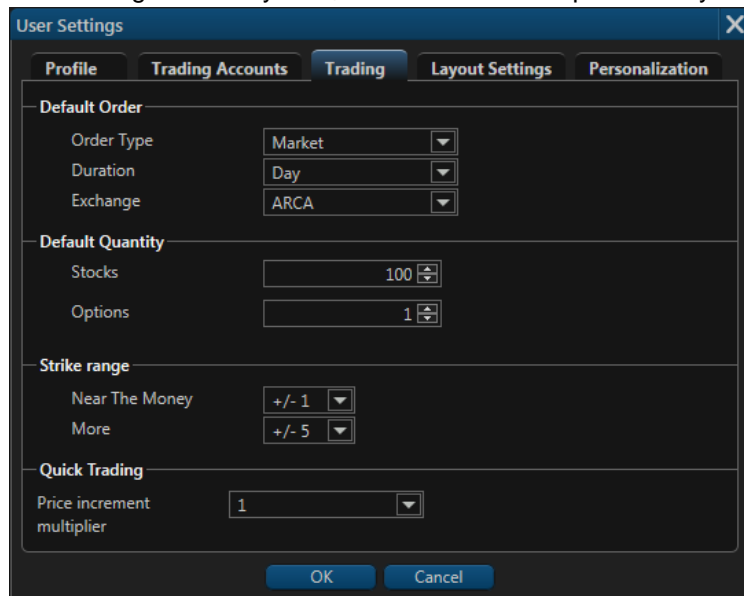
- Tab "Profile" allows you to modify the Time zone.



- Tab "Trading Accounts" allows you edit how the account is displayed on the status bar.

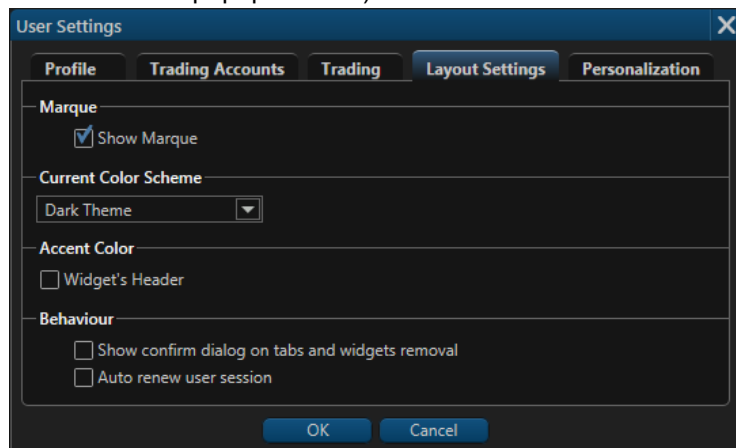


- Tab “**Trading**” allows you to set certain defaults for order entry and for how options are displayed in the option chain widget.
  - Default Order** section allows to set default **order type** (Market, Limit, Stop, Stop Limit), order **duration** (a.k.a., “time-in-force”) (Day, GTC) and exchange where the order will be routed, a.k.a. destination (choices will depend on your broker).
  - Default Quantity** section allows to set default number of shares for stock orders and default number of contracts for option orders.
  - Strike Range** section allows to set how many options will be shown if you choose to display only a subset of options for a certain maturity date as opposed to all of them (“Near-the-money” or “More” choices in the Range menu in the Option chain widget).
  - Price increment multiplier** is relevant for when you modify the price on open orders by clicking the scroller next to the limit or stop price. In the order verification window that will pop up, the new price will differ from the original one by the \$0.01 times the multiplier. So if your multiplier is 75, the new price will differ by \$0.75.



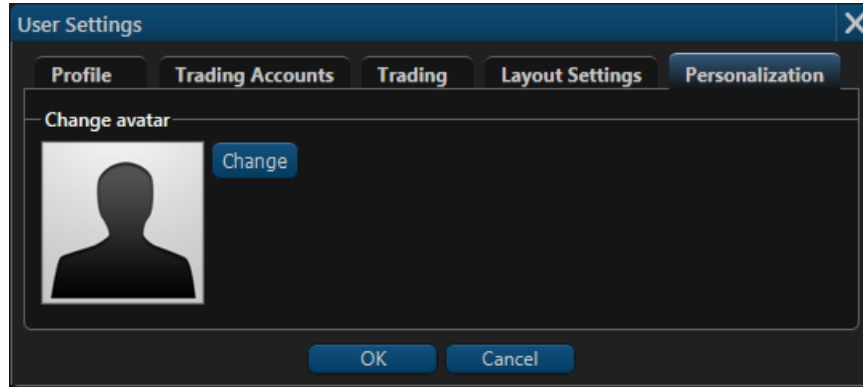
- ← Default order - choose the type, duration and exchange for the order to place  
Type: Market, Limit, Stop, Stop Limit, Duration: Day, GTC Exchange: ARCA, NASDAQ, SMART, etc.
- ← Default Quantity - change and set your default quantity for stocks and options
- ← Strike Range  
Near the Money: Choose and set Near The Money strike price range starting from +/-1 up to the maximum +/-4  
More: Choose and set the money strike price range starting from +/-5 up to +/-8
- ← Quick Trading - set default price increment (1, 10, 100, 1000) for quick changing of limit price

- Tab “**Layout Settings**” allows you to hide marquees bar, to choose the color scheme of the platform (dark or light), to customize the color of the widget header bars, to enable or disable confirmation popups when tabs and widgets are added or removed, and to enable or disable autorenewal of the session (if it is disabled, the session will be active for 30 minutes, after which it will shut down unless you choose to renew it by clicking “ok” on the popup window).



- ← Pin/unpin Marquee bar to either show or hide it
- ← Customize layout by choosing either a Dark or a Light color scheme
- ← Change the color of the widget's header to any other color that suits your preferences
- ← Verify and confirm removal of tabs and widgets  
Keep the session active until log out

- Tab “Personalization” allows you to add a picture to your user profile.



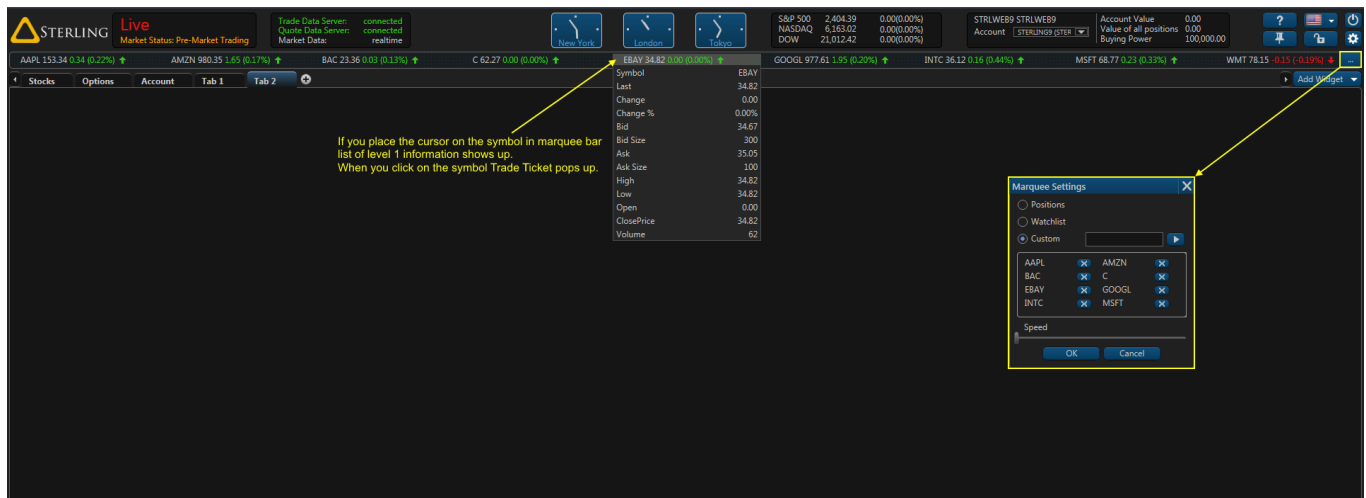
## Marquee Settings

Sterling Trader Web's Marquee streams security information in the most flexible real-time quote displays. With Sterling Trader Web's Marquee, you can combine real-time data of securities in a variety of customizable displays. The content of Marquee can be customized in three different models.

Positions: Marquee that shows updated quotes of all the symbols you traded.

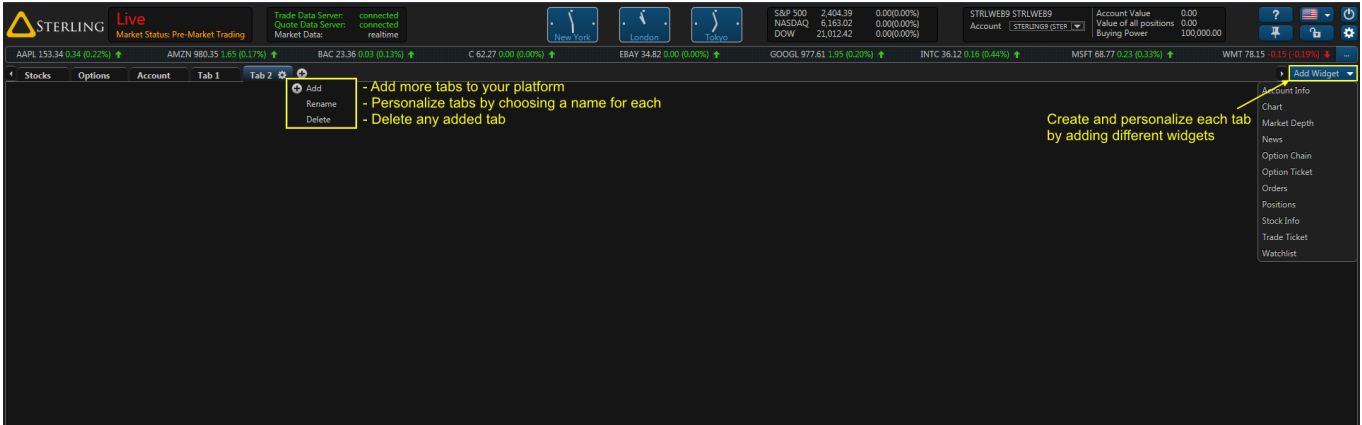
Watchlist: Marquee that shows updated quotes of the Stocks on your watchlist

Custom: Customize marquee that shows updated quotes of your specifically preferred symbols



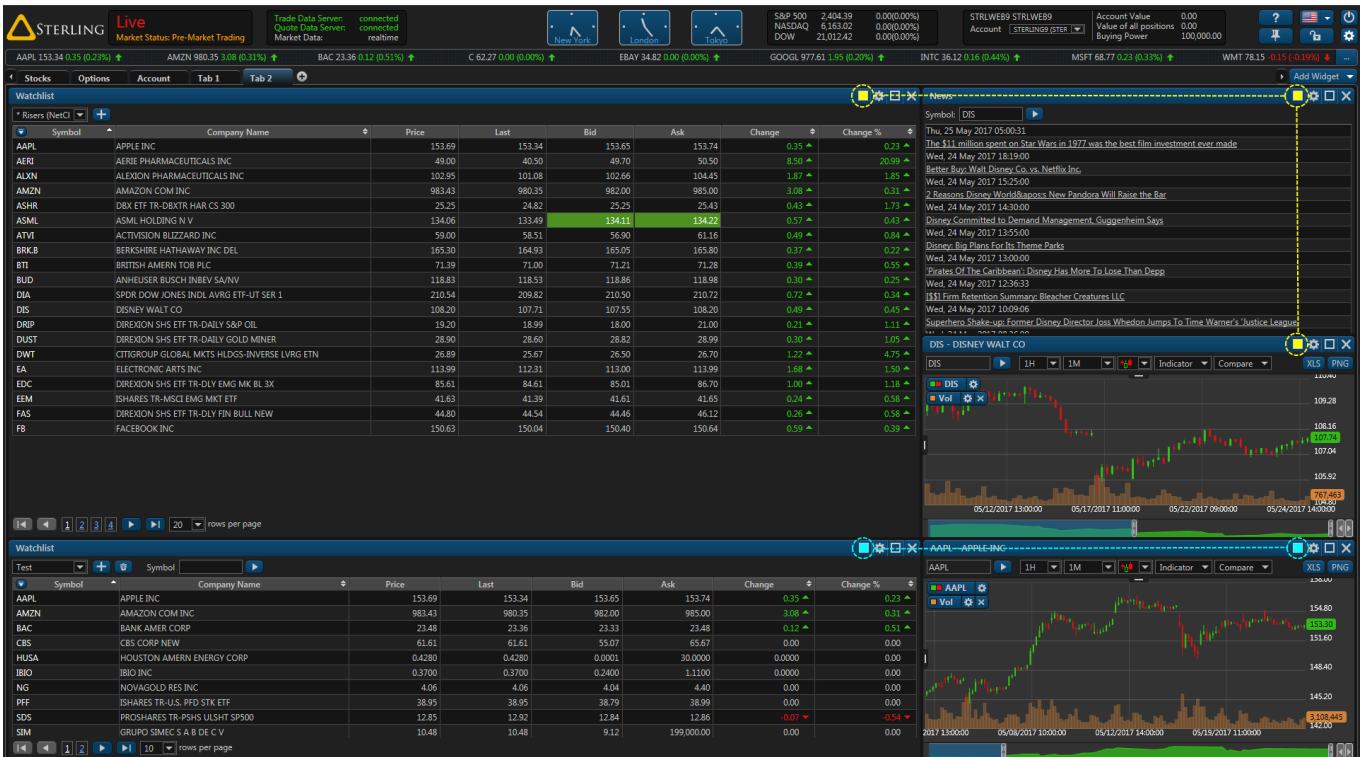
## Tabs

Sterling Trader Web's interface is designed to make it easy for users to find features, place and organize widgets as they want. Each tab is customizable and can contain any component the user chooses from our widget list. By scrolling the drop-down menu of "Add Widget", click on the picked widget and it will be automatically added to the tab menu. You can also create and add extra tabs and label them to break down your trading tasks into simple actions.



## Group Settings

Sterling Trader Web allows you to group your widgets with each other, such as news, charts, stock info and more. When all widgets are grouped together by the same tag color, that would make your terminal more efficient and practical for trading. You can just click on the ticker symbol of the company in your watchlist to view real-time chart, news, stock info and more about the company, all with one click.





# WIDGETS

Sterling Trader Web comes with a variety of widgets that you can use to get the most productive trading experience. The goal behind "Add Widget" tab is to make sure there is a place where you could always have easy access to all trading tools. Sterling Trader Web's widgets appear on the right-hand side of the platform and are always there no matter what tab you are on. If you don't want them taking up space, you can always collapse them by clicking "Lock Layout".

**Unlocked layout mode**  
 You can add, move and delete widgets, as well as add, rename and remove tabs

**Locked layout mode**  
 Following options are hidden/disabled:  
 - add and delete widgets  
 - move and resize widgets  
 - add, rename and delete tabs

The screenshot shows the Sterling Trader Web interface with various widgets. In the 'Unlocked layout mode' view, the 'Add Widget' button is highlighted, and a list of widgets is visible on the right side. In the 'Locked layout mode' view, the 'Add Widget' button is disabled, and the widget list is hidden.

# ACCOUNT INFO

Sterling Trader Web's account information is designed to display the user's real-time information about all trading activities, account value, buying pow and more. It also determines the date when the account was created and was last used.

**Account Info**

Account Value	0.00
Value of all positions	0.00
Long Stocks	0.00
Short Stocks	0.00
Long Options	0.00
Short Options	0.00
Excess	0.00
Buying Power	100,000.00
Day Open Profit/Loss	0.00
Day Close Profit/Loss	0.00
Cash Balance	0.00
Available to Withdraw	0.00
Active Orders Count	0

Start: 05/11/2017 End: 05/25/2017 Export

The chart shows a flat line at 0 on the y-axis, with the x-axis labeled with dates May 15 and May 22.

# CHART

To view the market from nearly every conceivable angle, Sterling Trader Web offers different chart types that stream up-to-date data. You can choose from the following different modes:

- Area
- Candle Sticks
- Bar
- Line
- OHLC (Open-High-Low-Close)
- Table

The drawing tools menu allows the user to select from a number of different drawing tools. Drawing tools overlap the price data and can be used to mark-up the charting area. Drawing tools include Fibonacci, trend lines, support or resistance (price range) and text notes.

**Edit Settings**

Settings  
Color: [Orange] [Blue]  
Border color: [Orange] [Blue]  
Show Last Value:   
OK Cancel

Settings  
Negative Color: [Red] [Green]  
Positive Color: [Green] [Red]  
Show Last Value:   
OK Cancel

**Settings**

Settings  
General Appearance  
Window Name: %symbol% - %company%  
Right Indent: 25  
Keep selected drawing tool:   
Trading from chart enabled:   
Show Orders:   
Show Position:   
OK Cancel

**Tab name**  
Customize the name of your chart

**The ticker symbol of the company**

**Geometries:** Click on the drawing tool you want to use.

**Trend lines and shapes (ellipse & rectangular)**

**Take notes**

**Fibonacci**

**Price range**

**Maximize screen**

**Export to image**

**Export to document**

**Real-time data about the security**

**Scroll back and forth to see price history**

**Settings**

Settings  
General Appearance  
Window Name: %symbol% - %company%  
Right Indent: 25  
Keep selected drawing tool:   
Trading from chart enabled:   
Show Orders:   
Show Position:   
OK Cancel

**Trading from chart**  
You can either enable or disable trading through chart. You can place a trade by clicking instantly anywhere in the chart

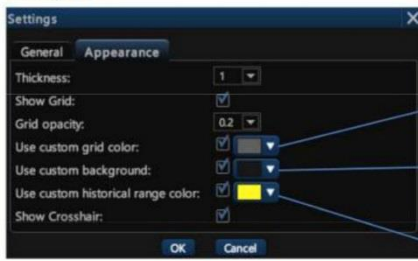
**Right Indent**

**Trade Ticket**

Symbol	AAPL	Shares	100	Exchange	ARCA
Order Type	Limit	Limit price	111		
Duration	Day	Price	\$120.24		
<input type="button" value="Buy"/> <input type="button" value="Sell"/> <input type="button" value="Sell Short"/> <input type="button" value="Buy To Cover"/>					
Symbol	AAPL	Last	150.34	Change	-0.10
Volume	7,384	Bid	150.17	Ask	150.35

# Customize your chart

Example 1



Example 2



The charting menu bar shows different options that can be expanded and used to select the time frame, chart type, technical indicators, apply comparisons to other securities, and draw different trend lines and shapes. The chart also provides access to many other features and settings, including being able to trade from the charts, change the style/appearance of chart and the time frame as well as add technical analysis tools.

**Time Frame**  
You can change and choose the time frame of the chart

**Chart Types**  
Choose to show a chart in five different modes

**Indicator**  
Scroll down to choose the technical indicators you need to use

**Compare**  
Compare the performance of different ticker symbols

↓ Fold & unfold chart menu items

# MARKET DEPTH

Market Depth provides following functionality:

- Shows equity order book
- Shows quote for selected symbol
- Shows details about stream of orders for selected symbol

When there are several rows with the same value, same color is used.

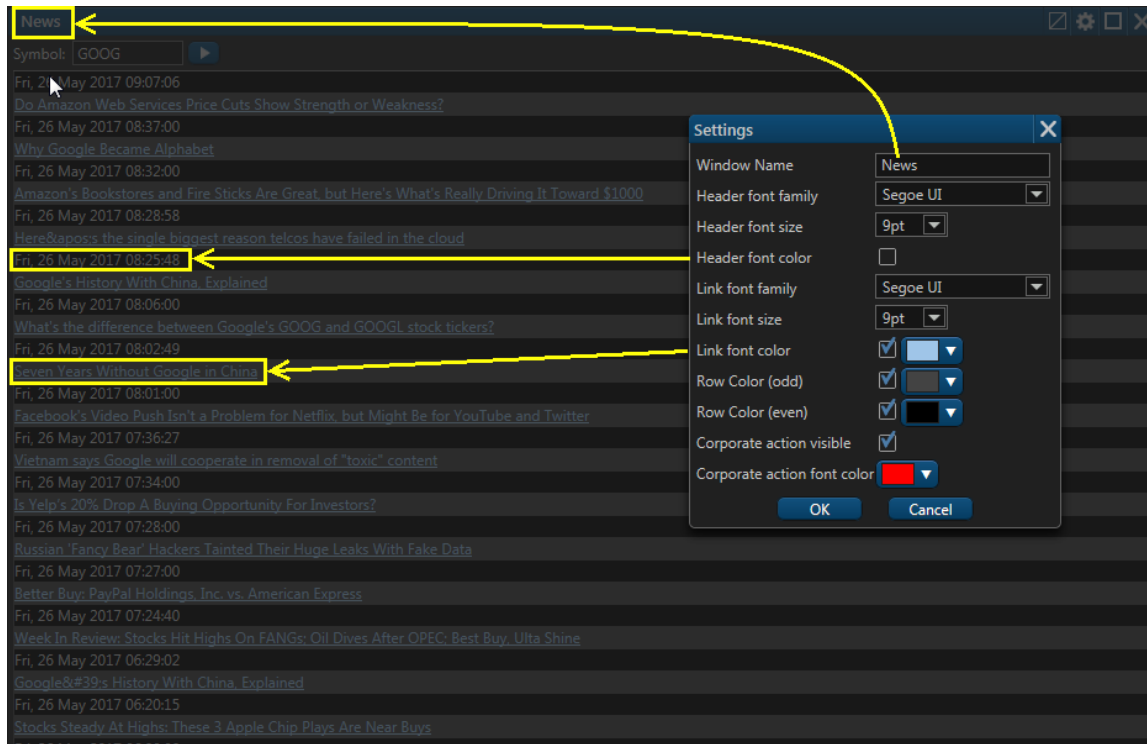
The screenshot shows a 'Market Depth' window for the symbol 'GOOG'. The main summary row shows: Symbol: GOOG, Price: 974.20, Last: 974.20, Ask: 974.48, Ask Size: 200, Bid: 974.02, Bid Size: 200, Change: 3.31, Change %: 0.34%, Volume: 231,383. Below this is a detailed order book table with columns for MMID, Bid, Size, MMID, Ask, Size, Price, Size, and Time. Annotations on the left side of the table point to the first four rows, identifying them as the Best bid/ask, Second best bid/ask, Third best bid/ask, and Fourth best bid/ask.

MMID	Bid	Size	MMID	Ask	Size	Price	Size	Time
BATY	974.02	100	BATY	974.48	100	974.20	100	10:11:07
IEXG	974.01	100	EDGA	974.48	100	974.20	100	10:11:07
NSDQ	974.00	100	NSDQ	974.49	100	974.80	100	10:10:47
EDGX	974.00	300	ARCA	974.50	100	974.72	100	10:10:41
NITE	973.91	100	BATS	974.53	100	974.73	100	10:10:41
ARCA	973.56	100	EDGX	974.59	100	974.73	100	10:10:41
BATS	973.18	100	GSCO	988.32	100	974.77	100	10:10:41
GSCO	960.36	100	CDRG	993.90	100	974.77	100	10:10:41
CDRG	954.03	100	PHLX	1,000.00	100	974.82	100	10:10:38
EDGA	945.19	100	XGWD	1,015.05	100	975.41	100	10:10:05
SUFI	935.45	100	SSUS	1,015.06	100	974.76	100	10:10:00
ETMM	935.45	100	ETMM	1,015.06	100	974.73	100	10:10:00
SSUS	935.45	100	SUFI	1,015.06	100	974.73	100	10:10:00
XGWD	934.56	100	IMCC	1,019.37	100	974.74	100	10:10:00
IMCC	930.58	100	LULD	1,022.46	100	975.01	100	10:09:56
LULD	925.08	100	BOSX	1,022.54	100	975.21	150	10:09:54
CTDL	924.83	100	CTDL	1,023.14	100	975.08	100	10:09:47
PHLX	924.57	100	SGAS	1,032.88	200	975.11	200	10:09:46
BOSX	924.57	100	SBSH	1,042.85	100	975.26	100	10:09:40
SGAS	915.29	200	UBSS	1,051.75	100			
SBSH	905.82	100	BKMM	1,051.75	100			
BKMM	895.18	100	CANT	1,051.75	100			
MLCO	895.18	100	BARD	1,051.75	100			
TMBR	895.18	100	RHCO	1,051.75	100			
OPCO	895.18	100	MZHO	1,051.75	100			
UBSS	895.18	100	WEDB	1,051.75	100			
CANT	895.18	100	JEFF	1,051.75	100			

# NEWS

Sterling Trader Web's news widget gives you live streaming headlines from different online news sources. If there is an important news story in business around the world, it will probably show up in the Live News tape. You can click on the headline to get the full story. You can also link your watch list with the news feeds, so that every time you want to know the latest news about a security, you can just click on it from the watch list to see updated news headlines.

You can customize the News widget using **Settings**. The News Settings enable you to edit and customize the interface of your news feeds.



# OPTIONS

## Option chain

The screenshot displays the Sterling Live trading interface for GOOG. The main window shows an option chain with columns for Name, Price, Last, Bid, Ask, Change, and Strike. It lists various call and put options for different expiration dates (e.g., Jul 2017, Aug 2017, Sep 2017, Nov 2017, Dec 2017, Jan 2018, Jun 2018, Sep 2018). A 'Greeks' table is visible on the left, showing values for Delta, Gamma, Theta, Vega, and Rho. On the right, a 'Profit/Loss Calculator' and a 'Probability Calculator' are open. The Profit/Loss Calculator shows a stock price of 970.89 and a selected strike price of 974.87. The Probability Calculator shows a normal distribution curve with a mean of 970.89 and a standard deviation of 1.06758.

## Option Ticket

The Option Ticket window shows the following details for a GOOG call option:

- Symbol: AAPL
- Leg Type: Option
- Action: Buy To Open
- Qty: 1
- Expiry: Jun 2017
- Strike: 10.00
- Call/Put: Call
- Bid: 143.90
- Ask: 144.55
- Market: \$144.55
- Order Type: Buy To Open
- Market: Sell To Close
- Duration: Buy To Open
- Day: Buy To Close
- Exchange: ARCAEDGE

# ORDERS

Manage column:  
you can add/remove  
columns you want to see

You can change the order in  
each column which has this icon

Also by clicking in the column header and  
dragging it you can change the order of columns

Paging:  
you can choose to display 5-100 rows per page

## Create an order

There are multiple ways to create an order on Sterling Trader Web's platform:

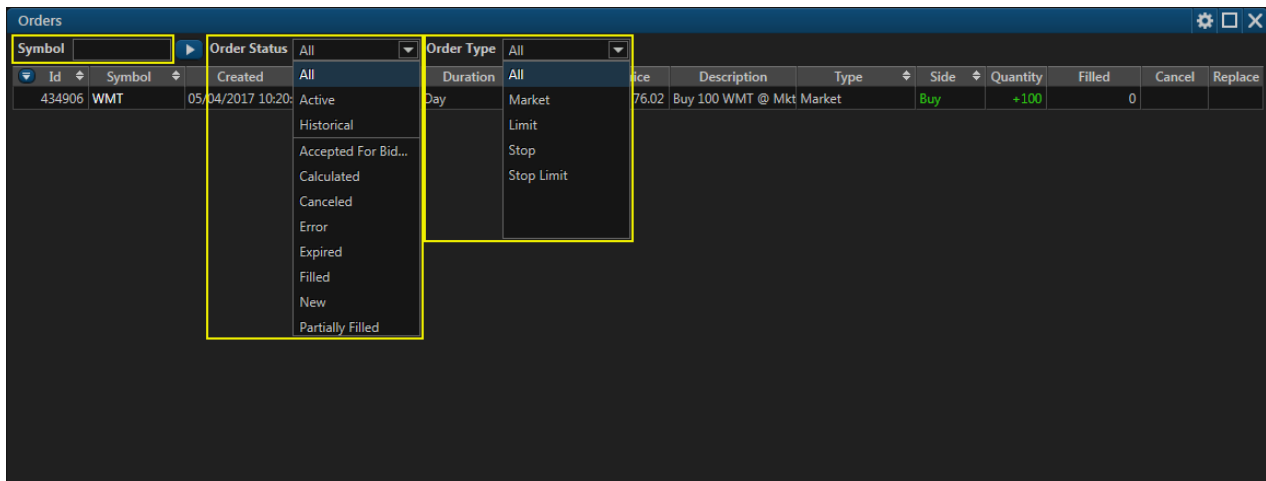
- Clicking on the symbol or price in various widgets: Orders, Positions, Watchlist, Market Depth, etc. or from the Chart, when Trade Ticket appears as a pop-up window
- Directly from Trade ticket widget that is already added to the tab

The screenshot shows the Sterling Trader Web interface. At the top, there are account details and navigation tabs. The main area is divided into several sections:

- Positions:** A table showing various positions with columns for Symbol, Company Name, Change, Bid, Ask, Last, Price, Quantity, Execution Price, Market Value, P/L Open, and P/L %.
- Orders:** A table showing a list of orders with columns for Id, Symbol, Created, Executed, Status, Duration, Quantity, Execution Price, Limit, Last, Price, Description, Exchange, Type, Side, Filled, Remaining, Cancel, and Replace.
- Trade Ticket:** A pop-up window for creating a new order. It includes fields for Symbol (AAPL), Shares (100), Exchange (ARCA), Order Type (Market), and Duration (Day). There are buttons for Buy, Sell, Sell Short, and Buy To Cover. The Price is set to \$150.54.
- Watchlist:** A table showing a list of symbols and their current prices. A yellow arrow points from the AAPL symbol in the Watchlist to the Trade Ticket window.

## Filtering orders

Orders can be filtered by Symbol, Order Status and Order Type.



## Duration of orders

Duration means how long an order will remain in the market until it is canceled. Users can set their preferred duration from Trade Ticket and Option Ticket widgets or popups.

Day - A day order automatically expires at the end of the regular trading session if it has not been executed.

GTC - Good-till-Canceled - An order that lasts until it's filled, or it's canceled.

## POSITIONS

Once an order is placed in the market, the user will be able to see it on the position widget. Users can manage the components they want to see in their position widget. Manage column button enables you to choose which columns you want to display in the widget, same as in Orders widget.

Symbol	Company Name	Change	Change %	Bid	Ask	Last	Price	Quantity	Execution Price	Market Value	P/L Open	P/L %	Close
WA	Select All	0.00	0.00	3.20	3.50	3.20	3.20	-40	47.13	-14,000.00	174,500.00	92.57	X
WN	Company Name	0.00	0.00	0.70	0.76	0.71	0.71	+1	47.13	70.00	-4,642.50	-98.51	X
AA	Change	-0.26	-0.17	150.02	150.08	150.34	150.08	+35	47.13	5,250.70	3,601.33	218.34	X
AD	Change %	1.00	0.67	148.99	150.94	149.94	150.94	+10	47.13	1,489.90	1,018.65	216.16	X
AM	Bid	-8.20	-0.80	1,020.00	1,020.50	1,028.70	1,020.50	+10	1,025.40	10,200.00	-54.00	-0.53	X
AN	Ask	0.00	0.00	8.70	9.62	9.20	9.20	+30	47.13	261.00	-1,011.41	-79.49	X
BA	Price	-0.11	-0.46	23.83	23.84	23.94	23.83	+100	24.35	2,383.00	-52.00	-2.14	X
BB	Quantity	-0.53	-0.32	163.94	164.08	164.53	164.00	0	0.00	-	-	-	X
FB	Execution Price	-2.64	-0.27	963.23	966.04	968.15	965.51	+1	47.13	963.23	-927.15	-49.05	X
GO	Market Value	-0.07	-1.83	3.75	3.78	3.83	3.76	+200	3.84	750.00	-18.00	-2.34	X
GR	P/L Open	-0.30	-0.33	90.80	90.98	91.20	90.90	0	0.00	-	-	-	X
JPN	P/L %	0.00	0.00	4.50	4.75	4.58	4.58	-6	4.75	-28.50	169.50	85.61	X
NG	Realized PL	-0.15	-0.25	58.95	58.98	59.10	58.95	+10	47.13	589.50	118.25	25.09	X
NK	Security Type	0.00	0.00	26.24	32.06	29.15	29.15	0	0.00	-	-	-	X
PR	Close												



# SECURITY INFO

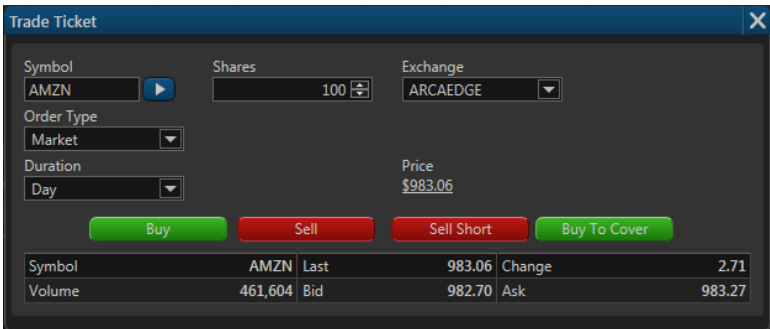
Provides detailed info about the selected symbol.



# TRADE TICKET

Sterling Trader Web enables you to execute trades in diverse ways.

**Trade Ticket:** You can add the widget Trade Ticket to place an order. To place an order, you need to enter the symbol name, number of shares, the exchange market (e.g. ARCA, NYSE, NSDQ), order type (Market, Limit, Stop, Stop Limit) and the duration of the trade (Day, GTC).



# WATCHLIST

Sterling Trader Web's watchlist is designed to be sortable and filterable to help traders make decisions quicker (this is especially important when trading options as it helps determine the entry strategy). You can create your own watch list based on which groupings of stocks you would like to see in one view (available in demo mode). The images below show the steps of creating your own watch list.

Clicking the + button opens a pop-up window to enter new watchlist's name.

