

Want to Add Crypto to Your App? A Few Considerations Before Starting with Paxos Crypto Brokerage

Big companies and institutions have recently made strides in crypto ([PayPal](#) and [Square](#) are just a few). This dynamic – along with continued innovation and expansion in the space – has renewed interest in cryptocurrency markets from companies across the spectrum. Not to mention the fact that crypto can benefit business – it can improve customer acquisition and retention and create new revenue streams for companies looking to grow their bottom line.



Paxos created an [API-based, turnkey solution](#) to make it easy for any company to add crypto to their application safely. Our service may be the answer to your crypto needs, but it's important to understand a few aspects of our solution before you get started. Here are some key facts that can help you better plan your next steps in crypto.

Paxos Crypto Brokerage is a robust offering and can be tailored.

Your customers likely have different levels of knowledge and interest in cryptocurrency. This is not a “one size fits all” marketplace, and Paxos Crypto Brokerage is not a “one size fits all” product. We have a menu of offers that you can choose from to tailor Crypto Brokerage to your needs and your customers’ desires. Think of it as functions, assets and features.

- **FUNCTIONS:** Paxos Crypto Brokerage has five key functions. We allow end users (your customers) to buy, sell, hold, send or receive cryptocurrencies, and you can choose which ones make sense for your customers. For example, when you integrate with Paxos Crypto Brokerage, you could get started by enabling buy, hold and sell capabilities. From there, you could add send and receive functions for your customers.
- **ASSETS:** Paxos is a regulated financial institution and qualified custodian, which means we offer access to only the [safest and most liquid assets](#) that are approved by the New York Department of Financial Services. These include Bitcoin (BTC), Ethereum (ETH), Bitcoin Cash (BCH), Litecoin (LTC), [Paxos Standard \(PAX\)](#), [Binance USD \(BUSD\)](#) and [PAX Gold \(PAXG\)](#). You can choose which ones to offer on your platform.
- **FEATURES:** Features can shape the experience of getting crypto. We offer historical market data for all supported assets so your customers have a snapshot of pricing. When it comes to actual purchasing,

you can choose between market orders or held-rate quote orders for your customers to execute. And because we support the most liquid assets, we ensure your customers get great price execution.

Integration to your application is seamless.

Crypto may seem confusing if you're not familiar with it, but we built Paxos Crypto Brokerage to take the complexity out of crypto. Our solution is API-based, which makes it simple for your team to add crypto into your application. We build healthy markets with great prices for your customers, and manage the regulatory processes.

You continue to manage the customer relationship and experience – Paxos manages the markets behind the scenes.

Your brand and the look and feel of your application is crucial to your growth and we understand that. We want you to own your customer interactions. Your customers will never know that Paxos powers blockchain and crypto behind the scenes. This is the best-case scenario for everyone.

We manage the required regulations so you don't have to.

Regulation around cryptocurrency can be complicated, and we have years of experience as the first regulated Trust company to custody crypto. Our regulatory status will cover your users to buy, hold, sell, send and receive crypto.

Any company with a large customer base can leverage blockchain technology to unlock value for their customers. If you're a bank or fintech company looking to expand your product offering to users and add additional sources of revenue, Paxos Crypto Brokerage is your entry point to crypto and blockchain.

Ready to take the next step? [Start a conversation](#) with Paxos today!