

# WEALTH CREATION IN THE REAL WORLD



PORTLAND  
INVESTMENT COUNSEL®



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What if there were 15 rules for creating wealth...in the Real World?

**At Portland, as Owners, Operators and Investors** in excellent businesses globally, we practice these rules, and practice makes perfect.

Any successful wealth creator in the real world will have applied the same principles to their business philosophy.

First, there are the **Five Laws of Wealth Creation**:

1. Own a few high quality businesses; ✓
2. Thoroughly understand these businesses; ✓
3. Ensure these businesses are domiciled in strong, long-term growth industries; ✓
4. Use other people's money prudently; ✓
5. Hold these businesses for the long run; ✓

But at Portland we use **Ten** more principles to filter out the **best public/traditional and private/alternative investment opportunities**.

6. Owner of the business is also the Operator of the business; ✓
7. Ownership is heavily concentrated; ✓
8. Key stakeholders are personified in the company and vice versa; ✓
9. Autocratic management style; ✓
10. Entrepreneurial management style; ✓
11. Low turnover in management positions; ✓
12. Symmetrical risk and reward for management; ✓
13. Business set goals for the long term; ✓
14. Board focus on growth; and ✓
15. Value of the business is based on fundamentals: sales, market share and margins. ✓

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Perfect!

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