

A Peek into the PRIME QUADRANT®

ONLY 100 SEATS REMAIN for the Prime Quadrant Conference.

November 12, 2014 at *Arcadian Court*

REGISTER NOW! Otherwise, the Minister of Finance, chief economists, best-selling authors, top-performing money managers, a prodigy pianist, and comradery of fellow investors are just a few of the things you could be missing.

To register [click here](#) and for more information email conference@primequadrant.com or call 416.324.5416.

All proceeds from the event will support brain health at Baycrest.



Upcoming Events

Investor IQ Series

October 29
Investor Expectations:
How to Measure and Evaluate Your Investments

November 12
The Prime Quadrant Conference

December 2
Due Diligence Workshop

STORIES OF INTEREST

Why Finance Breeds So Much Disagreement

It appears that opinions on the prospects of an asset class hinges less on logic and more on one's life experiences.

Hiding in Plain Sight

It's remarkable how much we can miss when we neglect to look for the unexpected.

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.

Enduring Lessons from the Financial Crisis

Are we any smarter than we were six years ago? A financial crisis is painful, but not capitalizing on its lessons would prove to be (foolish and) infinitely more excruciating.

The Advice Business Needs a Serious Fix

Lack of true expertise combined with improper incentives has had a severe impact on the financial services industry.

THE WAY WE SEE IT

With the start of the new NFL season even investors who are not football fans can heed a vital message from the game. Adapted from a September 8, 2014 Forbes article, entitled [Investing is a Game of Inches](#).

What a spectacle the league has become — a multi-billion dollar industry with 32 sub-brands that, despite perennial controversies, are nearly unassailable. And the big play — the bomb, the breakaway run, the punt return to “the house” — is what captures the imagination and never lets go.

The funny part of football, however, is that the game isn't built around these big plays — what investors would call high risk/high return. To the contrary, offenses and defensive schemes are intricate affairs, built on meticulous planning and endless study. While one team's athletes are spectacular, the hard reality is that the other teams' are too. Thus much of this sport is about finding small advantages and having them add up over the course of sixty minutes.

They rarely do, however, reflected in the narrow average margins of victory in NFL games. Blow-outs are uncommon. For the 2002-2011 NFL seasons, across all games, more than two-thirds (68.2%) were decided by two scores (14 points) or less. Almost half (45.9%) were



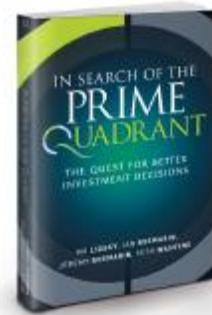
Being in the Prime Quadrant requires seeing the big picture and making intelligent choices, from among all investment options and strategies, to best meet your goals.

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.

decided by one score (7 points) or less, while 22.6% were decided by a field goal or less.

The market for football talent and coaching is quite efficient, just like financial markets. We love to hear about, and hopefully invest in, the big idea or the hot fund. Getting a ten-bagger out of Netflix NFLX +0.31% off of its bottom, finding John Paulson just before the subprime debacle, or riding the most recent wave of biotech stocks — this is the sizzle.



But it's not the steak. For one thing, we all build portfolios of many ideas — teams, if you will — where the chance that every idea is a winner is zero. We hope, or at least should hope, that a few win out over time while the losers don't kill us along the way. The smart playbook is mostly about short yardage efforts, from a variety of different formations, which translate over time into scores. To deliberately mix metaphors, it's about the singles and doubles, not swinging for the fences.

“It is better to be vaguely right than exactly wrong” — Carveth Read

PRIME QUADRANT*
BETTER INVESTMENT DECISIONS

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