
A new type of risk tolerance assessment, from FinMason

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FinScore determines risk tolerance by showing people two portfolios and letting them decide which one they like more, not unlike the way an optometrist measures a person's vision.

FinMason, a financial education company that provides free, unbiased, web-based investment tools for retail investors, has launched FinScore, a risk-tolerance assessment tool for individual investors, retirement plan participants and financial advisors.

FinScore determines risk tolerance by showing people two portfolios and letting them decide which one they like more, not unlike the way an optometrist measures a person's vision. The risk tolerance tool then repeats the process with sample portfolios that are more or less risky, until there's no further improvement.

A person's FinScore can range from one (very conservative) to 100 (very aggressive). Investors and advisers can then use the score to find appropriate investment portfolios.

This method is made possible by FinMason's innovative analytics, which allow investors to make a confident decision between two portfolios, even if the investor has little or no financial training.

FinMason is a Boston, Mass.-based financial technology firm dedicated to providing financial education to consumers. FinMason's leading product, Finspector, is a free, unbiased, web-based investment research tool for all retail investors.

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