



Part 2B of Form ADV

Brochure Supplement

March 15, 2024

Item 1: Cover Page

This brochure supplement provides information about Michael Stephan Proctor that supplements Leading Edge Financial Planning, LLC (LEFP) brochure (Form ADV, Part 2A) You should have received a copy of LEFP's brochure. Please contact Michael Stephan Proctor at 316-768-7526 if you did not receive LEFP's brochure or if you have any questions about the contents of this supplement.

Additional information about Michael Stephan Proctor is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) . (Please note: Certain states do not require investment advisor representatives to register with the state security authorities. For these states, information may not be available on this website.)

Michael Stephan Proctor

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Wichita, KS 67202

316-768-7526



Item 2: Educational Background and Business Experience

**Education:**

School	Year	Degree
Kansas State University	2010	B. S. Business
Corporate Value Metrics	2019	CVGA

**Business Background (for preceding five years)**

Company	Position	Start Date	End Date
Leading Edge Financial Planning, LLC	Owner/Financial Advisor	02/2017	Current
Leading Edge Growth, LLC	Owner / Consultant	10/2018	Current
Goddard City Council	Councilmember	01/2020	12/2022
Wichita Estate Planning Council	Board Member	06/2021	Current
Hyperborean, LLC	Agent	06/2019	12/2020
M&M Insurance Associates	Producer	6/2018	Current
Leading Edge Insurance	Insurance Agent	02/2017	Current
MML Investment Services, LLC	Financial Advisor	02/2016	01/2017
Secure Financial Firm	Independent Insurance Agent	12/2015	12/2023
Northwestern Mutual Investment Services, LLC	Financial Advisor	03/2011	11/2015
Northwestern Mutual Life Insurance Company	Agent	06/2010	11/2015
Northwestern Mutual Investment Services, LLC	Registered Representative	03/2011	11/2015



Designations:

**CFP®**

The Certified Financial Planner (CFP®) designation is conferred by the Certified Financial Planner Board of Standards, Inc. Candidates must have a bachelor's degree (or higher) from an accredited college or university, three years of full-time personal financial planning experience and complete a course of study in financial planning topics. Candidates may be exempt from the course of study requirement if he or she holds one of the following: CPA, ChFC, CLU, CFA, Ph.D in business or economics, Doctor of Business Administration, or attorney's license. All candidates must successfully complete the CFP Certification Examination. CFPs are subject to the CFP Board's ethical standards.

**RICP®**

A professional designation for experienced financial professionals who wish to become experts in retirement income planning. A Retirement Income Certified Professional helps retirees and near-retirees develop a plan for managing and using the assets they have accumulated for retirement in order to live within a realistic budget and not run out of money prematurely.

The RICP requires three years of professional experience, three required courses equal to 9 semester credit hours with a final course exam for each course, closed-book and proctored.

**CVGA**

The CVGA (Certified Value Growth Advisor) certification is for financial professions that wish to help business owners gain a broad and deep understanding of their business to enhance growth and profitability potential. The CVGA provides substance and credibility to deliver value growth services that will result in a visible impact to the growth, profits, and enterprise value of their clients.

The CVGA is a rigorous 5 day program that utilizes a group case study throughout the week, building on the course material culminating in presenting findings at the end. The exam is 3 hours that must be taken within 2 weeks following the course with a passing grade of at least 70%.

**Fields of Study by the CVGA include:**

- Accounting – 2 credit hours
- Business Law – 2 credit hours



- Finance – 4 credit hours
  - Management Services – 4 credit hours
  - Specialized Knowledge – 10 credit hours
  - Communications and Marketing – 6 credit hours
  - Personal Development – 4 credit hours
  - Personnel/Human Resources – 2 credit hours
  - Production – 2 credit hours
  - Business Management & Organization – 4 credit hours
- Total: 40 credit hours

### Item 3: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that may affect your decision to do business with them. Michael Stephan Proctor has no disciplinary history to disclose.

### Item 4: Other Business Activities

Michael Stephan Proctor (who may be referred to in this brochure supplement as IA Representative) also acts as an insurance agent or broker of various insurance companies through ownership of Leading Edge Insurance.

As an insurance broker, IA Representative receives compensation for the sale of insurance products in the form of upfront and/or ongoing commissions or other compensation. Such insurance sales may also qualify the IA Representative to receive various form of non-cash or soft dollar compensation, including awards, trips and other fringe benefits. IA Representative takes the client's needs into account when recommending the purchase of specific insurance products. However, IA Representative's receipt of compensation based on the sale of those securities and insurance products creates a conflict of interest because the receipt of that compensation gives IA Representative an incentive to recommend those securities and insurance products based on the compensation received, rather than exclusively on the client's needs.

Some of the insurance sales engaged in by IA Representative may result from implementing a financial plan or consulting service. In such instances, the IA Representative typically receives separate compensation for: (i) providing the financial plan or consulting service through Leading Edge Financial Planning, LLC; and (ii) selling insurance products as an insurance agent or broker in order to implement the financial plan or consulting service. Accordingly, when providing a financial plan or consulting service, IA Representative has a financial incentive for the client to implement the financial plan or consulting service by purchasing insurance products through IA Representative,



since such transactions will result in the IA Representative receiving additional compensation. This conflict of interest is addressed by Leading Edge Financial Planning, LLC through disclosure to the client. In addition, clients are reminded that they may implement a financial plan or consulting service through Leading Edge Financial Planning, LLC or any unaffiliated financial institution of their choice.

Michael Stephan Proctor is the President and CEO of Leading Edge Financial Planning, LLC. He also owns Leading Edge Insurance and benefits from the sale of brokered insurance products through the business, which as previously disclosed may create a conflict of interest. Michael S Proctor also engages in family real estate property management and activities related to real estate investment.

Michael Proctor owns and operates Leading Edge Growth LLC, which is a business consulting firm, performing business valuations, succession planning and other business consulting activities that may not fit into "investment advising" or "financial planning" activities, however, may still be meeting needs of clients or related entities for up to 5-10 hours per week during business hours. Michael Proctor may also have other partnership interests that require some of his or his staff's attention during the week, however, do not at this time require more than a couple hours per week. Those business relationships will be disclosed should specific conflicts of interest arise.

Michael Proctor has been elected to the Wichita Estate Planning Council to serve as a Board Member. This is a multi-disciplinary professional organization comprised primarily of attorneys, CPAs, Trust Officers, Financial Planners and Insurance Professionals focused on interdisciplinary cooperation and staying abreast of the most current education, issues and planning techniques in estate planning. This commitment takes 0-2 hours per month during business hours.

Michael S Proctor has a contract to sell insurance through M&M Insurance. This creates yet another specific conflict of interest due to the business affiliation. Since he places business through them, spends time in the office, may be granted use of conference rooms, office space, use of some resources and time in front of staff to educate them on topics related to financial planning, insurance, investments, etc., they may refer more clients to Michael S. Proctor knowing he will not attempt to compete for their existing insurance business, but may still make recommendations on their insurance policies. Insurance planning for this group of clients is another potential conflict of interest due to the sensitive nature of any existing business with an existing business relationship. A special acknowledgement of this will be included by financial planning clients receiving advice in this area when this situation arises. This is not to say advice to change insurance, shop it out or evaluate cannot be given to this group, just that the potential conflict of interest exists as is required disclosure. We take our financial planning seriously and always act within a fiduciary capacity in client planning engagements regardless of the source of the client.



#### Item 5: Additional Compensation

Mr. Proctor may receive additional compensation in connection with his attendance at conferences, seminars, sales or training programs, and other trips (such as reimbursement for travel, lodging and meal expenses) and/or in the form of entertainment, merchandise and other benefits for providing advisory services, as long as the business entertainment is neither so frequent nor so extensive as to raise any question of propriety or undue influence. In addition, third parties may pay expenses associated with IA Representative's travel expenses for educational, due diligence or similar business meetings.

#### Item 6: Supervision

Michael Proctor is responsible for the advice he gives and is the supervisor for Leading Edge Financial Planning, LLC and can be contacted at 316-768-7526.

#### Item 7: Requirements for State Registered Advisors

Michael Stephan Proctor has no disclosures of events or proceedings.