Jeffrey Brayton

Lakeshore Financial Planning Inc.

23201 Jefferson Ave
Saint Clair Shores, MI 48080

Telephone: 586-498-0788

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FORM ADV PART 2B
BROCHURE SUPPLEMENT

This brochure supplement provides information about Jeffrey Brayton that supplements the Lakeshore Financial Planning Inc. brochure. You should have received a copy of that brochure. Contact us at 586-498-0788 if you did not receive Lakeshore Financial Planning Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Jeffrey Brayton (CRD # 2356995) is available on the SEC's website at www.adviserinfo.sec.gov.

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Item 2 Educational Background and Business Experience

Jeffrey Brayton
Year of Birth: 1961

Formal Education After High School:

- University of Michigan - Ann Arbor, BA Economics Concentration, 05/1983
- Alma College, BA Economics, 05/1981
- Wayne State University, MBA Finance, 05/1986

Business Background:

- Lakeshore Financial Planning Inc., President/ CCO/ Investment Adviser Representative, 10/2018 - Present
- Raymond James Financial Service Advisors, Inc., Branch Manager, 06/1998 - 10/2018
- Edward Jones, Registered Representative, 09/1993 - 06/1998

Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Jeffrey Brayton has no required disclosures under this item.

Item 4 Other Business Activities

Jeffrey Brayton is not actively engaged in any other business or occupation (investment-related or otherwise) beyond his capacity as President of Lakeshore Financial Planning Inc.. Moreover, Mr. Brayton does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Mr. Brayton does not receive any additional compensation beyond that received as an Investment Advisor Representative of Lakeshore Financial Planning, Inc.

Also, refer to the *Fees and Compensation*, *Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of Lakeshore Financial Planning Inc.'s firm brochure for additional disclosures on this topic.

Item 6 Supervision

In the supervision of our associated persons, advice provided is limited based on the restrictions set by Lakeshore Financial Planning Inc., and by internal decisions as to the types of investments that may be included in client portfolios. We conduct periodic reviews of client holdings and documented suitability information to provide reasonable assurance that the advice provided remains aligned with each client's stated investment objectives and with our internal guidelines.

My supervisor is: Sarah Rangstrom, Chief Compliance Officer

Supervisor phone number: 586-498-0788

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