BondUnderwriter Rolls Out New Issue Muni Bond Platform for Individual Investors.

SAUSALITO, CA, Apr 29, 2014 (Marketwired via COMTEX) — BondUnderwriter, Inc. (BU) has expanded its proprietary online new issue municipal bond platform to allow retail investors to create advanced customized searches and access the primary bond markets.

"Tax-exempt bond buyers often find it difficult to access the marketplace, even though 70 percent of the $3.8 trillion municipal bond market is owned by individuals and 34 percent is held directly in individual accounts," said M.P. Henderson, founder and CEO of BondUnderwriter, Inc.

Newly launched features allow bond buyers to sign up for a free weekly calendar to search, view and select upcoming U.S. state and local government bond sales online. And now, bona fide investors also can connect directly with participating syndicate members to ultimately purchase tax-free and taxable fixed-income securities in the primary market.

The user-selected brokerage firms will determine investment suitability, provide pre-pricing, open accounts and take customer indications of interest and orders in advance of the actual bond sale, allowing for increased investor participation.

The BU(TM) database currently monitors upcoming bond sales on more than 4,000 state and local government issuers. For no charge, potential investors can sign up for customized email alerts that give them early notification of upcoming sales, or can subscribe to a weekly municipal bond calendar electronically distributed once a week. Each week there are approximately 70 new issue listings, averaging a total of $7 billion in par value.

"By offering our clients access to multiple brokerage firms' new issues, we provide a comprehensive, one-stop shopping site for new issue municipal bonds," Henderson said.

Each deal-specific interactive ebondpage(TM) includes issue details, pre-sale documents and various links to relevant data and contacts.

"Our established bond-investor audience will give issuers the extra assurance that their financing is an open process to all investors. This is also a win for taxpayers since increasing demand for the bonds should result in lower borrowing costs for public projects," Henderson added.

Additional information is available at http://www.bondunderwriter.com and on Twitter at @Bondunderwriter.

Broker-dealers interested in participating in the BU retail network may contact the firm athttp://bondunderwriter.com/Contact.aspx . A one-minute video for fixed-income investors is at http://bondunderwriter.com/investor_video.html . A video for issuers also is available.

About BondUnderwriter BondUnderwriter, Inc., a financial technology firm, provides online posting and pre-order conduit services for new municipal bond issues. It was founded in 2008 by Mary P. Henderson, a 30-year municipal industry veteran. She was formerly president and managing director of public finance for Henderson Capital Partners LLC, a West Coast municipal underwriting firm. Headquarters are in Sausalito, Calif.