

# PARTNER PROGRAM



**MHMarkets**



# WHAT IS AN INTRODUCING BROKER (IB)?

Online trading has ushered in unprecedented opportunities for a segment of the market that did not exist previously. Retail traders can now capitalize on forex market movements, just like investment banks and other major institutions. With the growing number of retail traders in recent years, a new avenue of opportunity has appeared, i.e., Introducing Brokers (IBs)/ Referrals.

IBs have gained popularity in the forex market, which has experienced a surge in volume. While informal referrals among traders recommending brokers to friends have always been common the emerging IB program gives influencers an option to establish an official agreement with a broker to become an introducing broker and make official referrals.

The expansion in the retail forex industry increased the focus on forex education, analysis, and signal services. Professional traders can now share their market insights, provide online training, and even share their success stories with their followers. Traditionally, these services were offered through individual websites, leveraging social media and word-of-mouth for promotion.

By partnering with reputable brokers, an introducing broker not only gains access to a larger marketplace but also benefits from better resources.

***Simply put, an introducing broker serves as a referral agent for the financial brokers, introducing new clients to them.***



# WHAT DOES AN IB DO AND HOW DO THEY MAKE MONEY?

As mentioned above, introducing brokers generate income by referring individuals to their affiliated brokerage firm.

For e.g., let's consider a scenario where an IB refers ten friends to a broker, and four of them proceed to open an account and make a deposit. In this case, the IB would earn commission only for the four referrals who became active clients.

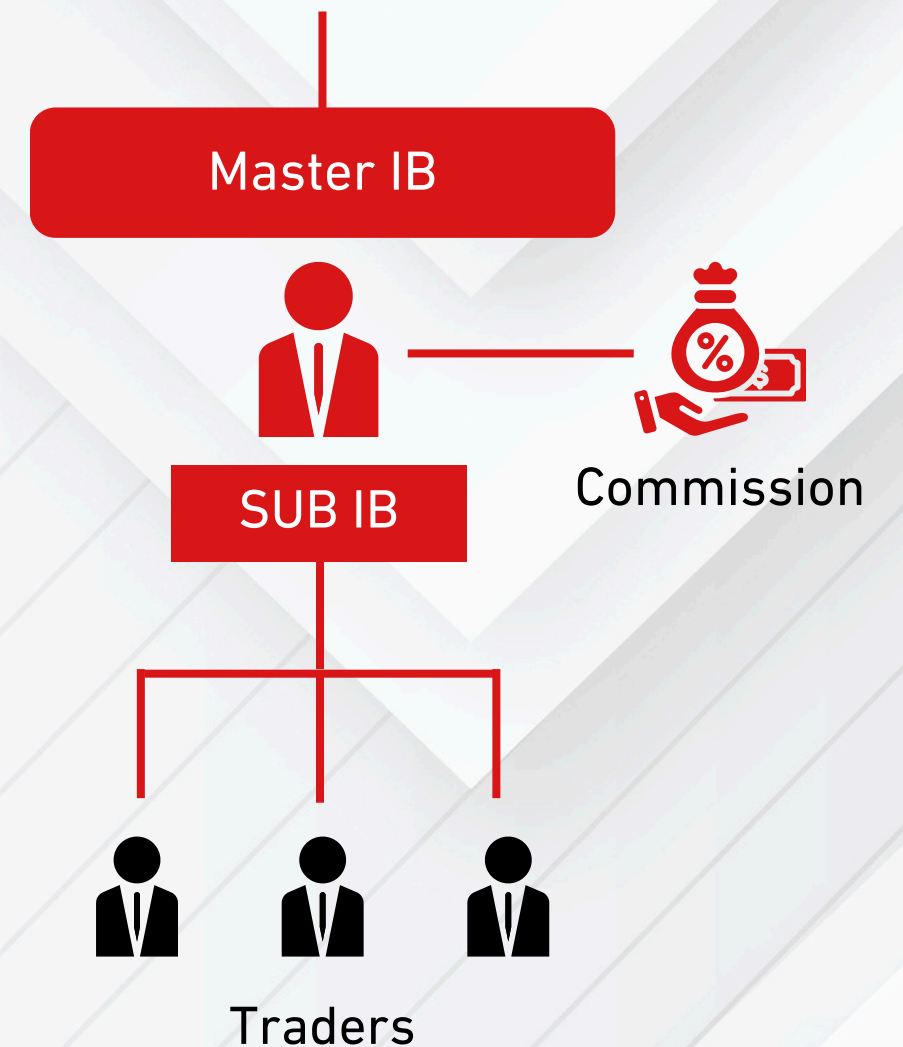
## Curious about how an IB earns from their active clients?

The introducing broker agreement outlines a commission structure, which the IB receives for the trading volume generated by their referred clients.

When an IB's referred client begins trading and the active client executes a trade with a specific volume, such as 1 lot, the broker compensates the IB based on the trading activity of the referred client. The commissions earned by the IB increase with the trading volume – the larger the volume, the higher the commissions generated for the introducing broker.

The commission purely depends on the agreement between the brokerage company and the IB.

## MH MARKETS BROKER



# WHO CAN BECOME AN IB?



Social Media  
Professionals



Influential  
Personalities



Trading  
Educators



SEO  
Professionals



Fund Managers



EA  
Providers



Website Owners



Signal Providers



FinTech Firms

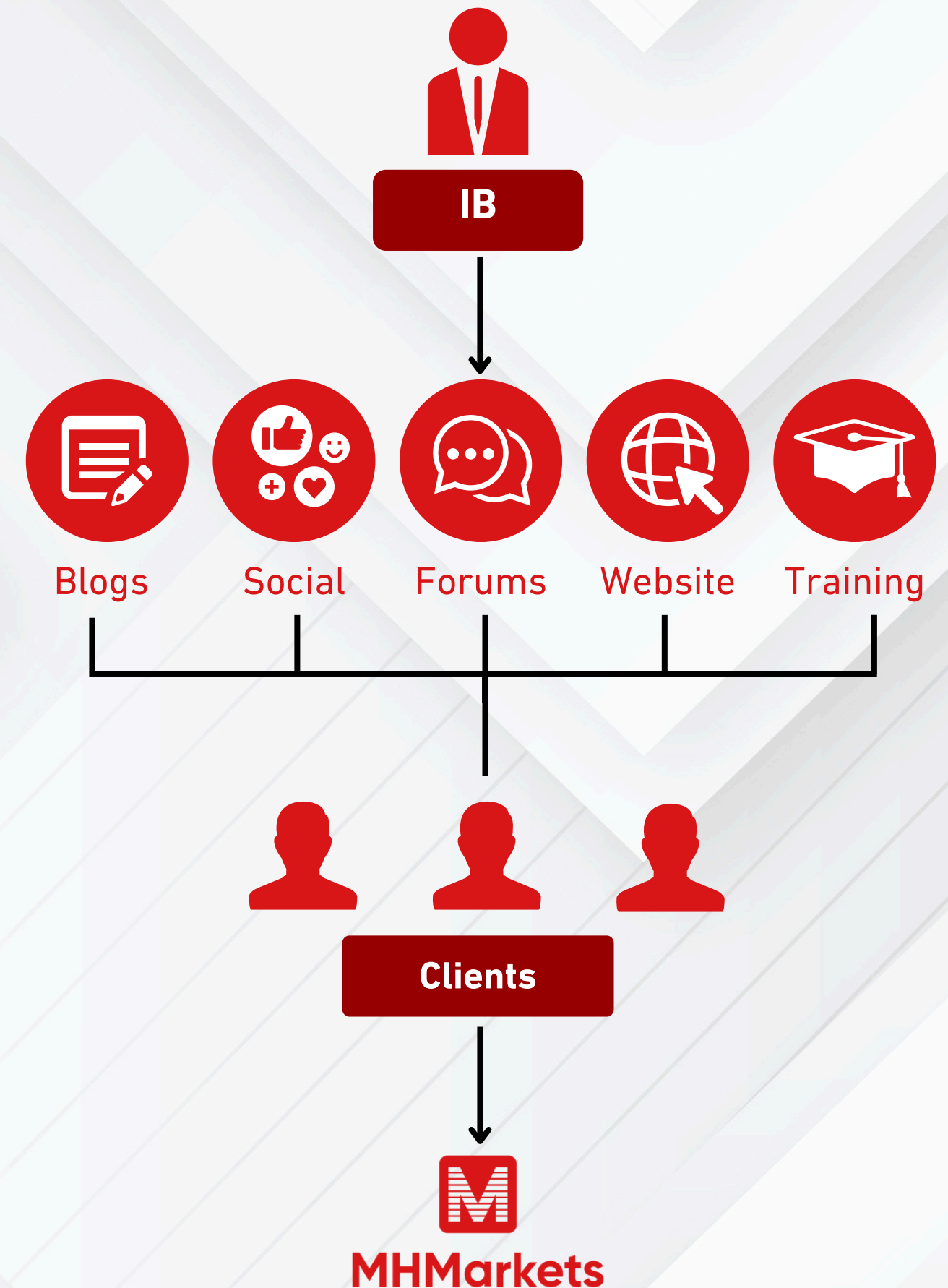
The exciting news is that any company or individual with the ability to convince people can become a successful introducing broker. Regardless of your level of experience in the financial industry, nothing can stop you to succeed with the right support, resources, and tools. Even individuals with limited or no experience can prosper in this role.

# HOW CAN IBs ATTRACT CLIENTS?

Introducing brokers who are just starting to grow their network can refer clients that they know directly. Clients are much more likely to register with a broker when someone that they know personally gives them a recommendation.

During this era of online marketing, IBs can use various social media channels to advertise their services to a wider audience and gain a greater number of referrals, active clients, and generate a stream of passive income for them.

The various communication channels introducing brokers can use are blogs, social media, websites, forums, seminars, and webinars.



# HOW CAN IBs BENEFIT FROM SOCIAL MEDIA?

In recent years, social media has become an invaluable tool for introducing brokers, offering a range of benefits that enhance their ability to attract clients and build relationships.

## **IB's can leverage the power of social media to;**

- Increase visibility and reach
- Target the right audience
- Build credibility and trust
- Real-time communication with clients and potential
- Gives a great platform to share content in various formats including articles, videos, infographics, images
- Networking and partnership opportunity with the financial industry, including brokers, traders, and influencers

By strategically leveraging these platforms, IBs can stay competitive in the dynamic financial industry and effectively grow their client base.



## RESOURCES MH MARKETS PROVIDES

MH Markets offers a multifaceted approach to marketing with a focus on education, engagement, and visual appeal. We equip you with a comprehensive suite of tools and resources to enhance your product promotion efforts.

Get access to a wealth of educational resources in the form of:



Webinars



Seminars



Forex Glossary



Ebooks



Blog



Video Tutorials



Educational Articles



FAQs



# DO'S AND DON'T'S AS AN IB

## ✓ DO'S

- Curate tailored content and services that will appeal to your target audience
- Provide clear and transparent information
- Educate clients
- Aim to convert clients strategically and close deals
- Be consistent and active on your social media channels

## ✗ DON'TS

- Provide misleading information
- Promise guaranteed returns
- Ignore client feedback
- Be aggressive
- Make direct sales immediately.



**Do the do's  
not the don'ts**

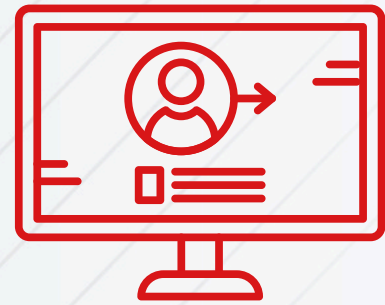


# WHY BECOME MH MARKETS IB?

-  Licensed, regulated and trusted broker
-  Global leader in the financial markets
-  Competitive commission rates
-  Daily payouts and instant withdrawals
-  Advanced tracking and detailed statistics on all your referred clients
-  Dedicated account manager
-  Priority customer support
-  Easy on-boarding
-  Multi-lingual support
-  Best-in-class marketing tools & resources to promote our products

***Build a client network with our advanced partnership and generate passive income!***

# BECOME OUR IB IN 4 - EASY STEPS



## 1. REGISTER

Fill in the required details



## 2. VERIFY

Upload your ID proof and verify your identity



## 3. ACTIVATE

Activate your account



## 4. INVITE CLIENTS

Start inviting your clients from your dashboard

# ACCOUNT TYPES

STD Account (CENT Account)	STP Account	ECN Account	PRIME Account*
✓ <b>Leverage</b> Up to 1:500	✓ <b>Leverage</b> Up to 1:500	✓ <b>Leverage</b> Up to 1:500	✓ <b>Leverage</b> Up to 1:1000
✓ <b>Commission</b> No	✓ <b>Commission</b> No	✓ <b>Commission</b> Yes	✓ <b>Commission</b> No
✓ <b>Spread</b> Low	✓ <b>Spread</b> Low	✓ <b>Spread</b> Ultra-Low Spread	✓ <b>Spread</b> Ultra-Low Spread
✓ <b>Spread Type</b> Floating	✓ <b>Spread Type</b> Floating	✓ <b>Spread Type</b> Floating	✓ <b>Spread Type</b> Floating
✓ <b>Trading Platform</b> MT4/MT5	✓ <b>Trading Platform</b> MT4/MT5	✓ <b>Trading Platform</b> MT4/MT5	✓ <b>Trading Platform</b> MT4/MT5

Ultra-Low Spreads



Lightning-Fast Execution



Cutting-Edge Trading Tools



24/7 Multi-Lingual Customer Support

24/7 Hassle-Free Withdrawals



Free Online & Offline Training



Dedicated Account Manager

\*Terms & Conditions Apply

**BECOME OUR IB**



# MHMarkets

## LET'S TRADE!



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