

Foreign exchange company first to launch market updates via Podcast

Submitted by: Tor FX Foreign Exchange

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Independent Currency Broker TorFX has launched a regular podcast to help clients keep track of currency movements and market information.

Leading broker TorFX has been helping individuals and companies who need to make currency transfers for years, providing commercial exchange rates and expert advice. Until now, clients have been kept informed by regular email market updates, by phone and through the online blog, but the podcast adds another dimension to the service, allowing customers to tune in and listen to TorFX currency consultants discussing market movements, trends and important economic developments that have an impact on currency rates.

In addition to useful market intelligence, the podcast also aims to help customers make more informed trading decisions by cutting out the usual market jargon and explaining things in a concise and straight forward manner. Each week the ten minute broadcast gives an overview of market rates and conditions, and also gives practical information about using TorFX, and how to get the best possible exchange rate.

The weekly podcast is the first of its kind in the commercial foreign exchange industry, and is presented by senior dealers from the TorFX trading floor who are responsible for handling millions of pounds of currency transactions on a daily basis. Considering the short time the podcast has been available its success speaks for itself; already reaching a new visitor, on average, every minute and since its submission to iTunes its popularity rating has risen to the point where it is now a featured podcast in the iTunes store.

To get the latest news in the currency markets every weekday and to hear our Podcast every week visit www.torfx.com/blog or search the iTunes store for TorFX.

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