



Top 4 Innovative Financial Tools for South Africans

LET'S FACE IT – talking finance is closer to boring than thrilling. It can even be scary. Having to think about financial planning makes many of us break out in a nervous sweat or run as fast as possible in the opposite direction. Fortunately, marketers and industry players have been driven to make money less intimidating by developing engaging, innovative and intuitive tools to help the fearful along.



Lettuce is a convenient investment tracker that allows you to see all your assets in one place. This proudly South African application has a user-friendly interface which gives you real-time market data on various assets, no matter where in the world your investments lie. This makes it easy for you to keep tabs on your stocks, ETFs, cryptocurrencies, Forex, commodities and US Mutual Funds, all from your mobile phone.



Mytreasury is a comparison site for savings products. According to the South African Reserve Bank, about 40% of the money South Africans save sits in accounts that offer very low interest rates, when they could be earning much more. Mytreasury looks at your profile to help find the best a high-interest bank account that offers safe, consistent, reliable returns.



Pineapple makes insuring fun with their image recognition technology to insure your belongings. This local start-up gets rid of all the preliminary paperwork and admin that usually goes into applying for insurance. Better yet, they work off a fixed fee and distribute all leftover premium back to members, so they don't profit by denying claims.



EasyEquities offers an incredibly simple and seamless platform for investing in the stock market. Charging only 64c per R100 invested, you'll be hard-pressed to find a more affordable platform in South Africa. There is no minimum investment fee, so you can start small until you're comfortable to grow your investments. The app is available on Android and IOS.

Whether you've newly committed to managing your finances better, or are already a financial planning savant, there are tools out there to help. It may be scary to make changes where money is concerned, but it's worth noting that these tools were developed to improve on what currently exists, often in consultation with financial institutions. Whenever in doubt, a bit of research and internet fact-checking will help you choose the best offering to help you meet your financial goals.

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