

We made stock investing simple

For novices and professionals

Start for Free

Easy set up. No commitment.

Invest

Manage your accounts like never before. Everything you are used to using has been reimagined and improved.

- *Enjoy free real time quotes*
- *Analyze with free investor tools*
- *Manage multiple accounts easily*
- *Send orders to your broker*
- *Keep track of your decisions*

[Learn more](#)

Research

Be a cold blooded investor. Create, backtest and invest in your own rule-based strategies. See why professionals and academics trust Portfolio123.

- *Best data in the business*
- *Professional level quant tools*
- *Flexible yet simple workspace*
- *Ludicrously fast simulation engine*
- *Expert community ideas*

[Learn more](#)

Advisor

Invest without the work in sophisticated, convenient strategies, with our automated strategy management.

- *Consider well-tested financial strategies*
- *Own individual stocks and ETFs*
- *Assign different strategies for different goals*
- *Pay low management fees*

[Learn more](#)

Our Core Beliefs

Investors that take control have an advantage

Whether it's by direct ownership of stocks or by investing according to your capital, we believe any investor, from beginner to advanced, can benefit from taking control of their strategies



What We Do and Why

Investing should be easy — and fun too!

Our Mission

We believe the world needs a better solution for investing. Our mission is to help everyone own stocks, increase their chances for better returns, and enjoy life. No matter how much time you want to dedicate to making investment decisions, from “set it and forget it” to learning about things like free cash flow and factor models, managing your portfolio should be possible for everyone.

Marco Salerno | CEO

“ We're not going to entice you by showing smooth returns and cuddly family pictures. Owning stocks is a roller coaster. But, ultimately, direct ownership of companies that aim to dominate their space is the best place for your money to grow exponentially. ”



Testimonials

“ Portfolio123 truly offers a wealth of useful features that serious and devoted investors can benefit from. ”

— American Association of Individual Investors.



Institutions that trust and use Portfolio123

Ready to get started?

Start for Free

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For Portfolio123 Advisor Clients:

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