



A Peek into the PRIME QUADRANT®

Our annual conference was once again a SOLD-OUT success. For those who missed it, [check out some of the highlights](#).

Save the Date for the 2015 Prime Quadrant Conference **Thursday, November 12, 2015** at *Arcadian Court*

STORIES OF INTEREST

A Magician's Best Trick

A reminder to question others' assertions and our own affirmations, just as we should question the ploys of magic.

Strategies Can Beat the Market, You Can't

Sticking to vetted investment strategies, even when they experience a bump in the road, is key. Successful investors succeed over time, not every time.

Upcoming Events

Investor IQ Series

Alternative Asset Classes Curriculum

February 18:
A Primer on Investing in Hedge Funds

March 18:
A Primer on Investing in Credit

April 28:
A Primer on Investing in Real Estate

[The Baseball-Card Bubble](#)

The evolution from childhood hobby to North American obsession, to a full-blown bust —pop goes the baseball card bubble. This throwback cautions investors to be mindful of bubble-like behaviour.

[How to Achieve the Impossible](#)

An inspiring example of how to attain success even under the "highest" pressured situations.

THE WAY WE SEE IT

There is a difference between knowing the name of something and understanding it.

In an industry ridden with jargon and exploitation of the ignorant, fact-deficient conversations often cover up a lack of genuine knowledge. Investing buzzwords — *hedge, risk, diversification, asset allocation, due diligence* — have become so popular that people assume they know what these terms mean and how to apply them. Knowing about investment concepts and actually grasping the essence of these concepts are two very different things.

In the following [video](#), physicist Richard Feynman describes this concept while referring to a childhood memory about birds.



Lunch-N-Learn

[April 14:](#)
Manager Selection
Workshop *Part 1*

Annual Conference

[November 12](#)

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.



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.

All too often, people pick up others' insights or perspectives, what Nassim Taleb refers to as "stolen knowledge", and regurgitate information without fundamentally understanding it. This tends to be the most common in investing where many fancy themselves as good investors without truly understanding what "good investing" actually entails, and how much better they can be.

It behooves all investors to invest in their education – to understand both the text and subtext of investment theory and best practices. The benefits will make every ounce of effort worthwhile.

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



"There are two kinds of people who lose money: those who know nothing and those who know everything." – Henry Kaufman



PRIME QUADRANT*
BETTER INVESTMENT DECISIONS

22 ST. CLAIR AVENUE EAST, SUITE 1010, TORONTO, ONTARIO CANADA M4T 2S4
TEL. +1 416 410 3648 FAX. +1 416 352 6116 INFO@PRIMEQUADRANT.COM
WWW.PRIMEQUADRANT.COM
