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Thread: [Charles Schwab Wants Your Bitcoin, And Maybe Thats a Bigger Deal Than It Sounds](#)

JoseMar - July 19, 2025, 5:59 am

Charles Schwab Wants Your Bitcoin,
And Maybe That's a Bigger Deal Than It Sounds

Okay, Schwab's finally doing it

So here it is: Charles Schwab, yeah, the big suit-and-tie legacy investment firm, is planning to roll out spot trading for Bitcoin and Ethereum.

Not futures, not synthetic derivatives. Actual BTC and ETH. Buy, sell, hold. On Schwab.

If you're thinking "wait, wasn't crypto supposed to be about disrupting traditional finance?"... yeah, same. But also, this isn't surprising. It was always gonna end here, with old money deciding it doesn't want to get left behind while Coinbase and Kraken eat from their plate.

They're not just watching anymore. They're building.

Why now? Why them?

So the CEO, Rick Wurster, went on CNBC and basically said:

"Clients are already exposed to crypto through ETPs. But we want to give them direct access to Bitcoin and Ethereum. They trust us more than the crypto-native platforms."

And honestly? That last bit... it kinda hits. Whether it's right or not, there's a vibe of safety around these big names, even if it's just branding and polish. Some people trust the buttoned-up site with navy-blue gradients more than the exchange that occasionally pauses withdrawals.

Also, Schwab says their users hold like 98% of their wealth with them, but only a fraction of their crypto. You can see how that's a problem for Schwab. If you're in their C-suite, you need to be where your clients are looking next.

And like it or not, that's crypto. Still.

Coinbase, meet competition

This isn't just about serving clients. It's also about stepping into Coinbase's ring.

Wurster said it outright: they want users to bring their crypto back to Schwab. That's bold. Coinbase is sitting comfy as a trusted crypto-native exchange. But if Schwab nails the UX, integrates it seamlessly into their current platform, maybe throws in lower fees?

A lot of users will migrate. Especially the ones who never really wanted to leave their broker in the

first place.

And while Coinbase has regulatory scars and some good-faith with crypto diehards, Schwab has something harder to replicate: a decades-long relationship with people's money. That legacy trust. Your uncle's IRA. That one fund your parents never shut up about.

Regulations: less of a nightmare now

Another quiet part out loud? Regulation is shifting.

Back in 2022, banks were scared stiff. FTX collapsed, regulators panicked, and everything got tight fast. But now? The OCC, FDIC, and Federal Reserve are chilling out a bit. They've pulled back on some of those post-FTX restrictions.

That's a green light for Schwab. And maybe it explains the timing.

It's also worth noting they've already added BTC and ETH ETFs, mutual funds, even Bitcoin options. So this next move isn't coming out of nowhere. It's more like... the final click in a slow puzzle.

Institutions are still buying

If you've been thinking institutions are out on crypto, nope. Not even close.

A recent survey said 83% of them are planning to increase crypto holdings this year. Not just BTC and ETH either, XRP and Solana ranked high (which is kind of wild, but hey, institutions have weird tastes sometimes).

Fireblocks reported 90% are exploring or already using stablecoins, with some using them for payments. Not speculation. Not hype. Payments.

So yeah, the energy hasn't died. It just moved out of the Reddit threads and into conference rooms. Quietly, maybe annoyingly, but very much still moving.

What this actually means

Honestly, I don't know how this hits everyone.

Some people will shrug it off. Some will celebrate it. A few will call it a betrayal, TradFi co-opting something that was supposed to be about self-sovereignty and decentralization. And maybe they're not wrong.

But for a lot of regular investors? This is probably exactly what they were waiting for.

Crypto with the comfort of their existing accounts. No jumping through hoops. No dodgy UI or confusing wallet setups. Just... click and buy. Like a stock.

It's not revolutionary. It's kind of boring, actually.

And yet, it might be the most significant shift we've seen in months.

New entry for [7](#)contest?

? Big shoutout to [6](#) for making this even more exciting?

Hey guys, check this out.?

[Immortal I N C R E D I B L E itcorp Jen vyactor Dystortion](#)

I think we're going to look back on this and realize it wasn't a sudden pivot.

It was a slow merge, a quiet handshake between two worlds that pretended to be enemies but always kind of knew they'd meet in the middle.

Because people don't care that much about the ideology when their retirement is involved.

They just want things to work.

And Charles Schwab? They know that.

Let me know what you think, whether this feels like a win, a red flag, or just more proof that crypto's becoming boring on purpose.

That's not always a bad thing.