

A Peek into the PRIME QUADRANT®

REGISTER NOW

The Prime Quadrant Conference

November 12, 2014

The Arcadian Court, Toronto

We are thrilled to announce Joshua S. Friedman as the newest addition to our speaker lineup.

Joshua S. Friedman is the Co-Founder, Chairman and CEO of Canyon Capital, a \$25 billion asset management firm and global leader in Credit.

All proceeds will support brain health at Baycrest.



Upcoming Events

Investor IQ Series

September 9

Investor Expectations:
How to Measure and Evaluate Your Investments

October 22

Due Diligence
Workshop

November 12

The Prime Quadrant
Conference

STORIES OF INTEREST

A Portfolio Premortem

When planning your investments, looking at what went wrong in the past is useful, but studying what *could* go wrong is absolutely invaluable.

Incentives Matter

Whether a money manager or a Major League Baseball legend, incentives manipulate decisions, making behaviour that much more predictable.

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 Biology of Risk](#)

It's not all in your head — risk-taking affects both our mental *and* physical well-being. This article shows why all of us can learn a thing or two from the biological impacts of risk.

[How to Get Less Stupid at Investing](#)

The best way to limit foolish decisions is by surrounding yourself with those that disagree with you.

THE WAY WE SEE IT

We are proud to congratulate our very own Davee Gunn, who took first place in their division in the Lake Ontario 300 Challenge earlier this month. This experience inspired the following analogy by Davee between sailing and investing:

“During one of our more exciting races, sailing tack-for-tack against a seasoned competitor, our skipper was faced with a strategic decision that we knew would ultimately decide the outcome of the race. Either tack over and follow the lead boat - hoping to overtake it - or maintain our current heading and sail our intended course. Remembering one of the basic rules of sailing, ‘that you don’t win by following’, our skipper decided to stay the course and I’m pleased to say that we finished in 1st place!

The same is true with investing. Following the herd almost ensures mediocrity in investing, or worse. In contrast, navigating financial markets by applying a disciplined approach to asset allocation (diversifying across all asset classes - not just stocks and bonds), utilizing a best-in-class manager selection process, has been proven to deliver stable returns, with less



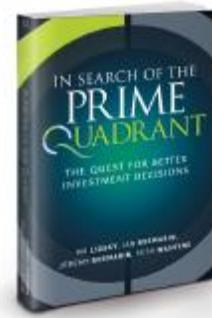
Being in the Prime Quadrant requires seeing the big picture and making intelligent choices, from among all investment options and strategies, to best meet your goals.

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.

risk, through even the most challenging of investment climates.

When sailing, 'while you cannot control the weather, you can adjust your sails'. Likewise, in investing — while we cannot control the financial markets, a well-diversified portfolio is much more likely to get you to the finish line with peace of mind.”



“It is a common defect of man not to make any provision in the calm against the tempest” - Niccolo Machiavelli

PRIME QUADRANT®
BETTER INVESTMENT DECISIONS

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