



A Peek into the PRIME QUADRANT®

We are pleased to announce that **Bill Browder and Cliff Robins** will be joining the Prime Quadrant Conference on **November 2, 2016**.

Only 120 seats remain. To register, click [here](#).



BILL BROWDER

Bill Browder is the founder and CEO of Hermitage Capital Management. He was the largest foreign investor in Russia until he was declared "a threat to national security" for exposing corruption at large Russian companies. In February 2015, Bill published the New York Times bestseller *Red Notice: A True Story of High Finance, Murder, and One Man's Fight for Justice*, recounting his experiences and ongoing fight against Russian violators of human rights.



CLIFFTON S. ROBBINS

Clifton ("Cliff") Robbins is the Founder and CEO of Blue Harbour Group. Cliff has more than 30 years of experience in the investment management business. Prior to forming Blue Harbour, he led General Atlantic Partners and was a General Partner of Kohlberg Kravis Roberts & Co. At KKR, he played a leading role in over \$100 billion of leveraged buyout transactions. Cliff has served on the Board of Directors of more than fifteen public and private companies.

Upcoming Events

September 22, 2016:
Common Investment Mistakes

November 2, 2016:
Prime Quadrant Conference

December 2, 2016:
Bitcoin, Blockchain and the World of Digital Currencies

What is the PQ?

In financial terms, the Prime Quadrant is the optimal zone in which you achieve the highest return per unit of risk.

STORIES OF INTEREST

Six Types of Diversification

If you don't dislike some of your investments you may not be diversified enough.

The 3 Most Important Words in Investing

"I don't know." These three words, while rarely uttered, are critical to long-term investment success.

How Dare You Make Us Eat Our Own Cooking!

Imagine a homebuilder who wouldn't let his family live under a roof that he built. Why should investment management be different?

The Behavior of Experts

As a society, we are afflicted with hero worship, placing more faith than warranted in experts and authorities - especially in finance.

THE WAY WE SEE IT

Below is an excerpt from Mo Lidsky, which was recently referenced in the Globe & Mail, on both the positive impacts and shortcomings of the new CRM 2 legislation for investors.

CRM 2: Suitable, But Not Sufficient

Fee transparency for financial professionals is long overdue in Canada. In fact, we are a few years behind the UK and Australia, where advisors, brokers and money managers are required to clearly outline their fees and charges on investment statements. CRM2, which stands for Client Relationship Model Phase 2, officially went into effect two weeks ago. This gradually phased in regulatory requirement will now provide Canadian investors with a clearer picture of almost all the fees associated with their portfolios.

Having said that, CRM2 fails to deal with the biggest challenge facing investors. Under the new rules, Canadian advisors are still under no obligation to tell their clients about opportunities that are in their absolute best interests; only those that are merely "suitable."

This means that when there are two similar investment strategies yet one has lower fees or better terms, the advisor is



Being in the Prime Quadrant requires seeing the big picture and making intelligent choices, from among all investment options and strategies, to best meet your goals.

Prime Quadrant is an investment research and consulting firm that helps high-net-worth Canadians make better investment decisions.

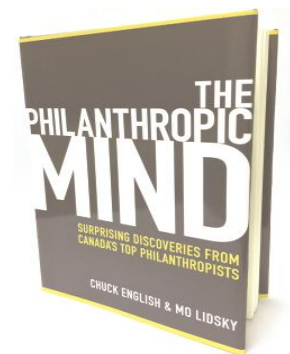
[In Search of the Prime Quadrant: The Quest for Better Investment Decisions](#) is available at Amazon, Barnes & Noble and Indigo.



[The Philanthropic Mind](#) is also available

not required to tell their clients about the superior option. If one investment benefits the advisor more than the other, the advisor can choose to present only that opportunity. As a result, investors may miss out on the most compelling opportunities simply because a “suitable” investment better rewards their advisors.

on Amazon, Indigo and Barnes & Noble.



If one presents themselves as a salesman of financial products, they can choose to present whichever option they like. But if one presents him or herself as an advisor, presenting inferior options with the knowledge of superior alternatives is simply not acceptable.

Only when advisors are obliged to inform clients of all available investment options can the industry claim true fee transparency and ensure that advisors are working in the best interest of their clients, not just their own pocket books.

“There are two hedges I know of; one is cash and the other is knowledge.”

- Bruce Berkowitz



PRIME QUADRANT

2 ST. CLAIR AVENUE WEST, SUITE 2101, TORONTO, ONTARIO CANADA M4V 1L5
TEL. +1 416 410 3648 FAX. +1 416 352 6116 INFO@PRIMEQUADRANT.COM
WWW.PRIMEQUADRANT.COM
