

BY DIANE ALTER



**TAS**<sup>TM</sup>  
TASMarketProfile.com



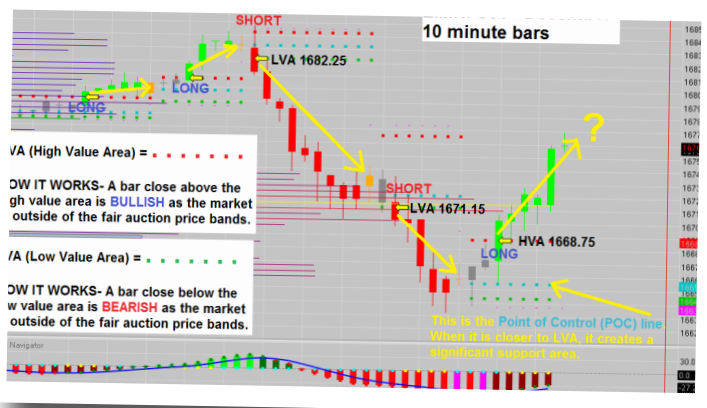
# Leveling the Playing Field

A *Red Light* / *Green Light* Approach to Trading

By definition, an algorithm is a formula or set of steps for solving a particular problem. To be an algorithm, a set of rules must be unambiguous and have a clear stopping point. Algorithms can be expressed in any language from natural languages like English to computer programming languages. Everyone uses algorithms daily. In the simplest example, even a step-by-step recipe for baking a cake could be called an algorithm.

In more complex cases, algorithms can be used for trading stocks, bonds and commodities. Also called automated trading, this involves the use of an electronic platform for entering buy, sell and stop orders with algorithms that include pre-programmed trading instructions with a set of variables representing such things as timing, price or quantity.

"It's kind of like a red light, green light approach to trading," Steve Dahl, President of TASMarketProfile.com told



The Suit. "It tells investors when to buy, when to sell and when to do nothing," Dahl continued.

The Chicago-headquartered company first made its so





phisticated trading tools available to the public in 2003. "I spent over a decade as a commodity broker, working 18 hours days, where I finished days drenched in sweat. It was exciting, stressful and lucrative," Dahl explained. "I worked with thousands of traders from all walks of life and always found the high turnover rate frustrating, both personally and professionally. I also found that most traders and investors lacked the decision support tools and technology needed to sustain success in today's fast-moving, complicated markets. That's when I began to leverage TAS in my market analysis. It changed the way I look at markets and the world around me forever."

In short, TAS has changed the way investors (institu-

tional and retail) trade, and it has helped level the playing field in diversified global markets. "Our trading indicators support any financial market. They are simple enough for a first time investor and comprehensive enough for large institutional clients. We are unique in that our platforms are highly flexible. We also offer automated trading systems for investors who lack the time for constant oversight. Executions are instantly sent to their brokerage accounts," Dahl detailed.

A nod to the prowess of TAS came in 2011 when it won its way onto Bloomberg terminals worldwide. The company retains a cutting edge by constantly filling the constantly changing needs and wants of its global customers. "One thing helping us remain highly competitive is that we only employ good people with tech knowledge at our internal competency. There are a lot of amateurs out there," Dahl said.

While professional traders embrace the TAS technology and method, amateur traders have also found it to be very beneficial. Indeed, scores of retail investors trade on emotions – especially fear. TAS' trading indicators are perfectly suited for trading on financial markets because no emotion is involved. They don't know or trade on fear, panic or greed.

As a seemingly-ancient Wall Street adage goes, "Bulls make money; bears make money – pigs get slaughtered."

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