

Form ADV Part 2B Brochure Supplement



March 2020

Gerald Loftin

Proficient Wealth Counselors, LLC.
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www.proficientwealth.com.

Firm Contact:
Gerald Loftin,
Chief Compliance Officer

This brochure supplement provides information about Gerald Loftin that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Loftin if you did not receive our firm's brochure or if you have any questions about the contents of this supplement.

Additional information about Mr. Loftin is available on the SEC's website at www.adviserinfo.sec.gov.

Please note that the use of the term "registered investment adviser" and description of Proficient Wealth Counselors, LLC and/or our associates as "registered" does not imply a certain level of skill or training. You are encouraged to review this Brochure and Brochure Supplements for our firm's associates who advise you for more information on the qualifications of our firm and our employees.

Item 2: Educational Background & Business Experience

Gerald Loftin

Year of Birth: 1969

Formal Education after high school:

- 2013: Massachusetts School of Law; Juris Doctorate
- 1993: Northeastern University; Bachelor of Science in Finance

Business Background:

- 10/2000 – Present Proficient Wealth Counselors, LLC; Principal
- 10/2000 – 07/2011 Commonwealth Financial Network; Advisor

Professional Designations, Exams and Licenses:

- 2019 – Washington DC Insurance License, License no. 3000604161
- 2010 – CERTIFIED FINANCIAL PLANNER™, CFP®
- 2002 – FINRA Series 65 Exam
- 1994 – Massachusetts Insurance License, License no. 1715663
- 2002 – Texas Insurance License, License no. 2157036
- 2006 – Florida Insurance License, License no. P070898
- 2009 – Maryland Insurance License, License no. 100025703

CERTIFIED FINANCIAL PLANNER™, CFP®

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its high standard of professional education, stringent code of conduct and standards of practice and ethical requirements that govern professional engagements with clients. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements: Complete an advanced college-level course of study addressing the financial planning subject areas that CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university, pass the comprehensive CFP® Certification Examination, Complete at least three years of full-time financial planning-related experience and agree to be bound by CFP® Board's *Standards of Professional Conduct*.

Individuals who become certified must complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial industry and renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to your evaluation of Mr. Loftin.

You may obtain disciplinary history of Proficient Wealth Counselors, LLC or its representatives by contacting the Securities Division of the Commonwealth of Massachusetts at 1-800-269-5428.

Item 4: Other Business Activities

Mr. Loftin is a licensed insurance agent through numerous insurance companies. In such a capacity, he may offer insurance products and receive normal and customary commissions as a result of such a purchase. This presents a conflict of interest to the extent that he recommends the purchase of an insurance product which results in a commission being paid to him as an insurance agent. He spends 5% of his time on these activities.

Item 5: Additional Compensation

No one who is not a client of our firm provides an economic benefit to Mr. Loftin for providing advisory services.

Item 6: Supervision

Mr. Loftin is the Sole Principal and Chief Compliance Officer and as such has no internal supervision placed over him. He is however bound by our firm's Code of Ethics. Please contact Mr. Loftin if you have any questions about this Brochure Supplement at 781-278-9488.

Item 7: Requirements for State-Registered Advisers

Mr. Loftin has not been involved in any arbitration claims alleging damages in excess of \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization or administrative proceedings nor has he been the subject of any bankruptcy petitions.