

A Peek into the PRIME QUADRANT®

ANNOUNCEMENTS

- We are proud to announce that our annual Prime Quadrant conference was once-again a sold-out success.
- Aside from raving reviews and extraordinary speakers, over \$150,000 was raised for Mt. Sinai Hospital. To view videos from our recent conference please visit: www.primequadrant.com/conference.
- SAVE THE DATE for our 2014 conference, taking place on November 12, 2014 at the Arcadian Court. More details to follow.

Upcoming Events

Investor IQ Series

February 25th:

What Does it Mean to be an Educated Investor?

March 26th:

Understanding the Most Important Risks of Investing

STORIES OF INTEREST

Getting Lucky

In his most recent memo to investors, Howard Marks' offers a fascinating discussion about the significant, yet often dismissed, role that luck plays in one's investment success, and the market inefficiencies created thereby. [Read it here.](#)

What is PQ?

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

Brokers vs. Fiduciaries

Who actually helps you manage your wealth? This video provides a simple but accurate explanation of the difference between brokers and fiduciaries, and why this difference matters. [See it here.](#)

Betting on Investment Skill

Some brilliant insights demonstrating that in managing your portfolio effectively, just like in a game of poker, positioning yourself to benefit most from luck is in itself an important skill. [Read it here.](#)

Investing Like the Harvard & Yale Endowment Funds

Understand what distinguishes the asset allocation strategies of the most successful endowment funds, and what individual investors could learn from them. [Read it here.](#)

FOOD FOR THOUGHT

“The ability to destroy your ideas rapidly instead of slowly when the occasion is right is one of the most valuable things. You have to work hard on it. Ask yourself what are the arguments on the other side. It’s bad to have an opinion you’re proud of if you can’t state the arguments for the other side better than your opponents. This is a great mental discipline.” - *Charlie Munger*

“The first principle is that you must not fool yourself – and you are the easiest person to fool.” - *Richard Feynman*

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. This includes investing in Traditional and Alternative Investments such as Real Assets, Hedge Funds, Private Equity, Distressed Assets, Credit, Structured Products, Managed Futures, etc.

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.

“Faced with the choice between changing one's mind & proving that there is no need to do so, almost everyone gets busy on the proof.” - *John Kenneth Galbraith*

“There are two times in a man's life when he should not speculate: when he can't afford it, and when he can.” — Mark Twain

PRIME QUADRANT[®]
BETTER INVESTMENT DECISIONS

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