The Ultimate White Label Forex Broker Selection Checklist

50+ Things to Check Before Choosing a White Label Forex Solution

What is a White Label Forex Brokerage?
A white label forex partnership is a B2B licensing model where a technology provider grants a firm the rights to use and brand its trading infrastructure. The technology vendor operates the trading server, maintains the bridge connections, and handles core updates. You apply your brand layer and manage client relationships. The end client sees your legal entity, your domain, and your support desk.

Why this checklist matters: Choosing the wrong provider creates compounding problems - execution that degrades under volume, a back-office that can't withstand regulatory scrutiny, and risk infrastructure that offers little real control. This checklist helps you compare providers objectively.

1. Regulatory & Legal

- [ ] Does the provider support your target jurisdiction?
- [ ] Can the provider assist with licensing?
- [ ] Who handles KYC/AML?
- [ ] Are there restrictions on your target countries?
- [ ] Is the legal entity properly structured?
- [ ] Are regulatory responsibilities clearly defined?
- [ ] Who is responsible for compliance?
- [ ] Does the provider have a valid MetaQuotes license?

2. Trading Platform

Platform Availability

- [ ] MT4 available?
- [ ] WebTrader available?
- [ ] cTrader or alternative platforms?
- [ ] Custom domain support?
- [ ] MT5 available?
- [ ] Mobile applications (iOS & Android)?
- [ ] Platform branding included?
- [ ] API access & PAMM/MAM functionality?

3. Liquidity & Execution

- [ ] Who provides liquidity? (regulated/reputable)
- [ ] Multiple liquidity providers supported?
- [ ] FIX API available?
- [ ] Spread markup options?
- [ ] STP/ECN execution available?
- [ ] Liquidity bridge included?
- [ ] Execution latency & slippage policy?
- [ ] A/B-book configuration?

4. CRM & Client Portal

- [ ] Branded client portal?
- [ ] Document management?
- [ ] IB / Affiliate management?
- [ ] Real-time position & exposure visibility?
- [ ] Online registration with KYC integration?
- [ ] Deposit / withdrawal management?
- [ ] Bonus & reporting/analytics?
- [ ] Automated hedging & margin call enforcement?

5. Payments

- [ ] Multiple payment gateways?
- [ ] Crypto & local payment methods?
- [ ] Payment reconciliation?
- [ ] Card payments / Bank transfers?
- [ ] Deposit & withdrawal automation?
- [ ] Transaction fees clearly disclosed?

6. Security

- [ ] Two-factor authentication?
- [ ] Server redundancy & backup procedures?
- [ ] Data encryption & DDoS protection?
- [ ] Disaster recovery plan & access controls?

7. Pricing & Hidden Costs

- [ ] Setup fee (one-time) *$5k–$50k*
- [ ] Liquidity / CRM / Server fees
- [ ] Support & app development fees
- [ ] Monthly platform fee *$1k–$15k+*
- [ ] Payment gateway & API fees
- [ ] Minimum trading volume / termination fees

8. Support & Operations

- [ ] 24/5 or 24/7 support?
- [ ] Technical & trading support?
- [ ] Onboarding assistance & staff training?
- [ ] Dedicated account manager?
- [ ] Emergency support & SLA provided?

9. Scalability

- [ ] Can you upgrade later?
- [ ] Can you expand into new jurisdictions?
- [ ] Can you migrate away from the provider?
- [ ] Can additional platforms / LPs be added?
- [ ] Can the system handle increasing client volume?

10. Provider Due Diligence

- [ ] How long has the provider operated?
- [ ] Can they provide references? (real broker clients)
- [ ] Are contracts clearly defined?
- [ ] Can you export your client & trading data?
- [ ] Who are its technology partners?
- [ ] Is the company transparent about ownership?
- [ ] Who owns the client data / domain / branding?

Final Scorecard

Compare up to three providers objectively. Score each category 1–10, multiply by the weight, and sum for a final total.

Category	Weight	Provider A	Provider B	Provider C
Regulation & Legal	15%	___/10	___/10	___/10
Trading Platform	15%	___/10	___/10	___/10
Liquidity & Execution	15%	___/10	___/10	___/10
CRM & Client Portal	10%	___/10	___/10	___/10
Payments	10%	___/10	___/10	___/10
Security	10%	___/10	___/10	___/10
Pricing & Hidden Costs	10%	___/10	___/10	___/10
Support & Operations	5%	___/10	___/10	___/10
Scalability	5%	___/10	___/10	___/10
Provider Reputation	5%	___/10	___/10	___/10
TOTAL	**100%**	**___/100**	**___/100**	**___/100**

Before You Sign the Contract

- [ ] Read the entire contract carefully
- [ ] Clarify termination conditions and penalties
- [ ] Verify the SLA for uptime and support
- [ ] Speak to at least two current clients
- [ ] Understand the revenue share model
- [ ] Understand all fees - including hidden ones
- [ ] Confirm data ownership and portability
- [ ] Get everything in writing
- [ ] Test the platform with real trading scenarios
- [ ] Know your exit strategy

Disclaimer: This checklist is for informational purposes only and does not constitute legal, financial, or regulatory advice. Always consult with qualified professionals for your specific situation.