



A Peek into the PRIME QUADRANT®

PLEASE JOIN US

THE PRIME QUADRANT CONFERENCE

2015

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

Upcoming Events

Investor IQ Series

September 2:
A Primer on Liquidity & Cash as an Asset Class

November 12:
The Prime Quadrant Conference

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.



The Prime Quadrant Conference is quickly filling up! To avoid disappointment, [REGISTER TODAY](#) to reserve your spot or call (416) 324-5416 for more information.

STORIES OF INTEREST

[The Hierarchy of Investor Needs](#)

Like any major life decisions, it is best to start with baby steps towards our highest priorities.

[Jurassic World: 7 Reminders for Investors](#)

Who knew? Investors can learn from big bad dinosaurs.

[Why You're Paying Too Much in Fees](#)

There's more than one way to be charged for financial advice.

[The Root of Our Problems](#)

Are you mildly depressed? That may actually help you.

THE WAY WE SEE IT

Greek Bailout Explained...

It is a slow day in a little Greek Village. The rain is beating down and the streets are deserted.

Times are tough, everybody is in debt, and everybody lives on credit.

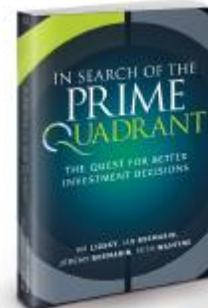
On this particular day a rich German tourist is driving through the village, stops at the local hotel and lays a €100 note on the desk, telling the hotel owner he wants to inspect the rooms upstairs in order to pick one to spend the night.

The owner gives him some keys and, as soon as the visitor has walked upstairs, the hotelier grabs the €100 note and runs next door to pay his debt to the butcher.

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 butcher takes the €100 note and runs down the street to repay his debt to the pig farmer.

The pig farmer takes the €100 note and heads off to pay his bill at the supplier of feed and fuel.

The guy at the Farmers' Co-op takes the €100 note and runs to pay his drink bill at the tavern.

The pub owner slips the money along to the local escort drinking at the bar, who has also been facing hard times and has had to offer him "services" on credit.

The escort then rushes to the hotel and pays off her room bill to the hotel owner with the €100 note.

The hotel proprietor then places the €100 note back on the counter so the rich traveller will not suspect anything.

At that moment the traveller comes down the stairs, picks up the €100 note, states that the rooms are not satisfactory, pockets the money, and leaves town.

No one produced anything.

No one earned anything.

However, the whole village is now out of debt and looking to the future with a lot more optimism.

And that is how the bailout package works!

Source: "Euro-parable" by John Derbyshire, National Review

“Goodness is the only investment that never fails.” — *Henry David Thoreau*



PRIME QUADRANT®

BETTER INVESTMENT DECISIONS

2 ST. CLAIR AVENUE WEST, SUITE 2101, TORONTO, ONTARIO CANADA M4V 1L5
TEL. +1 416 410 3648 FAX. +1 416 352 6116 INFO@PRIMEQUADRANT.COM
WWW.PRIMEQUADRANT.COM
