

The Best Investment Platforms

for first-time investors



About the author

Hi, I'm Ruth, the creator behind Scrimp and Spend.

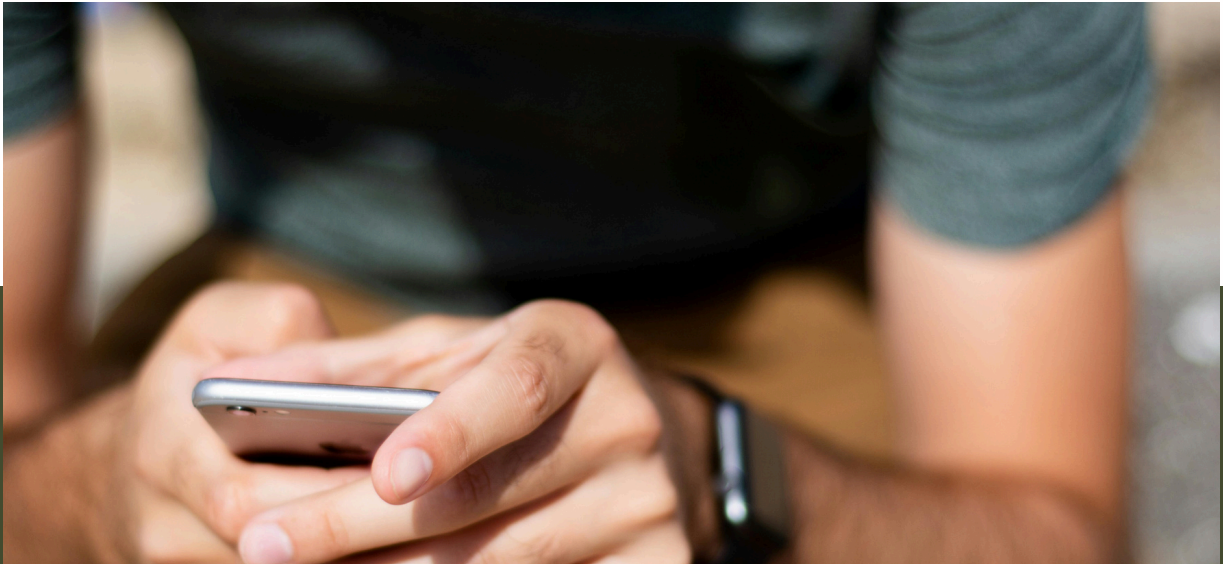
I simplify investing for beginners – helping people take confident steps toward financial freedom without the jargon.

Through social media and resources like this guide, I share practical, proven strategies anyone can use to start building wealth, no matter their starting point.

Disclaimer: This guide is for information only and not financial advice. Investing carries risk — you may get back less than you put in. Always do your own research and check platform terms before committing. You're fully responsible for your financial decisions.

Let's start here!

This guide is ideal for first-time investors picking out the best investment platform to meet immediate needs and future financial goals.



What you need to know first

Starting your investment journey can feel overwhelming – confusing platforms, hidden fees, too many choices.

Here's the good news: investing doesn't have to be complicated or expensive. I've handpicked two trusted platforms perfect for beginners and more experienced investors alike. I use both of these to invest my money.

This guide focuses on the **stocks & shares ISAs** on each platform, this type of account means any returns are tax free.

The 2 best platform providers

In my opinion

I chose these platforms because they offer:

- Excellent value for money
- Peace of mind (fully UK-regulated)
- Great mobile app interfaces

InvestEngine

Basic app which helps you invest via ETFs (Exchange Traded Funds) which are pre-bundled investments.

There are no platform or trading fees as long as you choose the DIY route when signing up - means you will be choosing your own investments.

*Sign-up offer: [InvestEngine](#)

Dodl (AJ Bell)

Simple app with the option to invest in pre-made portfolios, themed investments or shares.

Expect to pay higher fees, but you also have the option to earn interest on any money held as cash and potentially get quicker customer support via in-app chat.



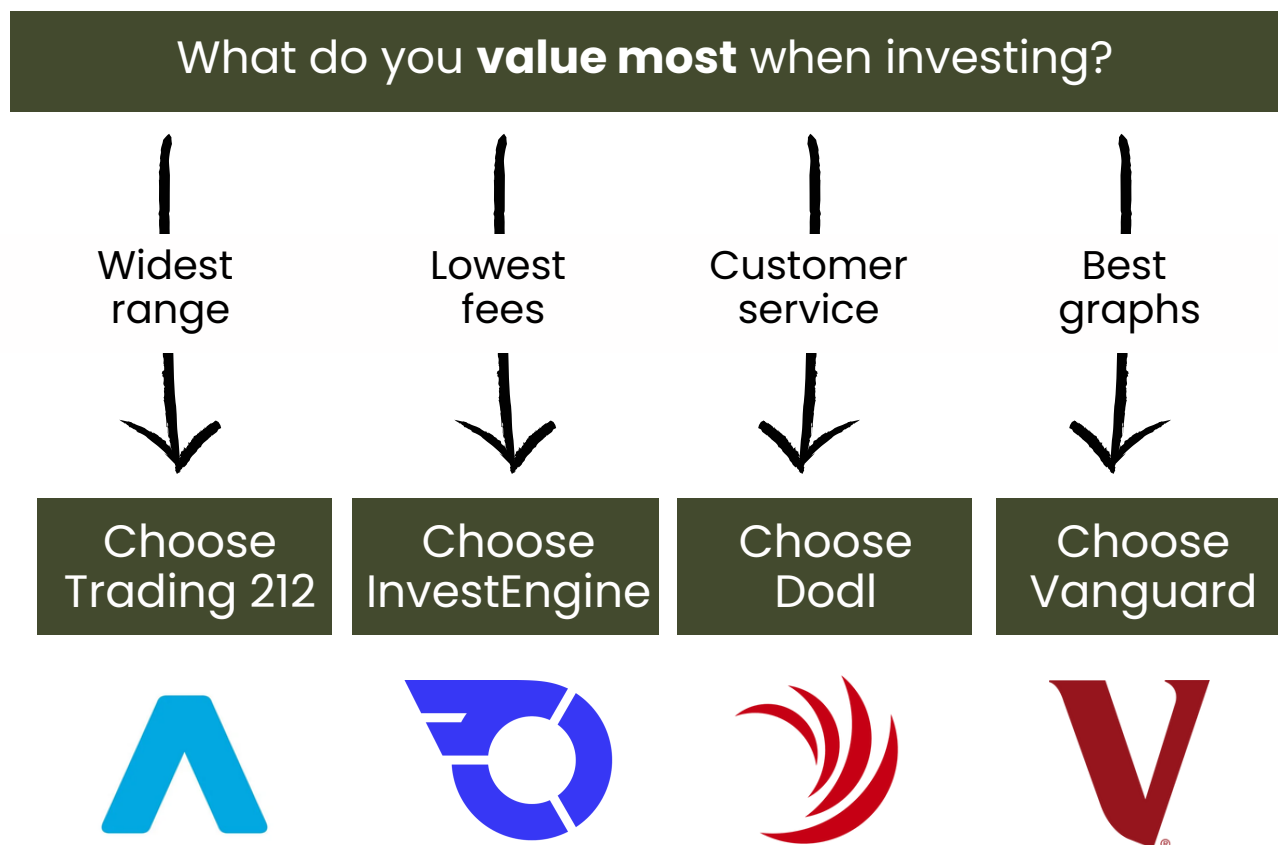
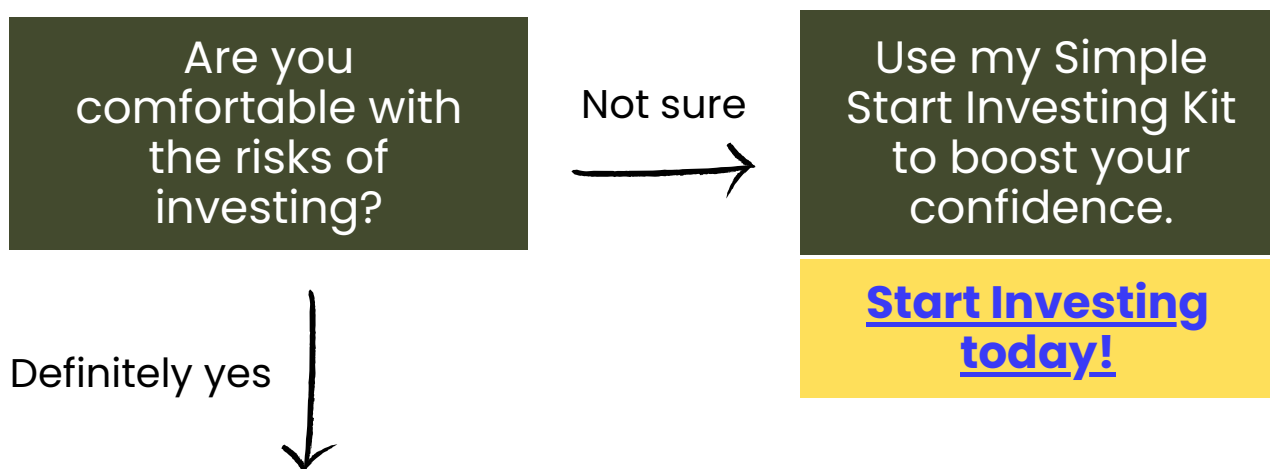
Top tip: There is actually nothing stopping you from having accounts with both platforms - I do! But you will be responsible for ensuring you monitor your contributions across all ISAs so you don't exceed the £20k allowance in any given tax year.

Still can't choose?

*Go with the platform
you like the most!*

I designed this flow chart to make the decision a bit easier. Answering the questions will guide you toward a solid choice based on your values. I've included a few extra providers on this list as there are many great options!

Start:



Harder to use

Easier to use