KAREN ELEY
FINANCIAL FREEDOM STARTS HERE

HOW TO GET STARTED SHARE INVESTING

One of the main reasons women tell me they don't invest in shares is because they're overwhelmed by choice.

From brokerage platforms, the decision to invest locally or in global markets, direct shares or exchange traded funds (ETFs) or managed funds.

There are 4 simple steps:
1. Choose a Broker
2. Decide what 'type' of investing you want to do (active & direct; or passive and index)
3. Research shares or ETFs
4. Start trading!

STEP 1: CHOOSE A BROKER
You can use an online trading platform – all the major banks have them; or a Micro Investing App. Over the page I share a comparison of 10 popular apps used by investors in Australia. None of which are recommendations. Which one you select will be based on the following:
- The amount of money you want to invest (check for min investment requirement)
- Do you want to invest regularly (ie. automate an amount every month) or use a round-ups strategy, or a simple once off lump sum
- The types of shares you want to purchase (ready made portfolios, ETFs – exchange traded funds, direct shares, global shares)
- How often you intend to trade (buy and sell)

When selecting a broker – understand if the platform is HIN or Custodial. What's the diff?

Holder Identification Number (HIN) is a number issued by the Australian Securities Exchange (ASX). When you open a brokerage account in Australia, in most cases you'll be issued with a HIN (although some brokers use a custodial model). Whenever you buy any investments through that broker, they'll be recorded against your unique HIN, which gives you an extra layer of protection if your broker ever closes or you wish to switch. Having a HIN makes it easy to transfer your holdings between brokers.

Investment custodian
Many micro-investing apps in Australia, along with some low-cost brokers, use a custodial model. This means that instead of getting your own HIN, the investment manager uses a custodian that has one "mega" HIN, with every client's investments held under it. The advantage of this model is that investment platforms can offer a cheaper and more efficient way to invest on behalf of a large pool of clients, as they can place large trades and disperse the brokerage cost across many clients. The downside of this model is that you have less direct control over your investments (think voting, dividend reinvestment plans and changing brokers).

More resources:
www.womentalkingfinance.com.au (subscribe to my monthly-ish, newsletter)
RASK – The Australian Finance Podcast (all things shares & personal finance)

Note: The contents of this document are factual information, and not intended to be personal advice.

KAREN ELEY
FINANCIAL FREEDOM STARTS HERE

	What they offer	Fees	Aust Shares	Global Shares	ETFs	CHESS SPONSORED	ROUND UP	MIN INVESTMENT ($)
PEARLER **PEARLER MICRO**	Trading platform	$6.50 per trade $2 p/mth 10 investment funds	✓	✓	✓ ✓	✓ Custodial	 ✓	$100 $5
SHARESIS	Trading platform	1.9% transaction fee	✓	✓	✓	Custodial	✓	$1
SELF WEALTH	Trading platform	Flat $9.50 - Aust shares $USD 9.50 - US shares	✓	✓	✓	✓		$500
RAIZ	8 ready-made investment portfolios	$4.50 p/mth under $15,000, and 0.275% for balances > $15,000			✓	Custodial	✓	$5
STAKE	Trading platform	$3 brokerage for all trades up to A$30,000 Auto-investing	✓	✓	✓	✓		$50
SUPERHERO	Trading platform	Shares: $5 brokerage ETFs: $0 buy cost/$5 sell cost; 0.70% foreign exchange fee for transfers between AUD & USD	✓	✓	✓	Custodial	✓	$100 for Aust $10 USD for US
SPACESHIP	5 ready-made investment portfolios	$3 p/mth + 0.50% of account balance			✓	Custodial	✓	$0
BETASHARES	Trading platform	$0 - $10,000 $3 - $4.50 p/mth $10,000 - $100,000 0.25% of portfolio Auto-investing	✓	✓	✓	Custodial	✓	$10 Or $100 per month
ETORO	Trading platform	No brokerage but 0.5% deposit fee $10 p/mth inactivity fee after 12 mths $5 withdrawal fee	✓	✓	✓	Custodial	✓	$10
COMMSEC POCKET-BOOK	7 ready-made inv portfolios				✓	✓		$50

Important Note: *These details are current as at 1/7/2025. It is important you do your own research and decision making to select an appropriate broker for your needs and situation. This document provides a framework for your independent research and is not intended to be financial advice.*