



## Quant investing 'The best strategy is the one you can stick with through thick and thin'

- Fully automated stock selection helps avoid behavioral biases
- Bringing quant to non-quants is not easy, but it is worthwhile
- Portfolio construction is still an area where managers can m

Wes Gray is founder and CEO of Alpha Architect, an asset management firm that focuses on high-conviction Value and Momentum factor strategies. He has published multiple academic papers and four books, including three on investing.

After serving as a captain in the United States Marine Corps, Wes earned an MBA and a PhD in Finance from the University of Chicago. We asked him about his views on quant investing and the importance of knowledge sharing.

How did you first become interested in quant investing and why are you so fond of it? Is it aimed just at avoiding typical human biases?

"I started off as a stock picker and was always a fan of Ben Graham and Warren Buffett. I was also into special situations, such as liquidations, trading closed-end fund discount/premiums, and esoteric microcap companies. I was essentially the antithesis of quant. I really got

involved in '99 at the height of the tech bubble when I was in college. I was lucky to have a heavy value bias at the time, so I felt bad for a while as the QQQ went flying higher and higher, but eventually the tech bubble

Interview  
For professional investors  
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Wes Gray  
Founder and CEO of Alpha Architect

crashed. I had a great run for five or five years and continued investing while I was on the PhD program at the University of Chicago.”

“While I was ‘stock picking’ on the PhD program, I was simultaneously learning a lot about quantitative techniques, factor investing, and behavioral finance. I quickly recognized the folly of my ways when I compared my stock picking performance to the generic small-cap value factor portfolio from 1999 to around 2004. Long story short, I had some ‘alpha’ as a stock picker, but I could have saved myself a lot of brain damage (and eliminated a lot of stress) by simply buying a portfolio of cheap small-caps. This experience opened my eyes to the power of quantitative techniques.”

“Another formative experience was when I took a PhD-level course in behavioral finance, taught by [Nick Barberis](#). This course, combined with my stock-picking experience, convinced me that I needed to end my run as a stock picker and rely on quantitative tools to codify my investment philosophy and eliminate my own bias.”

## ‘I am a fan of having humans review the data and sanity check the outputs from a model’

You advocate fully quant investment strategies. But what do you think of human oversight? Is it still useful?

“Investing is a personal thing and one should understand their own strengths and weaknesses. For me, I am a fan of automating 100% of the stock selection process. The risk of behavioral bias is simply too high relative to the potential of my ability to add value via a judgement call. For others, this trade-off might be more favorable. There is an argument that a ‘quantamental’ approach, which combines the benefits of quantitative techniques with human judgement, might work out for an asset manager. I’ve written a long piece<sup>1</sup> on the subject and I believe the evidence is stacked against quantamental, but reasonable people can disagree on this topic.”

“I’d also like to point out that while we are 100% systematic, I am a fan of having humans review the data

and sanity check the outputs from a model. We won’t override a model’s selection, but if there are data errors that cannot be reconciled, we will move past that selection to minimize ‘garbage in, garbage out’ type problems.”

You always seem very keen on sharing your intellectual property. Why? Aren’t you afraid that others might try to use your ideas to compete against your strategies?

“I view the biggest problem in investing as ‘behavioral’ and I think the issue is best described in ‘Limits of Arbitrage’, a 1997 Journal of Finance article by Shleifer and Vishny. In short, investors delegate asset management and don’t have perfect information, so they rely on short-term relative performance as a gauge for determining ‘skill’. Under these circumstances, the authors highlight that asset managers may be less inclined to focus on exploiting anomalies and more likely to closet-index. We see this phenomenon in the marketplace.”

“In a 2015 article,<sup>2</sup> I outlined a hypothetical scenario in which an investor could choose between a strategy that would beat the market by an average of 1% per year over 25 years and never underperform the index by more than 1% in a given year, and a strategy that would beat the market by an average of 5% per year over 25 years but that would also have a five-year period of 5% annual underperformance.”

“For an investment professional being hired on behalf of 100,000 firemen, the choice is often obvious, despite being sub-optimal for investors. The manager will choose the first option and avoid getting fired. The reason is that the incentives of an investment manager are complex. Fund managers are not the owners of the capital, but work on behalf of someone else. Financial mercenaries, if you will.”

“Logically, these managers will make decisions that increase the odds of them keeping their job, but will not necessarily maximize risk-adjusted returns for their investors. For these managers, relative performance is everything and tracking error is dangerous. In my example, the tracking error of the second option is just too painful. There is a good chance that the manager will not be around long enough to see the rebound, after five years of underperformance.”

“Meanwhile, if the manager follows the first strategy, he can avoid career risk and the fireman’s pension will not

<sup>1</sup> Gray, W., 2014, ‘Behavioral Finance and Investing: Are you Trying Too Hard?’

<sup>2</sup> Gray, W., 2015, ‘Sustainable Active Investing Framework: Simple, but Not Easy’.

endure the stress of a prolonged downturn. Over long time frames, a mispricing opportunity may be a mile wide. But this agency problem, I mean the fact that the owners of the capital can, in the short-term, begin to doubt the abilities of the arbitrageur and pull their capital, precludes smart managers from taking advantage of the long-term mispricing opportunities that are highly volatile.”

“Now that we have a little context on the incentives of the marketplace, I can address your initial question: No, I am not extremely worried about sharing our intellectual property because I think the expected returns associated with our portfolios (and most portfolios) are priced in equilibrium. The expected pain will roughly equal the potential gain. I’m starting to sound like Eugene Fama here, but let me elaborate. In contrast to a pure efficient market ethos, my belief is that the ‘pain’ can be partially attributed to holding fundamentally riskier assets and partially to exploiting mispricing opportunities that require one to endure heavy career risk costs.”

“So part of our role as an asset manager is to do the best research we can to identify reasonable ways to exploit factors. However, we then make these portfolios have tons of career risk in the hope that we can capture the expected excess returns associated with this pain. Next, we educate the heck out of investors and share our methodologies in a transparent way. We can’t eliminate the pain of our strategies, but we can help our investors focus more on process and less on outcomes. The more our investors understand what we are doing and why, the easier it is for them to be sustainable during a period when our strategies inevitably ‘aren’t working’.”

“No, this is not easy, but we think it is worthwhile. And our goal is not to convince everyone that ‘systematic’ is the answer. We are really set up to help those who would like to be helped. The reality of educational efforts is they require the student to have an interest in learning. We can’t force-feed someone knowledge and expect them to gain any benefits.”

“For those who are inclined to learn, we think we can help. We believe quantitative tools can help investors express an investment philosophy in a more efficient manner and with less stress. But getting people to understand that less is more can be quite challenging. Our whole lives we are taught that when you try harder, you often get more. Investing is a unique arena where beating your head against the wall doesn’t make your skull thicker but often gets you injured.”

Your research has focused mainly on value and momentum, although you have also looked at other factors such as quality. In your view, what are the main drivers behind these two anomalies? Is there anything more than risk?

“We think value and momentum are the kings of the factor world, but buried inside our systems are elements of size and quality. We believe the characteristics of cheapness and momentum proxy for elements of risk and mispricing that are tough to exploit. Quantifying how much is associated with risk and how much is attached to mispricing would give too much precision to an inherently noisy process. But if I had to rank order them, I’d say for value you have more fundamental risk and less mispricing, and for momentum you have more mispricing and less fundamental risk.”

What are your views concerning the current state of research on factors? Is there still a lot to be discovered about the main market anomalies? And if so, which are these?

“I don’t think there is much to be gleamed from hammering on the data at this point. It seems clear that certain characteristics proxy for expected returns and these relationships are likely stable because of 1) fundamental risk considerations or 2) psychological considerations coupled with costly arbitrage. Many of the ‘new findings’ inevitably end up being noisy proxies for what was already known, especially when you redo the results and stress test the findings in your own laboratory. I have been hacking on data for almost 20 years now and there doesn’t seem to be much that is new under the sun. Buy cheap, buy strong, and hold ‘em long. Wish someone

‘Investing is a unique arena where beating your head against the wall doesn’t make your skull thicker but often gets you injured’

**You go to great efforts to somehow ‘bring’ quant investing to non-quants. Do you find that easy? Have you seen a change in how quant investing is perceived over the past decade?**

had told me that 20 years ago – I would have saved myself a lot of time.”

“That said, portfolio construction is still an important area that can be used to differentiate yourself from the crowd. You can take the same exact signal and vary the dimensions of turnover and number of holdings to create wide dispersion of expected outcomes. There are also elements of portfolio optimization that can be important; for example, how to minimize trading costs or taxes. Plenty of areas where an asset manager can earn their keep via craftsmanship decisions.”

## ‘I’m not holding my breath for a new proprietary high Sharpe-ratio factor premium’

So, how do you view the debate on the main factor models? In particular, the Fama-French model and the Q-factor model?

“I find it all very interesting from an intellectual standpoint. In fact, I put together a history of factor models in a piece called, ‘Factor investing is more art, and less science’.<sup>3</sup> The funny thing about that piece is that the title changed by the time I’d finished writing it. My original intent was to cover the Q-factor model in-depth and announce that perhaps we had identified the best new technology in the factors wars. But as the piece evolved, and as I dug deeper and deeper into the history of all these factor models, I began to realize that we still don’t really know how the stock market works.”

“To be honest, I’ve sort of given up on using factor models as a way to ‘account for risk’ and instead, now think of factor models as a way to attribute performance to different characteristics. The attribution aspect is important because you can map your process to an outcome and explain the tracking error of your portfolio, which gives investors confidence, regardless of how performance looks on a relative basis. I find attribution analysis useful because it helps us keep investors in their seats when relative performance gets wild, be it good or bad.”

What is your take on the low risk/low volatility effect?

<sup>3</sup> Gray, W., 2017, ‘[Factor Investing is More Art, and Less Science](#)’.

“We’ve written 30 or 40 blog posts on this topic. I think it is interesting. In the end, from a long-only perspective, I believe that a cheap/quality portfolio will act similarly to a low vol/beta portfolio most of the time. So setting aside minutia arguments, I think it is probably close to six of one, half a dozen of the other. However, I fundamentally believe in the risk/behavior arguments underlying ‘value’ over the arguments underlying the low risk effect. The good news is I am not the arbiter of these debates. The best strategy is the strategy you can stick with through thick and thin. That will differ for all investors.”

In your view, which topics concerning factor investing should researchers focus on in the coming years?

“I see the marketplace providing two core economic services: liquidity provision and long-term risk bearing. Liquidity provision is the trading game. The fast money stuff that is heavy on information acquisition and being quicker and smarter than the next trader. Lots of bets, lots of resolution, lots of learning. This field will probably benefit from new technology, new data, and so forth. I think this is reasonable because you can’t expect to win in the trading game if you are still doing things with a pencil and a paper.”

“But we aren’t in the trading game. We are in the game of investing. Of course, many investors will go down the rabbit holes of machine learning, new datasets, new factors, new technology, and so forth. We’ll partake in this research because we can’t help ourselves. Research is fun and exciting. But to be frank, I’m not sure any of these efforts will lead to anything unique for investors over the long haul. I’m not holding my breath for a new proprietary ‘high Sharpe-ratio factor premium’.”

“Why do I say that? Well, one of the more remarkable findings is that super simple valuation metrics, I mean low P/E ratios, have worked in many different time periods, in many different countries, and in many different contexts. One example of this is the simple low P/E strategy recommended by Benjamin Graham in 1976.<sup>4</sup> He said that over the previous 50 years, the strategy had generated 15% returns and a ton of volatility, about 5% more than the market.”

“Why did it work? Arguably, the portfolio contained an awful lot of fundamental risk and the relative performance swings would have tested the will of even the most disciplined investors! For fun, we did the out of sample backtest from 1973 to the present period and the

<sup>4</sup> See: Graham, B., 1976, ‘[The simplest way to select bargain stocks](#)’, Medical Economic, Special Report.

strategy generated around 15% returns and a ton of volatility – basically the same result. What did the strategy look like? Like the previous 50 years, the investor in this portfolio would be eating a ton of fundamental risk and holding onto a portfolio that would give you a heart attack.”

“If you sit back and think about the results associated with this simple value strategy, it is mind-blowing. Over the past 100 years or so, technology has increased, investor sophistication has increased, data access has increased, transparency has increased, and so forth. And yet, a basic ‘buy cheap’ philosophy has worked roughly the same throughout the sample period. What’s my conclusion? I’ve given up trying to know what is going on in the stock market, but my best guess is that what we call ‘factors’ are proxies for equilibrium market outcomes.”

“No amount of effort can change that fact. Of course, the ebbs and flows of assets will move back and forth across the quant firms that market themselves as the cutting edge and catch a good run of performance, but in the end, an investor with long duration capital and extreme discipline attached to a reasonable process will likely perform well, regardless of the process or level of sophistication.”



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