

BEST APPS FOR MANAGING YOUR MONEY

From financial awareness to financial freedom, find the app that's right for you.

By Deborah Huso

Choosing the right money management app isn't just about features. It's also about aligning technology with your own financial mindset. According to Eric Croak, president of Croak Capital in Toledo, Ohio, "You look at money apps for two reasons—to see where your money is going and as a personal net-worth tracker."

Jake Falcon, founder and CEO of Kansas City-based Falcon Wealth Advisors, agrees, adding that the best apps "allow users to tailor their experience to specific goals, whether that's budgeting, investing or debt reduction."

With that expert guidance in mind, here are our top app picks for managing money.

Best for budgeting

Start with apps that focus on cash flow. Croak suggests beginning with free options like EveryDollar or Goodbudget, which help you "build a budget around money in and money out." For automated categorization, PocketGuard, which has a \$74.99 annual option, sorts your money into budget buckets, making it easier to maintain daily awareness without manual effort.

Best for net worth

Once budgeting is under control, the focus shifts to big-picture wealth. Empower (formerly Personal Capital) offers a free platform that tracks net worth over time. "It's ideal for users who want a full financial picture in one place," says Falcon.

For highly customizable insights, Monarch Money "offers intuitive



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budgeting tools with both high-level and granular views," says Falcon. It syncs with bank accounts and credit cards, supports shared household budgeting, and includes bill tracking and goal-setting features. Monarch plans start at \$99.99 a year.

Best for debt payoff and saving

Tackling debt requires focused tools. Subscription-management apps like Rocket Money will track all your subscriptions, from Netflix to BarkBox, so you can see just how much you're engaging in what financial planners call "subscribe and forget." Croak says you can download the app and make progress on day one just by cancelling subscriptions. Plans start at \$6 per month.

For hands-on, zero-based budgeting, You Need A Budget (YNAB), a paid app

that you can customize to your own financial situation and lifestyle, offers aggressive debt repayment and goal-based savings guidance. Plans start at \$109 per year.

Best for doing it all

While no app executes transactions like a bank, two platforms come closest to being comprehensive financial dashboards. Empower provides robust free net-worth and budgeting overviews, while Monarch Money offers greater depth and customization. Both apps offer unified visibility across budgeting, investments and net worth, helping users progress from financial awareness to financial freedom.

Ready to get started managing your money more efficiently and successfully? With the right app, a healthier financial future is in your pocket.