Securities Exc REPORT FOR THE PERIOD BEGINNING A. F NAME OF BROKER-DEALER: First Florida Securities, Inc. ADDRESS OF PRINCIPAL PLACE OF BUSINE 11660 Night Heron Dr. Naples (City) NAME AND TELEPHONE NUMBER OF PERSO Dennis Schroeder	change Act of 1934 and 01/01/09 MM/DD/YY REGISTRANT IDENT	ers Pursuant to Section 17 I Rule 17a-5 Thereunder AND ENDING	
REPORT FOR THE PERIOD BEGINNING A. F NAME OF BROKER-DEALER: First Florida Securities, Inc. ADDRESS OF PRINCIPAL PLACE OF BUSINE 11660 Night Heron Dr. Naples (City) NAME AND TELEPHONE NUMBER OF PERSO Dennis Schroeder	01/01/09 MM/DD/YY REGISTRANT IDENT	AND ENDING	MM/DD/YY
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(City) NAME AND TELEPHONE NUMBER OF PERSO Dennis Schroeder			
Dennis Schroeder	Florida (State)	341 (Zip	
	ON TO CONTACT IN RE	GARD TO THIS REPORT	
B. A		(Area Code - 7	Selephone No.)
	CCOUNTANT IDENT	TFICATION	
INDEPENDENT PUBLIC ACCOUNTANT whos	e opinion is contained in th	ne Report*	
Carr, Riggs & Ingram, LLC (Name -	- if individual, state last, first, middle i	name)	
1031 W. Morse Blvd., Suite 200, Winter Park, Flo	rida 32789		
(Address)	(City)	(State)	(Zip Code)
CHECK ONE: Certified Public Accountant Public Accountant Accountant not resident in United Stat	tes or any of its possession	S.	
	FOR OFFICIAL USE ONLY	Y	

*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See section 240.17a-5(e)(2).

SEC 1410 (06-02)

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

OATH OR AFFIRMATION

I, <u>Dennis Schroeder</u>, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of First Florida Securities, Inc..

as of <u>December 31</u>, 2009, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer of director, has any proprietary interest in any account classified solely as that of a customer, except as follows:

None



This report** contains (check all applicable boxes):

- (a) Facing page.
- (b) Statement of Financial Condition.
- ✗★ (c) Statement of Income (Loss).
- (d) Statement of Changes in Financial Condition.
- (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietor's Capital.
- (f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
- (g) Computation of Net Capital.
- (h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3.
- (i) Information Relating to the Possession or control Requirements Pursuant to Rule 15c3-3.
- (j) A Reconciliation, including appropriate explanation, of the Computation of Net Capital Under Rule 15c3-1 and the Computation for Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.
- (k) A Reconciliation between the audited and unaudited Statements of Financial Condition with respect to methods of consolidation.
- (1) An Oath or Affirmation.
- (m) A copy of the SIPC Supplemental Report.
- (n) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit.

**For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).



Carr, Riggs & Ingram, LLC 1031 West Morse Boulevard Suite 200 Winter Park, Florida 32789

(407) 644-7455 (407) 628-5277 (fax) www.cricpa.com

Independent Auditor's Report

Board of Directors First Florida Securities, Inc. Naples, Florida

We have audited the accompanying statement of financial condition of First Florida Securities, Inc. as of December 31, 2009, and the related statements of operations, changes in shareholder's equity, and cash flows for the year then ended that you are filing pursuant to rule 17a-5 under the Securities Exchange Act of 1934. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of First Florida Securities, Inc. as of December 31, 2009, and the results of its operations and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The information contained in the supplementary schedules, computation of net capital and computation of aggregate indebtedness, as of December 31, 2009, is presented for purposes of additional analysis and is not a required part of the basic financial statements, but is supplementary information required by rule 17a-5 under the Securities Exchange Act of 1934. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

Com Riggs & INGAM LLC

February 22, 2010

STATEMENT OF FINANCIAL CONDITION

DECEMBER 31, 2009

ASSETS

Cash and cash equivalents	\$ 42,511
LIABILITIES AND SHAREHOLDER'S EQUITY	
Accounts payable	\$ 2,270
Shareholder's equity: Common stock, \$1 par value; 7,500 shares authorized, 100 shares issued and outstanding Additional paid-in capital Retained earnings	 100 84,000 (43,859) 40,241
	\$ 42,511

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31, 2009

Revenues: Commission and placement fee income Interest and other income	\$	74,984 10,072 85,056
Expenses: Commissions Administrative Miscellaneous		67,373 88,077 <u>184</u> 155,634
Net loss before income tax expense		(70,578)
Provision for income taxes	<u></u>	(4,262)
Net loss	\$	(74,840)

FIRST FLORIDA SECURITIES, INC. STATEMENT OF CHANGES IN SHAREHOLDER'S EQUITY FOR THE YEAR ENDED DECEMBER 31, 2009

	Commo Shares	Common Stock Shares Amount		Additional Paid-In Capital		Retained Earnings		Total	
Beginning balances, January 1, 2009	100	\$	100	\$	69,000	\$	30,981	\$	100,081
Contributions					15,000				15,000
Net loss for the year ended December 31, 2009				<u>.</u>			(74,840)		(74,840)
Ending balances, December 31, 2009	100	\$	100	\$	84,000	\$	(43,859)	\$	40,241

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED DECEMBER 31, 2009

Cash flows from operating activities: Net loss Adjustments to reconcile net loss to net cash used by operating activities:	\$ (74,840)
Changes in operating assets and liabilities: Decrease in deferred tax asset Decrease in other assets Decrease in accounts payable Total adjustments Net cash used by operating activities	 4,342 3,400 (6,876) 866 (73,974)
Cash flows from financing activities: Capital contributions	15,000
Cash and cash equivalents at beginning of year	 101,485
Cash and cash equivalents at end of year	\$ 42,511

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2009

1. Nature of operations and summary of significant accounting policies:

Nature of operations and organization:

First Florida Securities, Inc. was formed March 17, 1987, for the purpose of doing business as a broker-dealer. The Company clears all of its securities transactions with and for customers on a fully disclosed basis.

Revenue and expense recognition:

The revenue of the Company is derived primarily from commissions earned on the sale of mutual funds and private placement fees. Commission income is recorded as of the trade date of the securities. Commissions that are not known at the trade date or are not able to be estimated are recorded when received.

Placement fees:

Placement fee revenues arise from securities offerings in which the Company acts as an agent or a sub-agent. Placement fees are recorded at the earlier of the date of the closing of the security purchase by the investor or the date the underlying investment breaks escrow and the realization of the placement fees is assured.

Computation of customer reserve:

The Company is exempt from customer reserve requirements and providing information relating to possession or control of securities pursuant to rule 15c3-3 of the Securities Exchange Act of 1934. The Company meets the exempting provisions of paragraph (k)(1).

Income taxes:

Income taxes are determined in accordance with Statement of Financial Accounting Standards ("SFAS") No. 109, which requires an asset and liability approach for financial accounting and reporting of income taxes. Deferred income taxes are recognized for the tax consequences in future years of differences between the tax bases of assets and liabilities and their financial reporting amounts at each year end based on enacted tax laws and statutory tax rates applicable to the periods in which the differences are expected to affect taxable income. Valuation allowances are established when necessary to reduce deferred tax assets to the amount expected to be realized.

Cash and cash equivalents:

Cash and cash equivalents generally include cash in non-interest bearing bank accounts and money market accounts.

Use of estimates:

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain amounts and disclosures. Accordingly, actual results may differ from those estimates.

NOTES TO FINANCIAL STATEMENTS - CONTINUED

YEAR ENDED DECEMBER 31, 2009

2. Net capital requirements:

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule (rule 15c3-1), which requires the maintenance of minimum net capital at an amount equal to the greater of \$5,000 or $6 \frac{2}{3}$ % of aggregate indebtedness, and requires that the ratio of aggregate indebtedness to net capital not exceed 15 to 1.

At December 31, 2009, the Company had excess net capital of \$34,746 and a net capital ratio of .06 to 1.

3. Liability subordinated to the claims of creditors:

None of the Company's liabilities have been subordinated to the claims of general creditors at December 31, 2009.

4. Income taxes:

The income tax provision is summarized as follows:

Current: Federal State	\$ - (80) (80)
Deferred: Federal State	3,128
	<u>\$ 4,262</u>

At December 31, 2009, the Company had net operating loss carryforwards for income tax purposes of approximately \$86,000 which are available to offset federal and state taxable income through 2029.

The Company's effective income tax rate is lower than what would be expected if the federal statutory rate were applied to income from continuing operations because the deferred tax asset was fully allowed for. The valuation allowance increased by \$17,031 for the year ended December 31, 2009.

The net deferred tax asset at December 31, 2009 is summarized as follows:

Deferred tax asset	\$ 17,031
Deferred tax liability Valuation allowance	(17,031)
	\$

NOTES TO FINANCIAL STATEMENTS - CONTINUED

YEAR ENDED DECEMBER 31, 2009

4. Income taxes – continued:

The Company adopted the provisions of FASB ASC (Accounting Standards Codification) No. 740, Accounting for Uncertainty in Income Taxes, on January 1, 2009. As a result of the implementation of ASC No. 740, the Company has not recognized any respective liability for unrecognized tax benefits as it has no known tax positions that would subject the Company to any material income tax exposure. A reconciliation of the beginning and ending amount of unrecognized tax benefits is not included, nor is there any interest accrued related to unrecognized tax benefits in interest expense and penalties in operating expenses as there are no unrecognized tax benefits. The tax years that remain subject to examination are the periods beginning on January 1, 2006 for all major tax jurisdictions.

5. Concentrations:

During the year ended December 31, 2009, the Company had one major issuer for which sales exceeded 10% of total revenues. Placement fees through this issuer totaled \$80,000 or 98% of total revenues.

6. Commitments:

The Company entered into several agreements with clients to provide private placement services for a period of three to five years. Commission earned is established in the agreements as a percentage of funds raised.

7. Supplementary disclosures of cash flow information:

Cash was paid during the year for:

Interest	<u>\$</u>
Income taxes	<u>\$ 380</u>

8. Subsequent events:

Subsequent events were evaluated through the date the financial statements were available to be issued. The financial statements were approved and authorized for issue by management on February 22, 2010.

COMPUTATION OF NET CAPITAL UNDER RULE 15c3-1 OF THE SECURITIES AND EXCHANGE COMMISSION

DECEMBER 31, 2009

Net capital Total shareholder's equity	\$	40,241
Deductions: Haircut on money market funds	. <u></u>	(495)
Net capital	\$	39,746
Reconciliation with Company's computation (included in Part II of Form X-17A-5 as of December 31, 2009 Net capital, as reported in Company's Part II FOCUS report	\$	39,746

COMPUTATION OF AGGREGATE INDEBTEDNESS UNDER RULE 17a-5 OF SECURITIES AND EXCHANGE COMMISSION

DECEMBER 31, 2009

Aggregate indebtedness: Accounts payable	\$ 2,270
Ratio of aggregate indebtedness to net capital	.06 to 1



Carr, Riggs & Ingram, LLC 1031 West Morse Boulevard Suite 200 Winter Park, Florida 32789

(407) 644-7455 (407) 628-5277 (fax) www.cricpa.com

Independent Auditor's Report On Internal Control Required By SEC Rule 17a-5

Board of Directors First Florida Securities, Inc. Naples, Florida

In planning and performing our audit of the financial statements and supplemental schedules of First Florida Securities, Inc., (the "Company") for the year ended December 31, 2009, in accordance with auditing standards generally accepted in the United States of America, we considered the Company's internal control over financial reporting ("internal control") as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we do not express an opinion on the effectiveness of the Company's internal control.

Also, as required by Rule 17a-5(g)(1) of the Securities Exchange Commission, (the "SEC"), we have made a study of the practices and procedures followed by the Company including consideration of control activities for safeguarding securities. This study included tests of such practices and procedures that we considered relevant to the objectives stated in rule 17a-5(g) in making the periodic computations of aggregate indebtedness and net capital under rule 17a-3(a)(11) and for determining compliance with the exemptive provisions of rule 15c3-3. Because the Company does not carry securities accounts for customers or perform custodial functions relating to customer securities, we did not review the practices and procedures followed by the Company in any of the following:

- 1. Making quarterly securities examinations, counts, verifications, and comparisons and recordation of differences required by Rule 17a-13
- 2. Complying with the requirements for prompt payment for securities under Section 8 of Federal Reserve Regulation T of the Board of Governors of the Federal Reserve System

The management of the Company is responsible for establishing and maintaining internal control and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of controls and of the practices and procedures referred to in the preceding paragraph, and to assess whether those practices and procedures can be expected to achieve the SEC's above-mentioned objectives. Two of the objectives of internal control and the practices and procedures are to provide management with reasonable, but not absolute assurance that assets for which the Company has responsibility are safeguarded against loss from unauthorized use or disposition that the transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in conformity with generally accepted accounting principles. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

Because of inherent limitations in internal control or the practices and procedures referred to above, error or fraud may occur and not be detected. Also, projection of any evaluation of them to future periods is subject to the risk that they may become inadequate because of changes in conditions or that the effectiveness of their design and operation may deteriorate.

A *control deficiency* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect misstatements on a timely basis. A *significant deficiency* is a deficiency, or combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

A *material weakness* is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the Company's financial statements will not be prevented or detected and corrected on a timely basis.

Our consideration of internal control was for the limited purpose described in the first and second paragraphs and would not necessarily identify all deficiencies in internal control that might be material weaknesses. We did not identify any deficiencies in internal control and control activities for safeguarding securities that we consider to be material weaknesses, as defined above.

We understand that practices and procedures that accomplish the objectives referred to in the second paragraph of this report are considered by the SEC to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company's practices and procedures were adequate at December 31, 2009, to meet the SEC's objectives.

This report is intended solely for the information and use of the Board of Directors, management, the SEC, and other regulatory agencies that rely on Rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers, and is not intended to be and should not be used by anyone other than these specified parties.

Com Riggs & Stusim LLC

February 22, 2010



Carr, Riggs & Ingram, LLC 1031 West Morse Boulevard Suite 200 Winter Park, Florida 32789

(407) 644-7455 (407) 628-5277 (fax) www.cricpa.com

Independent Accountant's Report On Applying Agreed-Upon Procedures

To the Board of Directors First Florida Securities, Inc. Naples, Florida

In accordance with Rule 17a-5(e)(4) under the Securities Exchange Act of 1934, we have performed the procedures enumerated below with respect to the accompanying Schedule of Assessment and Payments to the Securities Investor Protection Corporation ("SIPC") for the year ended December 31, 2009, which were agreed to by First Florida Securities, Inc. and the Securities and Exchange Commission, Financial Industry Regulatory Authority, Inc., and SIPC solely to assist you in evaluating First Florida Securities, Inc.'s compliance with Rule 17a-5(e)(4). First Florida Securities, Inc.'s management is responsible for First Florida Securities, Inc.'s compliance with those requirements. This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. The sufficiency of these procedures is solely the responsibility of those parties specified in the report. Consequently, we make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose.

Our procedures and findings are as follows:

- 1. We compared the listed assessment payments with respective cash disbursements records entries noting no exceptions.
- 2. We compared the amounts reported on the audited Form X-17A-5 for the year ended December 31, 2009 with the amounts reported in the Transitional Assessment Reconciliation ("Form SIPC-7T") for the year ended December 31, 2009 noting no exceptions.
- 3. We compared any adjustments reported in Form SIPC-7T with supporting schedules and working papers noting no exceptions.
- 4. We proved the arithmetical accuracy of the calculations reflected in Form SIPC-7T and in the related schedules and working papers supporting the adjustments noting no exceptions.
- 5. We compared the amount of any overpayment applied with the Form SIPC-7T on which it was computed. There was no overpayment noted.

We were not engaged to, and did not, conduct an audit, the objective of which would be the expression of an opinion, on compliance. Accordingly, we do not express such an opinion. Had we performed additional procedures, other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of the specified parties above and is not intended to be and should not be used by anyone other than those specified parties.

Com Riggs & Stremmuc

February 22, 2010

APC-71 805 15th St. N.W. Sure of 20 Transitional As:	R PROTECTION CORPORATIO 800, Washington, D.C. 20005-2215 92-371-8300 sessment Reconcillation your Working Capy belore completing this F	(25-REV 12/09)
TO BE FILED BY ALL GIPG M Name of Member, address, Designated Examining Authori urposes of the audit requirement of SEC Rule 178-6; Q 37788 FINRA DEC FIRST ELORIDA SECURITIES INC II 660 NIGHT HERON DRIVE NAPLES, FL 34119	Note: II any of the information st requires correction, please e-ma form@cipc.org and so indicate o	h in which liscal year ands for lown on the mailing label II any corrections to h the form filed.
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3. Subsidiaries (S) and predecessors (P) included in this f N/A The SIPO member submitting this form and the person by whom it is executed represent thereby that all information contained herein is true, correct and complete. Dated the 24 day of FEBR JARY, 2010. This form and the assessment payment is due 60 days for a period of not less than 6 years, the latest 2 year	FIRST FLORIDA Name of Corporation, Pa (Kuthur (Kuthur	SEOURITIES. INC
Dates: Postmarked Received R	eviewed ocumentation	Forward Copy

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02/12/2018	18:18 DE	2395965317 TERMINATION OF "SIPC I	FIRST FL SECURITIES NET OPERATING REVENU LASSESSMENT	
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Financial Statements First Florida Securities, Inc.

December 31, 2009