



A Peek into the PRIME QUADRANT®

PLEASE JOIN US

THE PRIME QUADRANT CONFERENCE

NOVEMBER 12, 2015
9:00am - 6:00pm
Arcadian Court

Upcoming Events

November 12:
The Prime Quadrant Conference

Investor IQ Series

December 15:
*Investor Misconceptions:
Uncommon Insights into
Common Asset Classes*

SOME OF OUR SPEAKERS



SAM ZELL
Founder and Chairman of
Equity Group, pioneer of
the modern commercial
real estate industry



LEON BLACK
Founder, Chairman and
Chief Executive Officer
of Apollo Global
Management



MARC LASRY
Co-Founder and
Chief Executive
Officer of Avenue
Capital Group



JACK C. BOGLE
Founder and
Chairman of
Vanguard, creator of
the first index fund



PAMELA MEYER
Deception detection
expert and bestselling
author of *Liespotting*



**WILLIAM N.
THORNDIKE JR.**
Bestselling author, Founder
and Managing Director of
Housatonic Partners



CANDIDA WOLFF
Executive Vice
President and Head of
Global Government
Affairs of Citigroup



JOHN BADER
Chairman and Chief
Investment Officer of
Halcyon Asset
Management

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.

LAST CHANCE: The conference is 95% sold out! To join us [REGISTER TODAY](#)



STORIES OF INTEREST

The Difficult Part About Big Financial Decisions

Oddly enough, the biggest decisions we make in life are the ones we're least prepared to make.

Quality Advice (almost) Always Depends on the Model

In the investment advice industry, the business model may just be the most important consideration.

Living Off Immoral Earnings

How to distinguish between an asset manager and an asset gatherer, and why it matters.

I am Bored to Success...

One of the traits seldom associated with savvy investing is boredom. Yet, perhaps it should be.

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.

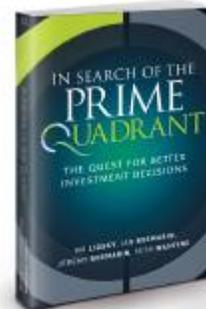
[In Search of the Prime Quadrant: The Quest for Better Investment Decisions](#) now available at Amazon, Barnes & Noble and Indigo.

THE WAY WE SEE IT

Below is an excerpt from Mo Lidsky's upcoming book, [Partners In Preservation](#)

The Problem with Predictions

There is a well-known debate in philosophical thought on predictability.



Determinists, like the French astronomer and mathematician, Pierre-Simon Laplace, believe that if we had perfect knowledge of present conditions (i.e. if we understood every scientific fact and dynamic in the universe), we would have the ability to make perfect predictions.

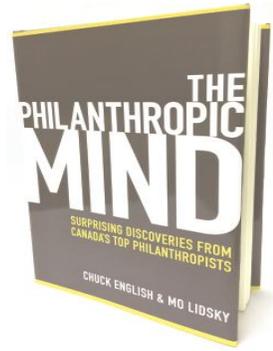
Probabilists, such as Werner Heisenberg, who famously posted the Uncertainty Principle, believe that, even with perfect knowledge, conditions are eternally uncertain. As such, not only will conditions in the future be uncertain, but even the state of today's affairs is ambiguous, making predictions about our world murky, at best. (It is amazing that this debate reigned in the 18th century, well before the advent of the web, telecommunications or all the other technologies that have put infinitely more information at our fingertips, but have made us no better at economic predictions).

On Wall Street, there seems to be a more extreme position on this. There is a reigning belief that not only do we perfectly understand what is happening today, but that we are also pretty darn confident about what it will mean for the future. Whether it's on Bloomberg, CNBC, BNN (in Canada) or any other channel that propagates market predictions, there is no shortage of investment gurus and economists confidently purporting to explain the market.

The reality is that these opinions are most often useless. More likely, they are detrimental to investors.

In fact, when finance academics John Graham and Campbell Harvey studied stock-

[*The Philanthropic Mind*](#), is finally completed and published. Now also available on Amazon, Indigo and Barnes & Noble.



predicting newsletters, they came to two conclusions. For starters, results of these prediction newsletters were so atrocious that they questioned whether it could have happened by chance. Secondly, they claimed that rather than listening to any of these newsletters, one would be more successful finding the worst of them and doing the *opposite* of what they recommended.

Clearly, the world is far more complex and unpredictable than most people acknowledge. What happened and why it happened cannot usually be explained with any one financial model.

"It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts." — *Sir Arthur Conan Doyle, Sherlock Holmes*



PRIME QUADRANT*
BETTER INVESTMENT DECISIONS

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