

ODLD \$OOHQ

-HIIUH\ =D[(&21

%ULHILQJ 3DSHU)LQDO 'UDIW

)HEUXDU\

&RQFHUQLQJ 'DPDJHV IRU /RVV RI 8VH RI D 5HQWDO

1RQ 3DUWLVDQ (FRQRPLF \$QDO\VLV

+% VHHNV WR OLPLW WKH GDPDJHV D PRWRU YHKL

WKH ORVV RI XVH RI D UHQWDO PRWRU YHKLFOH WR WKH D

XVH UHIHUV WR DQ\ FLUFXPVWDQFH LQ ZKLFK D PRWRU YHK

YHKLFOH GXH WR WKH WLPH RI UHSDLU IRU GDPDJHV FDXVH

ORWRU YHKLFOH UHQWHUV ZKR GR QRW SXUFKDVH D FR

RI UHQWDO DQG GR QRW KDYH WKHLU RZQ FDU LQVXUDQFH

WR FRPSHQVDWH IRU GDPDJHV WR D UHQWDO YHKLFOH RXW

7KH &RORUDGR 6XSUHPH &RXUW KHOG WKH RSLQLRQ W
FKRRVH HLWKHU PHWKR G WR PHDWUWHUW%KLOOLQV &RXUWH
7UDGHV &RXQFLO YDQKHUHU Y 3XU&R)OHHW \$DUWKLFJK ,Q
WKH &RORUDGR 6XSUHPH &RXUW KROGV WKDW HLWKHU PHV
UHDVRQDEOH UHQWDO YDOXH LV OLNHO\ FKR VHQ E\ PRWRU
+% ZRXOG QR ORQJHU HQWLWOH UHQWDO FRPSDQLHV
UHDVRQDEOH UHQWDO YDOXH ,QVWHDG UHQWDO FRPSDQL
ZRXOG KDYH RWKHUZLVH EHHQ UHQWHG RXW WR FRPSHQVD
,Q HIIHFW +% ZRXOG SURWHFW UHQWHUV IURP RYHU

7KH HFRQRPLF LPSOLFDWLRQV RI WKLV ELOO FDQ EH V
:KDW LV RFFXUULQJ HFRQRPLFDOO\ ZKHQ PRWRU YHKLFOH
YHKLFOH" :KDW DUH WKH HFRQRPLF LPSOLFDWLRQV RI W
EH FKDQJHG E\ WKH LQWURGXFHG ELOO" 'RHV WKH JRYHU
FLUFXPVWDQFHV"

)LUVWO\ ZKHQ DGGUHVVLQJ WKH XQGHUO\LQJ HFRQRPL
WR UHFRJQLJH DQ\ ORVV RI SURGXFHU VXUSOXV 3URGXFHU

/RVV RI XVH GDPDJHV DUH GHILQHG DV HFRQRPLF GDPD
VXUSOXV 5HQWDO FRPSDQLHV DUH HQWLWOHG WR FODLP F
LQ WKHLU IOHHW LQ LPSDLUHG 5HQWHUV DUH DQG VKRXO
VR WKH UHQWHU QHHGV WR FRPSHQVDWH IRU WKH WKH UH
SURILWV WKDW ZHUH DFWXDOO\ ORVW

5HSODFHPHQW RI DFWXDO ORVV RI SURILW LV D QHFHV
SURGXFHU VXUSOXV ORVV LQ ORVV RI XVH FDVHV 6LQFH U
VHHN GDPDJHV PHDVXUHG E\ UHDVRQDEOH UHQWDO YDOXH
WKDQ ZDV DFWXDOO\ ORVV)RU WKLV UHDVRQ UHQWDO FF
UHDVRQDEOH UHQWDO YDOXH LQ HYHU\ FDVH

<HW IRUFLQJ D FRQVXPHU WR FRPSHQVDWH EH\RQG WH
HIIHFWLYHO\ UHGLVWULEXWHV ZHDOWK IURP UHQWHUV WR
GHVFULEHG DV UHQW VHHNLQJ DFWLYLW\ RQ WKH SDUW RI
DUH DEOH WR H[SORLW WKH FXUUHQW OHJDO IUDPHZRUN W
ZLWKRXW UHVWULFWLRQ \$V D PDWWHU RI IDFW UHQWDO F
DFFLGHQWV DV WKH\ FDQ JDLQ PRUH WKDQ ZDV ORVV

7KH &RORUDGR 6XSUHH FRYXUW LQXDO QDQJH LQYRU 3
LQDGYHUWHQWO\ FUHDWHG D PDUNHW LPSHUIHFWLRQ E\ DC
ORVV RI XVH GDPDJHV ZLWK UHDVRQDEOH UHQWDO YDOXH
YHKLFOH UHQWDO FRPSDQLHV WR EH EHQHILFLDULHV RI XQ
FDU FRQVXPHUV

8QOHVV WKH JRYHUQPHQW FDQ SURYH WKDW WKLV VRU
WKH SHRSOH RI &RORUDGR WKHQ WKH\ VKRXOG QRW DOOR
HIILFLHQF\ LQ PRWRU YHKLFOH UHQWDO PDUNHWV 7KH JRY
UHQW VHHNLQJ DQG DOO RWKHU LQQDSSURSULDWH UHGLV
WKH HFRQRP\ RI &RORUDGR +% ZRXOG IXOILOO WKLV
,Q D EURDGHU VHQVH +% VHHNV WR SURWHFW UH
XQLQVXUHG DQG FKRRVH QRW WR SXUFKDVH D &': IURP EH
7KXV WKH ELOO ZLOO UHVWRUH HTXLW\ LQ WKH PRWRU YH
\$VVHPEO\ VKRXOG UHFRJQLJH WKH ELOO DV SRVLWLYH IRU
+% E\ WKH *HQHUDO \$VVHPEO\ LV LPSRUWDQW WR OLP
PLVXVH RI WKH FXUUHQW OHJDO IUDPHZRUN UHJDUGLQJ PR
\$OWKRXJK +% IRFXVHV VSHFLILFDOO\ RQ WKH PRW
RI WKLV NLQG VKRXOG EH SXVKHG LQ RWKHU VHFWRUV RI V
E\ PRWRU YHKLFOH UHQWDO FRPSDQLHV FDQ EH SDUDOOHO
LQGXVWU\ KRPH UHQWDO PDUNHWV HWF 7KH JRYHUQPH
XQOHVV LW LV IRU WKH JUHDWHU JRRG RI WKH SHRSOH DQ
FXUE DQ\ XQMXVW ZHDOWK WUDQVIHUV