

## UNIFORM FRANCHISE REGISTRATION APPLICATION

File No.: 612580 Fee: \$200.00 State: WISCONSIN Date: June 16, 2020

St. Louis, Missouri 63045

APPLICATION FOR (Check only one):

	INITIAL REGISTRAT	TION OF AN OFFER AND SALE OF FRANCHISES		
	RENEWAL APPLICA	TION OR ANNUAL REPORT		
	PRE-EFFECTIVE AM	IENDMENT		
	POST-EFFECTIVE MATERIAL AMENDMENT			
1. Full legal name of Franchisor:		Leading Edge Marketing, Inc.		
2. Name of the franchise offering:		ProSource Wholesale		
3. Franchisor's	principal business addre	ess: 4301 Earth City Expressway		

4. Name and address of Franchisor's agent in this State authorized to receive service of process:

Commissioner of Securities 101 East Wilson Street Madison, Wisconsin 53703

5. The states in which this application is or will be shortly on file:

Texas	Virginia	Wisconsin	
Illinois	Washington	Michigan	California
Minnesota	New York	Hawaii	Indiana
Florida	Maryland		South Dakota

6. Name, address, and telephone number of subfranchisors, if any, for this state. NONE

7. Name, address, telephone and facsimile numbers, and e-mail address of person to whom communications regarding this application should be directed:

Robert D. Jacobs Riezman Berger, P.C. 7700 Bonhomme Avenue, 7<sup>th</sup> Floor St. Louis, Missouri 63105 telephone: (314) 727-0101 fax: (314) 727-6458 email: jacobs@riezmanberger.com



## CERTIFICATION

I certify and swear under penalty of law that I have read and know the contents of this application, including the Franchise Disclosure Document with an issuance date of <u>Carwary 29</u>. UU attached as an exhibit, and that all material facts stated in all those documents are accurate and those documents do not contain any material omissions. I further certify that I am duly authorized to make this certification on behalf of the Franchisor and that I do so upon my personal knowledge.

Signed at St. Louis, Missouri on this 164 day of \_\_\_\_\_, 2020.

LEADING EDGE MARKETING, INC.

Jan Min Jan Tric Bernstein, President

STATE OF MISSOURI ) ) SS: COUNTY OF ST. LOUIS

On this <u>164</u> day of <u>June</u>, 2020, before me <u>C. C. reg Bundren</u> (name of Notary), personally appeared Eric Bernstein, known personally to me to be the President of the abovenamed corporation, and that he, as such officer, being authorized to do so, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

B. Breg Bund

(NOTARIAL SEAL)

My Commission expires: 7-6-2020

G. GREG BUNDREN Notary Public - Notary Seal STATE OF MISSOURI St. Louis City My Commission Expires: July 6, 2020 Gemmission # 12380222

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## FRANCHISOR'S COSTS AND SOURCE OF FUNDS

1. Disclose the Franchisor's total costs for performing its pre-opening obligations to provide goods or services in connection with establishing each franchised business, including real estate, improvements, equipment, inventory, training and other items stated in the offering:

Category	Costs
Real Estate	\$0
Improvements	\$0
Equipment	\$0
Inventory	\$0
Training	\$5,000
Other (describe):	
Site Inspection	\$1,200 - \$1,500
Field Business Consultant Visits	\$2,400 - \$3,000
Website setup (Internet Marketing)	\$200
Administrative Costs	\$1,500

Total \$10,300 - \$11,200

## 2. State separately the sources of all required funds:

The Franchisor's funding for these expenses will be raised through franchise fees and royalty payments. Advertising expenses are paid for directly by the Franchisees or are covered by the Franchisee's respective contribution to Franchisor to pay for national or general advertising activities.

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