Tollbooth Advisor FAQ

Core Product & Strategy

a covered call

What is Tollbooth? Tollbooth is covered call execution software for financial advisors that connects directly to supported custodians' APIs (currently Schwab and TastyTrade). It automatically executes, rolls, and manages covered call positions for you — no custom strategy rules to configure. The only advisor input is deciding which positions should be excluded from covered calls.

Who is it designed for? RIAs, independent advisors, and wealth managers who want to generate option premium income for clients at scale without manual trading or high execution costs.

How does it execute covered calls? Once an account is linked, Tollbooth continuously scans eligible positions, selects strikes using over 1,000 built-in rules driven heavily by volatility analysis, and automatically submits and rolls orders when triggers are met.

What strategies are available?

Maximize Returns

Aims for higher option premiums, accepting a greater chance of assignment.

Preserve Equity

Prioritizes keeping the underlying shares while still collecting premium income.

What is "Preserve Equity" and when should I use it? Preserve Equity minimizes the risk of shares being called away. In over 100,000 live orders, there has never been an unwanted assignment in Preserve Equity mode; the single assignment occurred in Maximize Returns mode. *Example:* An advisor using Preserve Equity on long-term Apple holdings saw zero assignments over 18 months, even during earnings periods.

How are strike prices and roll timings determined? Tollbooth's proprietary engine sets them automatically using volatility, option pricing dynamics, liquidity, and technical indicators — over 1,000 rules in total. Advisors do not set these parameters.

Does the platform adjust for market volatility? Yes — strike selection and timing adapt dynamically to changing volatility and market conditions.

Performance & Data

100K+
Total Orders

Placed through the platform

2,000
Daily Orders

Average per trading day

~33%
Fill Rate

Of open orders

What operational metrics can I access? Daily order counts, fill rates, preserved equity outcomes, and complete execution logs.
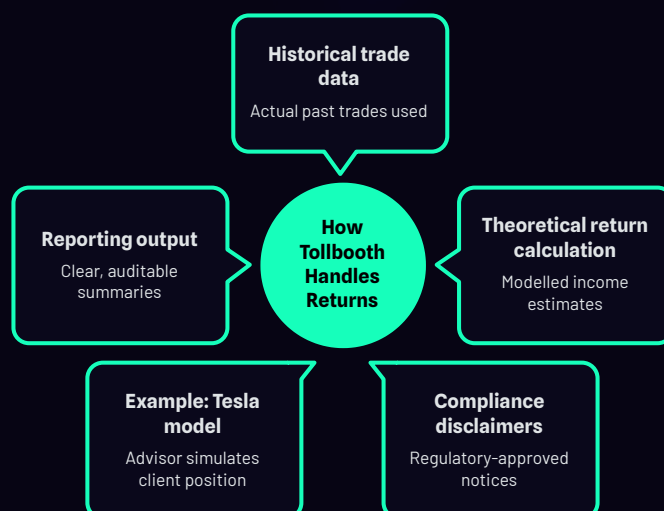
What's the fill rate history? Around one-third of open orders fill; in higher-volatility markets, fill rates trend toward 30%.

How many orders has Tollbooth placed? Over 100,000 total, averaging 2,000 orders per trading day.

Has the strategy ever failed to preserve equity? Only once — in Maximize Returns mode. Preserve Equity has maintained a 100% success rate.

Is performance audited or third-party verified? All trades are executed on Schwab's or TastyTrade's platforms, giving advisors direct access to execution records for independent verification.

How does Tollbooth handle theoretical returns reporting? Theoretical returns are calculated using actual historical trade data and include compliance-approved disclaimers. *Example:* An advisor can model a client's Tesla position to show the income Tollbooth would have generated over the past year.

Historical trade data
Actual past trades used

Reporting output
Clear, auditable summaries

How Tollbooth Handles Returns

Theoretical return calculation
Modelled income estimates

Example: Tesla model
Advisor simulates client position

Compliance disclaimers
Regulatory-approved notices

Cost & Commercial Terms

Pricing Structure

What are the pricing options? Flat monthly subscription; enterprise pricing available.

Are there trade commissions in addition to the subscription? Yes — standard custodian option commissions apply separately.

Account Requirements

Are there minimum account sizes or asset thresholds? No strict minimum, but at least $100,000 per account is recommended for efficiency.

Operational Prerequisites

Are there operational prerequisites? Accounts must have:

- Covered call option approval
- Margin approval for covered calls
- "Green" enabled status (Thinkorswim retail / Thinkpipes institutional)
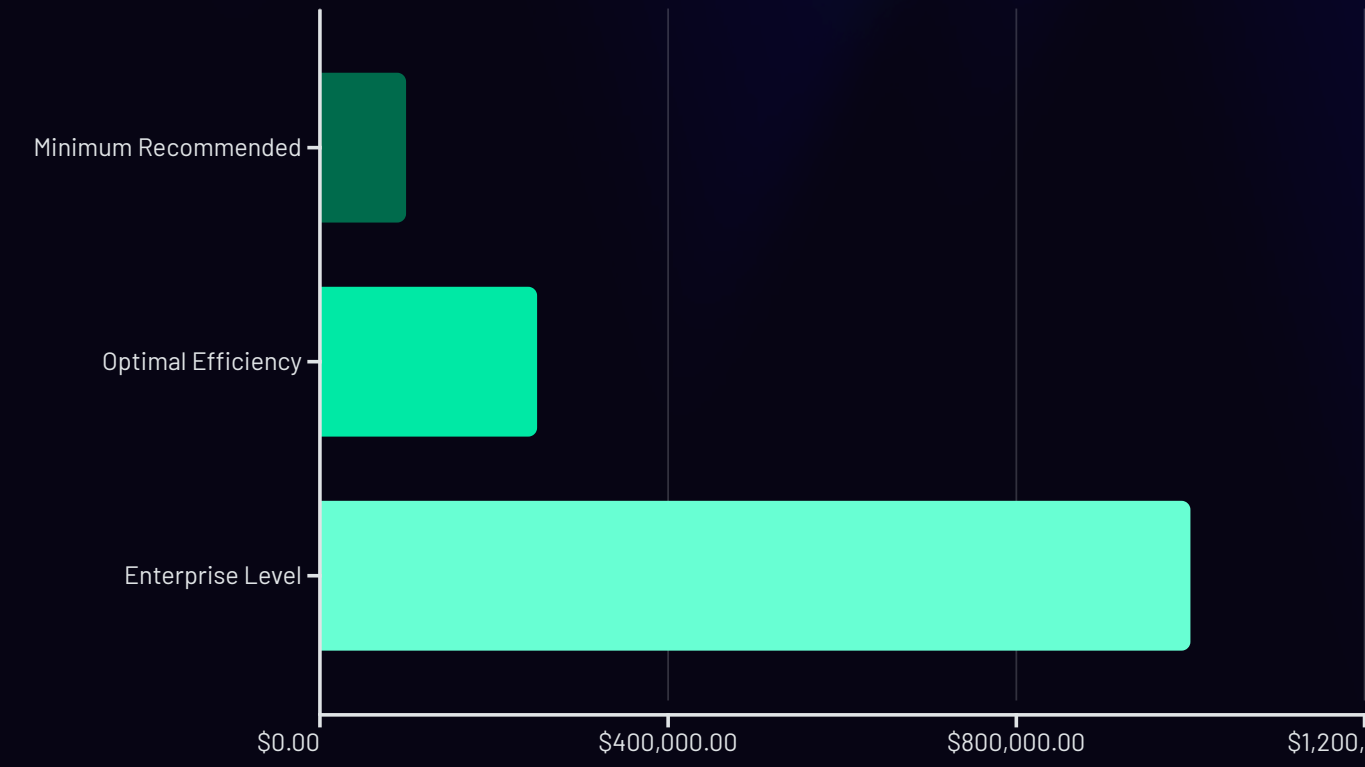
Compliance & Risk

How is client consent managed? Advisors are responsible for client consent; Tollbooth can provide sample agreement language.

Trade Guidelines

How does Tollbooth ensure trades stay within approved guidelines? Orders only execute on positions the advisor has approved for trading; positions can be excluded at the account or security level.

Tax Considerations

How does the platform handle tax considerations? Rolling calls can produce short-term paper losses that offset gains while generating net income. Advisors should integrate this into client tax planning.

Risk Management Controls

Tollbooth provides multiple layers of control to ensure compliance:

- Position-level exclusions
- Account-level exclusions
- Strategy selection (Preserve Equity vs. Maximize Returns)
- Complete audit trail of all executions

Trade Approvals

Position Exclusions

Client Consent Docs

Regulatory Requirements

Tax Implications

Client Communication

Presenting to Clients

How do I present Tollbooth to clients?
"Tollbooth automates the process of generating premium income from your equity and ETF holdings by selling covered calls using market-based rules and technical analysis — without manual trading or missed opportunities."

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Marketing Resources

Can I white-label reports or output? Yes — reports can display your firm's branding.

Are marketing materials or calculators available? Yes — including a one-pager, detailed FAQ, and income calculators with compliance-ready disclaimers.

White-Labeled Reports

Customizable with your firm's branding

Income Calculators

With compliance-ready disclaimers

Marketing Materials

One-pagers and detailed FAQs

Tollbooth Advisor FAQ

Core Product & Strategy

Automated covered call execution with built-in rules

Client Communication

White-labeled materials and calculators

Compliance & Risk

Robust controls and documentation

Performance & Data

100,000+ orders with verifiable results

Technology & Integration

Secure API connections to major custodians

Cost & Commercial

Subscription model with flexible options

For more information about implementing Tollbooth for your clients, contact our advisor support team.