

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

designed for both new and experienced investors. You might not realize how many ...

**Gail Perry** • Sep. 08, 2015



If you're in the business of helping your clients with their finances, or even just futzing around with your own investments, you'll benefit from this crop of apps designed for both new and experienced investors. You might not realize how many innovative investment apps are out there, waiting for you to try. Whether you're helping your clients manage a portfolio or trying to make the most out of your pocket change, there's sure to be something here to pique your interest.

We asked **Angie Grissom**, president of **The Rainmaker Companies**, for her favorite

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

**Apple Stocks** is easily accessible (on most people's phones" and high visual. And **Entrepreneur Magazine's** app "allows you to see what's happening in business and what investments in ideas and businesses have been paying off," said Grissom.

*US News and World Report* recommends **Acorns**, the app that allows you to link your credit and debit card purchases, rounding up each purchase to the nearest dollar and investing that spare change into funds you select. There is a small fee associated with this service. Another recommended app, **Robinhood**, allows free trading of more than 5,000 U.S.-listed securities and there is no minimum balance on the account. How does the company make its money? By accruing interest on the non-invested cash balances of its customers.

HuffingtonPost recommends **Benzinga** for investors who want to keep on top of real-time stock quotes and breaking news about the companies that interest them. Create watch lists and get social media updates on trending stocks.

For more social media connectivity with your stocks, *Kiplinger* magazine recommends **StockTwits** – the social network for investors. Created as an offshoot of Twitter, StockTwits uses what it calls cashtags (a dollar sign plus the stock ticker symbol) to aggregate information about a particular stock.

New investors who are interested in getting started in a mutual fund might like **Sumday**, the banking application that lets you invest as little as \$1 at a time using either bank transfers or social media hashtags. Recommended by DailyTekk.com, Sumday invests your money in the Dreyfus Basic S&P 500 Stock Index Fund. Another investment vehicle, Increase ([www.increase.com](http://www.increase.com)), lets you engage in real-time public discussion with other traders who are interested in a particular stock.

*US News and World Report* also suggests that investors who yearn to get in on the ground floor of IPOs or invest in the big dollar value stocks can look no further than

**LOYAL3**, the no-fee investing platform where trades are made for as little as \$10.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Accounting • Financial Planning • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved