

THE SKILLFULL SHARE BROKERS

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ABSTRACT

Share brokers are an Individual or firm/registered agent. Who act as intermediary between buyer and seller and execute on behalf of their investors. They were charging commission for rendering the service. They are one of the most important constituent of the whole share dealing process. In a stock exchange it is not permissible for a general customer to trade shares directly with another customer. Here the contracts are standardized ones and the customers are required to register themselves with the stock exchange through the share broker member. This will take as the counter-party to every transaction. Now a day's brokerage yield is under pressure, due to high competition through compression and negotiations made by investors. Investors are aware of the terms and conditions of share brokers, while opening the trading account with them.

KEY WORDS: Stock market, Share brokers, Trade.