



ISSUE 111

A Peek into the PRIME QUADRANT®

REGISTER NOW

THE **PRIME QUADRANT** CONFERENCE

2015

NOVEMBER 12, 2015
11:00am - 6:00pm
Arcadian Court

Upcoming Events

Investor IQ Series

May 19:
Breaking Down Bricks & Mortar: *A Primer on Investing in Real Estate*

June 17:
Manager Selection Workshop

November 12:
The Prime Quadrant Conference

Join us to learn from the greatest minds in the financial world.

SOME OF OUR SPEAKERS



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



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



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



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

What is the PQ?

In financial terms, the Prime Quadrant is the optimal zone in which

STORIES OF INTEREST

[You Would Have Never Believed It](#)

A sobering refresher why history only informs us of how unpredictable the future will be.

[Should We Treat Financial Advisors More Like Doctors?](#)

In financial advice there is a big difference between what's *good* for you and what's *best* for you.

[Howard Marks' Memo on Liquidity](#)

A brilliant analysis on the fleeting nature of liquidity.

[What You Can't Learn from Your Heroes](#)

Success stories are great, but experience is a whole lot better.

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.

THE WAY WE SEE IT

Vince Lombardi, the legendary coach of the Green Bay Packers, said that there is no such thing as a perfect game. You cannot control the weather, the referees, or injuries. You can, however, have a perfect practice - with a plan to respond to any eventuality.

In investing, there is actually a great deal that you cannot control. Planning, however, is one of the few things you could. Regrettably, most investors either believe they can wing it or simply don't know where to start.

No one that has achieved any meaningful success did it by simply sitting around and reacting to whatever came their way. They strategized, set goals and worked diligently towards meeting them. For some odd reason, once these successful people start investing, they forget the essentials of breeding success. That neglect/forgetfulness is precisely how smart people make silly investment mistakes.

For starters, planning involves being crystal clear about your goals, because not knowing where you're going will make it

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.

difficult to end up where you would like. The next step is outlining the parameters for meeting those goals with questions like *What kind of risks can I tolerate being exposed to? What will keep me up at night? How diversified do I need (want) to be?*

Every investment decision should be made on the basis of what role it will play in your portfolio and, in the bigger scheme of things, how will it bring you closer to your goals. If that question can't be answered, forgo the investments.

This will be difficult when your friends are making glorious returns or, conversely, when they are panicking. Most investors are lulled by fear or greed, but focusing on one's goals and doing only what is necessary to achieve them, will ensure that you do what most (unfortunately) cannot.



"We don't have to be smarter than the rest. We have to be more disciplined than the rest." – Warren Buffett



PRIME QUADRANT®
BETTER INVESTMENT DECISIONS

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