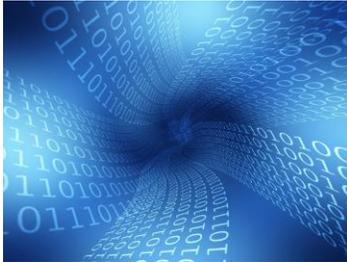


# A Technological Jungle:

## Personal and Small Business Financial Apps

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In today's day-and-age the impact of technology on our lives grows daily. The questions we should be asking ourselves through this is: how can we utilize technological advancements to ease the burdens on our lives? Or alternatively, how can we utilize different technologies to maximize our reach as well as our efficiency?

The world's pursuit of instantaneous results, combined with our ability to research and make immediate decisions, makes it imperative that consumers consider and adapt to technological advances.

Many banking institutions, using this as a guide, have begun to institute mobile applications for our phones. These applications allow us to track our expenses, see our pending transactions, and view our current balances in real time. More recently, the trend of these applications is to incorporate our mobile cameras in order to take pictures of checks. This capability allows the consumer to deposit a check directly from the application to the corresponding account.

This trend is now spilling over to investment companies like Schwab. Schwab's answer to the information mobility craze is to allow consumers to track their portfolios and even conduct investment transactions, with much of the same fluidity as they would by placing a call to Schwab or sitting at home with their desktops.

For example, if I wanted to utilize this new application, I could take a picture of a check that I wanted to deposit into my personal brokerage account and it would be cleared for use within a 24-48 hour period. For me the sheer time savings, combined with the ease of use, would trump the anguish that can accompany sending a check through the mail. Additionally, since the application is free, the overall cost of running a Schwab account is unaffected. Add to this an increased ability to monitor market trends on the fly, and I feel as though my investment capability is much stronger.

Technological advancements, like the one described here, are available to each of us. Participation in some of these advancements allows us to keep up with the markets while, at the same time, keeping us on an equal playing field as the rest of the public.

As a registered investment advisory firm, Townsend Asset Management Corp. prides itself on staying up-to-date on the latest technological advancements. We are here to help you negotiate the technological jungle, let us know how we can help.

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