

Independent Reserve launches AutoTrader to allow customers automated rules for trading crypto

Dollar cost averaging and other automated trading strategies to be made available at no extra cost via
Independent Reserve

Australia's leading cryptocurrency exchange Independent Reserve has announced the launch of a new platform feature called 'AutoTrader'. AutoTrader allows customers to execute automated trading strategies.

The first automated strategy released with AutoTrader is called 'AutoBuy'. AutoBuy allows customers to automatically purchase their preferred cryptocurrencies once money is deposited into their account. Independent Reserve is the first order book exchange in Australia to release this feature.

Adrian Przelozny, CEO and founder of Independent Reserve said the new AutoBuy feature, coupled with scheduled bank transfers, would allow customers to Dollar Cost Average (DCA) their cryptocurrency purchases.

"The launch of AutoTrader is a significant milestone for Independent Reserve. As the name suggests, the feature will allow customers to set automated rules and strategies for trading cryptocurrency. It's been a popular request from our customers for some time now, and we're proud to be the first Australian exchange to launch a valuable service like this."

"Enabling our customers to dollar cost average their purchases will bring many benefits. Firstly, it means our customers don't have to worry about trying to time the market when they make a purchase, which can be a big barrier to entry for new cryptocurrency investors in particular."

"Autotrader allows users to buy smaller parcels of cryptocurrency at regular intervals, for example daily or weekly or monthly. This limits their exposure to price fluctuations, especially compared to customers that may enter the market in a large way, and then see the market move against them.

Finally, we allow our customers to set spend and price limits which will reduce the burden on investors to keep up with price fluctuations, instead the AutoBuy feature will make sure they get what they want at the right price, without going over budget."

While AutoBuy is currently the only strategy available on AutoTrader, Independent Reserve plans to add more in the coming months.

"This feature is something that many of our clients have been calling for, so I'm extremely pleased to be making this announcement. But we're not stopping there. We're actively reaching out to our userbase on which strategies they want to see next and welcome their feedback via IR's social and customer support channels."

Founded in 2013, Independent Reserve has built a proprietary, institutional grade trading platform to allow Australians to buy, sell and invest in Bitcoin (XBT), Ethereum (ETH), Litecoin (LTC), Ripple (XRP) and other digital currencies.

It was recently awarded Digital Currency Exchange of the Year at the Australian Blockchain Industry Awards and ranked in the 2019 Australian Financial Review's Most Innovative Companies list.

Independent Reserve currently has over 100,000 customers across Australia and New Zealand, and services around 8,000 self-managed super funds (SMSFs).

The cryptocurrency exchange has also been working closely with various Australian regulatory bodies including AUSTRAC to formulate AML/CTF regulatory frameworks for the industry.

Australian finance industry heavyweights Mike Tilley (ex -CEO of Challenger Financial and Chairman of Latitude Financial), Martin Rogers (KTM Ventures) and Steve James (Seer Asset Management) are investors and board members of Independent Reserve.

For more information on Independent Reserve, visit www.independentreserve.com

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