



A Peek into the PRIME QUADRANT®

Save the Date for the 2015 Prime Quadrant Conference, taking place on **November 12th** at Arcadian Court.

We're thrilled to announce that the legendary Sam Zell will be joining us as a keynote speaker for the conference.



SAM ZELL: Founder and Chairman of Equity Group and pioneer of the modern commercial real estate industry. He continues to chair two of the industry's leading REITs and was responsible for the sale of Equity Office Properties Trust for \$39 billion, the largest leveraged buyout of all time.

To reserve your spot, email conference@primequadrant.com.

Upcoming Events

Investor IQ Series

March 31:
Making an Informed Decision After a Large Decline

Presented by Michael Mauboussin (SOLD OUT)

April 29:
A Primer on Investing in Real Estate

STORIES OF INTEREST

The Power of Not Knowing

In divulging an embarrassing episode, founder of the world's biggest hedge fund Ray Dalio proves why it's worth seeking out thoughtful disagreement.

Questions to Ask a Prospective Financial Advisor

How to adopt a vetting process that distinguishes transparency from opacity.

Investor Behaviour Following Large Gains & Losses

A look back to the 2008 crash attests to how investors often act irrationally. Without a solid process, nobody is immune to poor timing decisions.

Valuable Lessons from Berkshire

The Oracle of Omaha strikes again. Here you can find some brilliant gems from his most recent shareholder letter.

THE WAY WE SEE IT

Some reflections on the profound difference between blame and accountability.

Whose fault is it? In some ways, we are all guilty of it. Whether to save face, salvage our egos, or just vent our frustration, our gut reaction to a problem is often ascribing blame.

Instead of ascribing blame, decisions can be improved by focusing on accountability of action and clarity of responsibility.

Taking charge of your investment journey means determining goals, developing sound investment

May 13:
Manager Selection
Workshop

November 12:
The Prime Quadrant
Conference

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

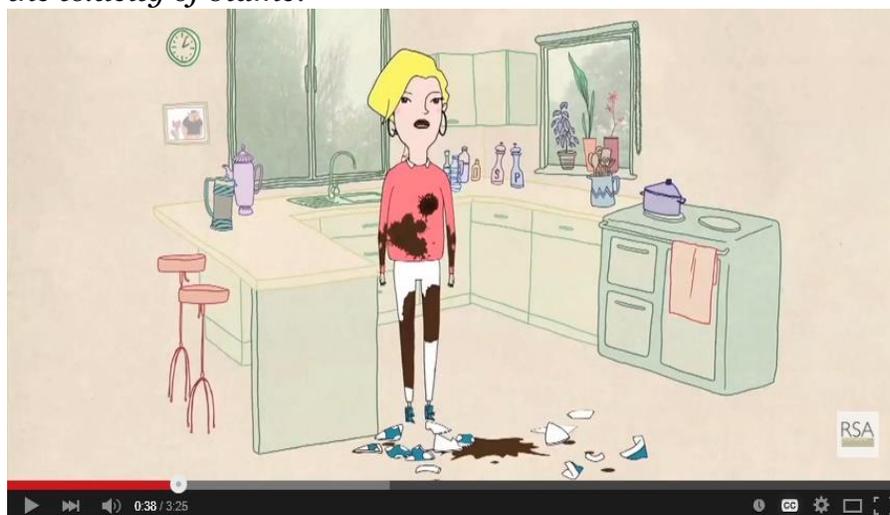
policies, identifying risks and opportunities, and then holding the appropriate people (including yourself) accountable.

It is your job as an investor to become familiar with strategies, terms, concepts and commit to continuous learning.

And it is the job of the investment professionals you hire (i.e. fund managers, advisors, brokers, etc.) to do what they said they were going to do for you.

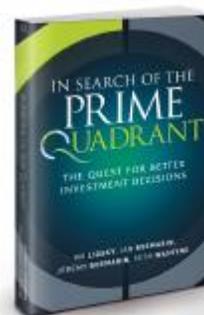
In the absence of clarity on both sides, obstructive finger-pointing, rather than constructive accountability, may be in your future.

Here's a cute (slightly unrelated but still worthwhile) [video](#) on the toxicity of blame.



better investment decisions.

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



"To achieve satisfactory investment results is easier than most people realize; to achieve superior results is harder than it looks."

– Benjamin Graham

