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(54) Title: TECHNIQUES FOR ON-LINE TRADING OF FINANCIAL SECURITIES

(57) Abstract: One embodiment of the present invention sets forth approaches for trading financial securities over a computer network. An execution management system launches a plurality of brokerage applications, where each brokerage application included in the plurality of brokerage applications is configured to communicate with a different brokerage account system. The execution management system receives, from a client device, a selection of a brokerage account through which to execute a trade involving a financial security. The execution management system selects a first brokerage application included in the plurality of brokerage applications that is configured to communicate with a brokerage account system associated with the brokerage account. The execution management system causes the brokerage application to log into the brokerage account.