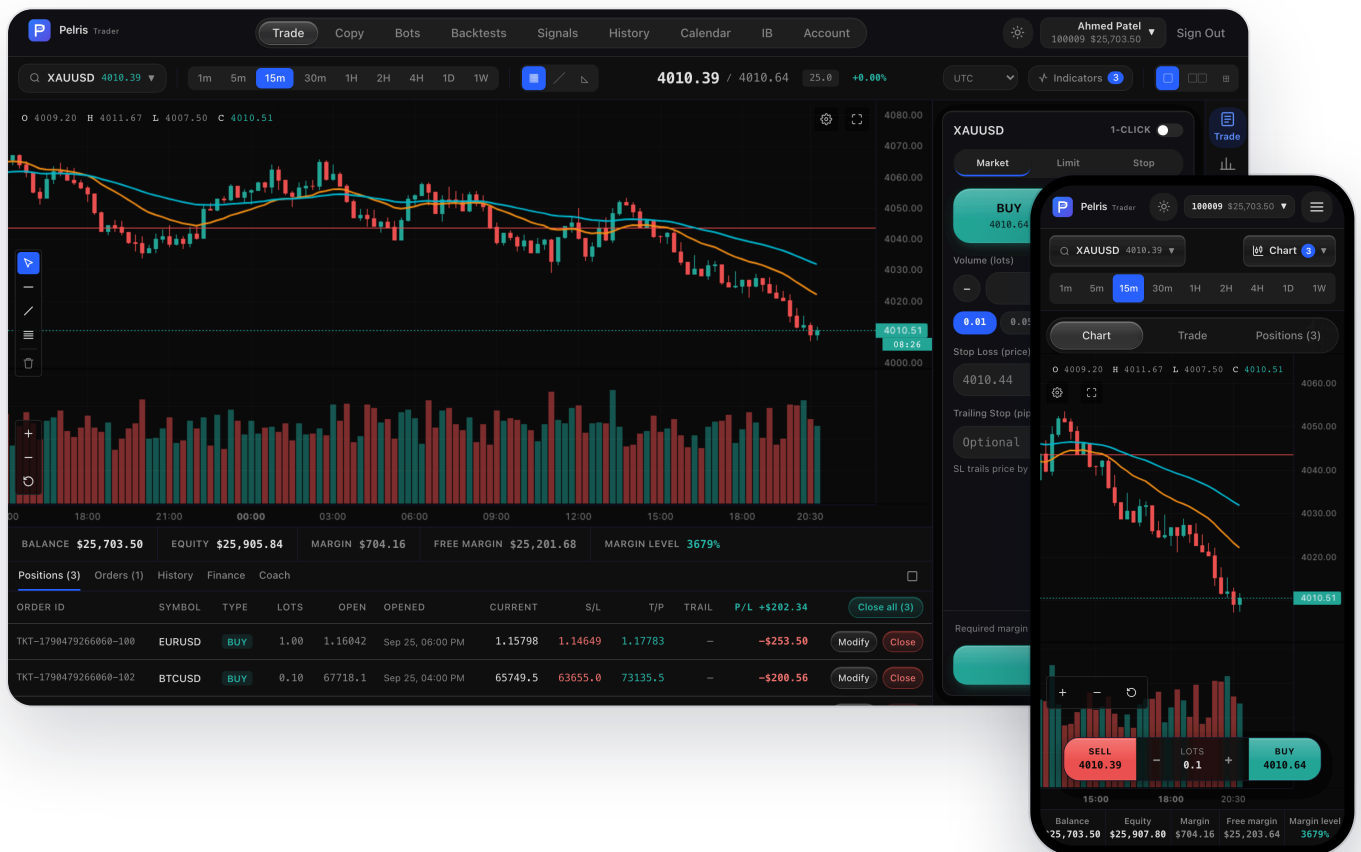


# Run your brokerage on **your own branded** trading platform and CRM

A client trading terminal and a staff CRM, on your brand, your domain and your own database. Most brokers are live in about a week. We run the software. You run the brokerage. Pelris is the software vendor and never holds or manages client money.



## For your traders

A fast terminal on web and phone, with live prices, charts, one-tap trading and AI market notes.

## For your team

A back office for leads, clients, KYC, deposits and withdrawals, with access set per role.

## For your brand

Your name, logo, colours and domain everywhere. Your own isolated database, with an audit trail.

Forex

Metals

Oil

Indices

Crypto

US stocks

AI for traders and staff

Web and phone

Live in about a week

AI BUILT IN

# AI on both sides of your brokerage

Your clients get AI inside the terminal on every plan. Your team gets AI briefings on Growth and Enterprise. It reads your own platform's data, it explains and never tells a client what to trade, and the spend is capped so the cost stays flat as your client book grows.


**Ask** inside the trader's terminal

ILLUSTRATION

Why is gold moving so much today?

Gold has been rising through the morning after softer US inflation data, and it is trading above its 50 period average on the 15 minute chart. Your open buy of 0.10 lots is in profit. The next scheduled release that could move it is a Federal Reserve speech this evening. This is an explanation, not a recommendation to trade.

An example of the kind of answer a client sees. Real answers use live prices, the news and the client's own account.

## For your traders **EVERY PLAN**

### Market note

Three plain sentences beside the chart: what the instrument did, what the indicators say, and the next release that touches it.

### Ask box

Clients ask about the instrument, the news and their own positions, in their own language. It explains and never tells them what to trade.

### Evening and weekly reviews

Written from the client's own trades: what worked, one pattern to watch and the number worth remembering.

### Order ticket nudges

A line above Buy and Sell flags chasing a loss, a much bigger size after losses, or three losses in a row.

### Signal notes and bots

Every signal explains why in plain words, and clients can describe a bot in a sentence to fill in its settings.

## For your team **GROWTH**

### Desk briefings

AI briefings across the whole book, so your team starts the day knowing where to look.

### Client briefs

A summary of each client before an agent picks up the phone.

### Capped and metered

Questions are capped per trader per day and total AI spend per month, so the cost stays flat as you grow.

### Safe by design

It explains and never tells a client what to trade. Questions about deposits and withdrawals go to the client's account manager, and it answers in the client's own language.

## WHAT IS INSIDE

# One platform, from first deposit to daily trading

### ■ Client trading terminal

Forex, metals, oil, indices, crypto and US stocks with live prices, charts with 30+ indicators, and market, limit and stop orders with take profit, stop loss and trailing stops.

### ■ White label, isolated

Your brand end to end, your own domain and your own database per broker, and an audit trail on every sensitive action.

### ■ Execution and margin

Keep each client's orders on your own book or cover them with your liquidity provider, with institutional price feeds, full or hedged margin, and spreads set per account type or client. Bring your own provider, or we introduce you to one.

### ■ Staff CRM and back office

Leads, client profiles, KYC review before withdrawals, instant or approved deposits and withdrawals, and access set per role for admins, managers, retention and sales.

### ■ Copy trading and bots

A strategy marketplace, follower mirroring at live prices, client trading bots and strategy backtesting, on Growth.

### ■ Partners and mobile

Multi-tier introducing brokers with commissions and a partner portal. The terminal installs on any phone in one tap, and Growth adds a native iOS and Android app on your brand.

## HOW YOU LAUNCH

1

### Brand and configure

We set up your own deployment: domain, logo, colours, instruments, leverage and account types.

2

### Onboard your team

Import your leads, give your staff their roles, and connect your payment and KYC providers.

3

### Open to clients

Your traders sign up on your terminal, fund their accounts and trade. We look after the platform.

## PLANS

### Starter

**\$1,250**/month

New brokers launching their first branded desk

- ✓ The full CRM and trading terminal
- ✓ AI in the terminal
- ✓ Up to 1,000 active clients
- ✓ Your domain and your own database

### Growth

MOST POPULAR

**\$2,500**/month

Desks that want automation and a native app

- ✓ Everything in Starter
- ✓ AI desk briefings
- ✓ Copy trading, bots and backtesting
- ✓ Native iOS and Android app
- ✓ Up to 10,000 active clients

### Enterprise

**Custom**

Multi-brand groups and regulated operators

- ✓ Everything in Growth
- ✓ Several brands on one contract
- ✓ Licensed market data feeds
- ✓ Uptime SLA and a success manager

## Try it for yourself

Try the 30 second demo now, or ask for a free 14-day demo of the Pelris platform, with trader and back office logins. When you sign, your first month is free.

Try the demo

[pelris.com/try](https://pelris.com/try)

14-day demo

[pelris.com/free-demo](https://pelris.com/free-demo)

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