

The Rise of the ‘DIY Investor’: How Tools Like Finzen Help Everyday People Become Their Own CFOs



Berlin, Germany Feb 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - Millions of everyday investors are ditching financial advisors and managing their own portfolios using digital platforms—sparking a global ‘DIY Investor’ movement. From trading stocks to diving into digital assets, self-directed investing is becoming the new side hustle of 2025 and tools like [Finzen](#) are here to help.

Recent reports indicate a surge in self-directed portfolios, with everyday people using digital tools to manage everything from stocks and ETFs to cryptocurrencies and crowdfunded ventures. Spurred by easy-to-use trading apps, social media investment advice, and a desire for more control over personal wealth, this wave of DIY investors is reshaping the landscape of personal finance.

Finance for the People: How DIY Investing is Reshaping Wealth-Building

“For many, investing used to feel like an exclusive club,” said Nova Heidt, Research Associate at Frankfurt School of Finance & Management. “Now, anyone with a smartphone and internet access can create a diversified portfolio—including digital assets—on their lunch break.”

Yet, the biggest challenge remains: organizing these scattered investments under one roof. With assets

spread across multiple exchanges and apps, DIY investors often juggle multiple logins, spreadsheets, and transaction histories. This is where all-in-one finance dashboards like Finzen are changing the game.

A Smarter Way to Track & Manage Investments

Platforms like [Finzen](#), a holistic personal finance dashboard, help users consolidate stocks, crypto, savings, and investments into a single, streamlined view. Instead of tracking balances across multiple platforms, DIY investors can now view performance, spot opportunities, and make informed decisions—all in one place.

“Our goal is to empower this new class of self-directed investors,” said Frank Pearson, Financial Analyst at Finzen. “Whether someone’s into stocks, Bitcoin, or peer-to-peer lending, having everything in one intuitive dashboard can mean the difference between a scattershot approach and a well-informed strategy.”

The New Side Hustle: Investing as a Wealth-Building Tool

With the rise of online trading platforms, investing is no longer just about retirement savings—it’s becoming a daily financial habit. This shift has created a new kind of side hustle, one that revolves around growing wealth through smart trades and long-term financial planning.

“Technology is democratizing finance,” Pearson added. “Investing is no longer just for the wealthy—it’s for anyone willing to learn and take control.”

The Growing DIY Investor Movement: Where to Start

With more tools, resources, and online communities than ever, everyday investors are finding new ways to take control of their finances. From learning through social media to using digital platforms for tracking and managing investments, the shift toward self-directed investing continues to grow. As the landscape evolves, user-friendly finance tools are helping investors stay organized and make informed decisions.

For more insights on the DIY investing movement, visit finzen.org.

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