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122 ANNUAL AUDITED REPORT **FORM X-17A-5 PART III**

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Information Required of Brokers and Dealers Pursuant to Section 17 of the Securities Exchange Act of 1934 and Rule 17a-5 Thereunder

REPORT FOR THE PERIOD BEGINNING _	1/1/09 MM/DD/YY	AND ENDING	12/31/09 MM/DD/YY
A. REGISTRA	NT IDENTIFICAT	ION	
NAME OF BROKER-DEALER:		OFF	ICIAL USE ONLY
Financial Ad	visers of America, LLC		FIRM I.D. NO.
ADDRESS OF PRINCIPAL PLACE OF BUSINES	S: (Do not use P.O. Bo	x No.)	
	r Point Way, Suite 104 lo. and Street)		
Carls	bad, CA 92008		40.00
(City)	(State)	(Zip Code)	
Reyheena Eidarous B. ACCOUNTA	ANT IDENTIFICAT	(949) 981-79 (Area Code - Teleph	
INDEPENDENT PUBLIC ACCOUNTANT whose			
	SKELSON & COMPA		
(Name - if individu	al, state last, first, middle no	ame)	
(Address) 23974 Aliso Creek Rd., S	uite 395, Laguna Nigu	(State)	(Zip Code)
CHECK ONE: Certified Public Accountant Public Accountant Accountant not resident in United State	s or any of its possession		•
FOR OFF	ICIAL USE ONLY	,	

^{*} 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).

OATH OR AFFIRMATION

I, Jodi Johnston, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Financial Advisers of America, LLC, as of December 31, 2009, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

Cias		None None
Subson the by,	is 231	fornia, County of San Diego nd sworn to (or affirm) before me dday of February, 2010, Jodi Johnston on the basis of satisfactory evidence con(s) who appeared before me.
	_/	R. ElDAROUS Notary Public R. ElDAROUS Commission # 1768081 Notary Public - California
V V	(a) (b) (c)	rt ** contains (check all applicable boxes): Facing page. Statement of Financial Condition. Statement of Income (Loss).
	(d) (e) (f) (g)	Statement of Cash Flows. Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietor's Capital. Statement of Changes in Liabilities Subordinated to Claims of Creditors. Computation of Net Capital.
	(h) (i) (j)	Computation of Determination of Reserve Requirements Pursuant to Rule 15c3-3. Information Relating to the Possession or Control Requirements Under Rule 15c3-3. 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.
<u>d</u>	(l) (m) (n)	An Oath or Affirmation. A copy of the SIPC Supplemental Report. 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).

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INDEPENDENT AUDITORS' REPORT

The Board of Directors
Financial Advisers of America, LLC

We have audited the accompanying statement of financial condition of Financial Advisers of America, LLC of December 31, 2009, and the related statements of operations, changes in Members' 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 Firm'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 the Financial Advisers of America, LLC at 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 Schedules I, II, III and IV 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.

Tarvaran Askelson & Company, LLP

Laguna Niguel, CA

February 10, 2010



ASSETS			
Current assets:			
Cash	\$	471,711	
Certificate of deposit		52,158	
Clearing broker deposit		75,957	
Receivable from clearing broker		137,560	
Commissions receivable		53,046	
Prepaid and other expenses	-	69,567	
Total current assets		859,999	
Property and equipment, net (Notes 2 and 4)		29,269	
Total assets	\$	889,268	
LIABILITIES AND MEMBERS' EC	QUITY		
Current liabilities:			
Commissions payable	\$	80,706	
Accrued expenses		22,723	
Total current liabilities		103,429	
Deferred rent		45,227	
Commitments (Note 5)		-	
Members' Equity		740,612	
Total Members' equity		740,612	
Total liabilities and members' equity	\$	889,268	

See independent auditors' report and accompanying notes to financial statements

Financial Advisers of America, LLC Statement of Operations For the year ended December 31, 2009

Revenues:	
Commission income	\$ 3,788,687
Investment and advisory fees	516,969
Interest and dividends	1,741
Other income	340,343
Net realized gain on securities	31,615
Total revenues	4,679,355
Operating expenses:	
Commission expense	3,738,045
Information technology	166,411
Compensation expense	568,087
Other expenses	27,848
Rents	183,133
Office expense	96,503
Utilities	22,281
Legal and professional	52,002
Licenses and fees	174,815
Travel and related	47,010
Insurance	51,699
Depreciation	9,612
Total operating expenses	5,137,446
Loss before provision for income taxes	(458,091)
Provision for income taxes (Note 2)	
Net loss	\$ (458,091)

Financial Advisers of America, LLC Statement of Changes in Members' Equity For the year ended December 31, 2009

Members' equity, December 31, 2008	\$ 478,703
Members' contributions	720,000
Net loss	 (458,091)
Members' equity, December 31, 2009	\$ 740,612

Financial Advisers of America, LLC Statement of Cash Flows For the year ended December 31, 2009

Cash flows from operating activities	ф	(150 001)
Net loss	\$	(458,091)
Adjustments to reconcile net loss to net cash used by operating activities:		0.610
Depreciation		9,612
Realized gain on marketable securities, net		(31,615)
Decrease (increase) in assets		75.040
Clearing broker deposits		75,243
Receivable from clearing organization		(105,690)
Commissions receivable		65,733
Other receivable		12,035
Prepaid and other expenses		(64,489)
(Decrease) increase in liabilities		
Commissions payable		(60,393)
Accrued expenses		(5,656)
Deferred rent		45,227
Net cash flows used by operating activities		(518,084)
Cash flows from investing activities		
Proceeds from sale of marketable securities		83,134
Purchase of property and equipment		(12,345)
. , , , ,		
Net cash flows provided by investing activities		70,789
Cash flows from financing activities		
Members' contributions		720,000
Net cash flows provided by financing activities		720,000
Net increase (decrease) in cash		272,705
Cash at beginning of year		251,164
	¢	
Cash at end of year	\$	523,869

1. **ORGANIZATION**

Financial Advisers of America, LLC (the "Company") was formed in the State of California on June 23, 2006 under the name of Independent Financial Advisors of America, LLC. Subsequently, on September 29, 2006 the Company's name was changed to Financial Advisors of America, LLC. It was changed again on May 24, 2007 to Financial Advisers of America, LLC. The Company is registered with the Securities and Exchange Commission as a broker dealer in securities. The application to NASD/FINRA was approved on March 5, 2007.

The Company has an agreement with clearing brokers to clear securities transactions, carry customers' accounts and perform certain recordkeeping functions. Accordingly, the Company operates under the exemptive provisions of Securities and Exchange Commission (SEC) Rule 15c3-3 (k) (2) (ii). As a result, the Company is exempt from certain provisions and requirements of the Securities Exchange Commission.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Fair Value Measurements

Fair value is defined as an exit price, representing the amount that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants. As such, fair value is a market-based measurement that should be determined based on assumptions that market participants would use in pricing an asset or liability. As a basis for considering such assumptions, the authoritative guidance establishes a three-tier value hierarchy, which prioritizes the inputs used in measuring fair value as follows: (Level 1) observable inputs such as quoted prices in active markets; (Level 2) inputs other than the quoted prices in active markets that are observable either directly or indirectly; and (Level 3) unobservable inputs in which there is little or no market data, which require us to develop our own assumptions. This hierarchy requires companies to use observable market data, when available, and to minimize the use of unobservable inputs when determining fair value. On a recurring basis, the Company measures certain financial assets and liabilities at fair value, including our marketable securities.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Fair Value Measurements (continued)

The Company's cash equivalents and marketable securities instruments are classified within Level 1 and Level 2 of the fair value hierarchy because they are valued using quoted market prices, broker-dealer quotations, or alternative pricing sources with reasonable levels of price transparency. The types of instruments valued based on quoted market prices in active markets include most U.S. government and agency securities, and money market securities. Such instruments are generally classified within Level 1 of the fair value hierarchy. The types of instruments valued based on other observable inputs include investment-grade corporate bonds, mortgage-backed and asset-backed products, commercial paper, and state, municipal and provincial obligations. Such instruments are generally classified within Level 2 of the fair value hierarchy.

Use of Estimates

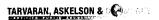
The preparation of financial statements in conformity with accounting principles generally accepted in the United States requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates. Significant estimates made in preparing the financial statements include the realizability of long-lived assets.

Clearing Agreement

All customer transactions are cleared on a fully disclosed basis through an independent broker dealer. The Company has an agreement with a clearing broker which requires a clearing deposit of \$50,000.

Securities Transactions

Proprietary securities transactions, commission revenue and related expenses are recorded on a settlement date basis. Amounts receivable and payable for securities transactions that have not reached their contractual settlement date are recorded net on the statement of financial condition.



2. <u>SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES</u> (Continued)

Property and Equipment

Property and equipment are recorded at cost. Depreciation is computed using the straight line method over the estimated useful lives of the assets, currently five to seven years. Repairs and maintenance costs are expensed as incurred and expenditures for additions and major improvements are capitalized.

Income Taxes:

The Company is an Partnership for income tax purposes and, accordingly, income or loss of the Company flows through to the individual stockholder. The Company is subject to California limited liability company fee based upon the gross revenues of the Company, which is included in other expense. The Company paid a California limited liability company fee of \$6,800 during the year ended December 31, 2009.

3. <u>SECURITIES OWNED</u>

The Company's securities investments are classified as trading securities. Trading securities are recorded at fair value on the balance sheet in current assets, with the change in fair value during the period included in earnings. The Company sold all securities during the year and did not own any securities at December 31, 2009. Realized gains and losses are determined on the basis of actual results on investments and were as follows.

	Gros	ss Unrealized Gain	Gross Unrealize Loss	ed —
Trading securities: Marketable equity securities	\$	-	\$	_
	Gr	oss Realized Gain	Gross Realized Loss	t
Trading securities: Marketable equity securities	 \$	31,615	\$	_

During 2009, The Company received \$83,134 in proceeds from the sale of marketable securities.

TARVARAN, ASKELSON & COM 16 AND

4. PROPERTY AND EQUIPMENT

Property and equipment at December 31, 2009 consisted of the following:

Property and equipment Less: accumulated depreciation	\$ 43,117 (13,848)
Property and equipment, net	\$ 29,269

5. **COMMITMENTS**

Operating Leases

The Company leases facilities in the County of San Diego under a long-term lease agreement expiring through 2016. The annual rental commitments for years ending December 31 are as follows:

Year	Amount	
2010	\$	113,787
2011		118,023
2012		121,428
2013		125,079
After 2013	NAME OF THE OWNER, THE	361,275
	\$	839,592

6. <u>NET CAPITAL REQUIREMENTS</u>

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 and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 15 to I (and the rule of the "applicable" exchange also provides that equity capital may not be withdrawn or cash dividends paid if the resulting net capital ratio would exceed 10 to 1). At December 31, 2008, the Company had net capital of \$636,687 that was \$536,687 in excess of its required net capital of \$100,000. The Company's percentage of aggregate indebtedness to net capital at December 31, 2009 was 23%.



7. RETIREMENT PLAN

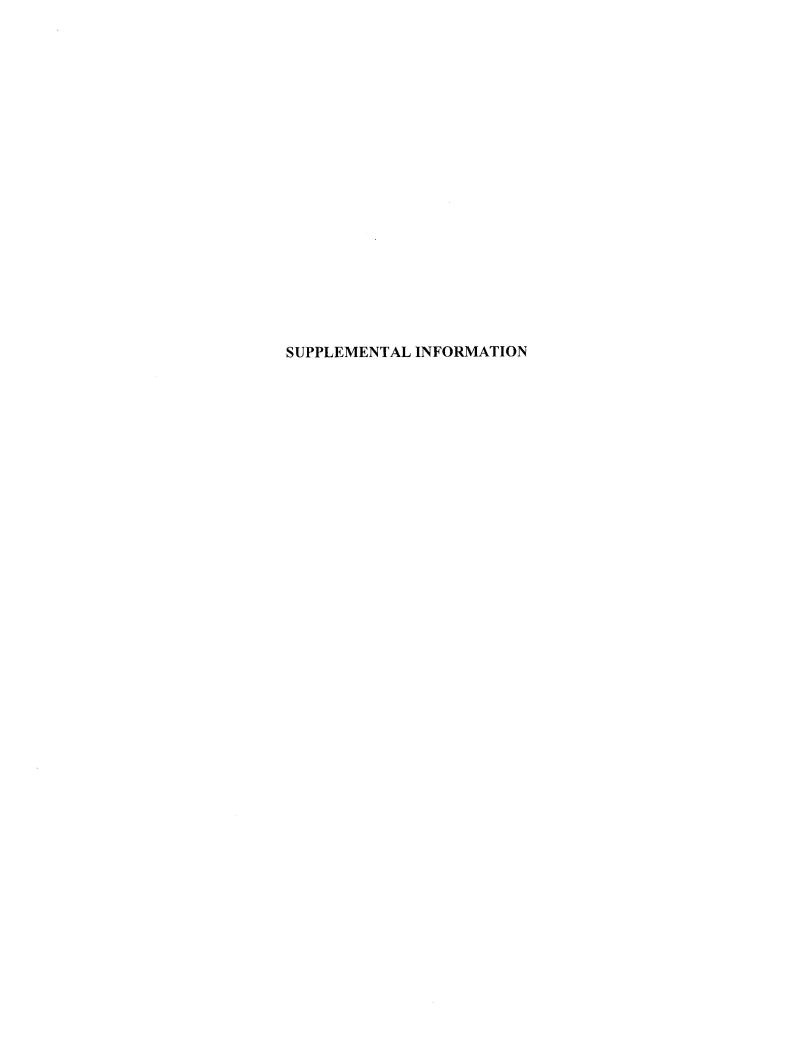
During 2009, the Company adopted a defined contribution 401(k) plan covering eligible employees of the Company. The Company did not make any contributions to the plan for the year ended December 31, 2009.

8. RISKS

As mentioned in Note 2, The Company's securities transactions are introduced on a fully-disclosed basis with its clearing broker/dealer. The clearing/broker dealer carries all of the accounts of the customers of the Company and is responsible for execution collection and payment of funds and, receipt and delivery of securities relative to customer transactions. Customers send stock certificated directly to the clearing broker/dealer. Off-balance-sheet risks exist with respect to these transactions due to the possibility that customers may be unable to fulfill their contractual commitments wherein the clearing broker/dealer may charge losses it incurs to the Company. The Company seeks to minimize this through procedures designed to monitor the credit worthiness of its customers and that customer transactions are executed properly by the clearing broker/dealer.

The Company maintains cash in bank deposit accounts, which at times may exceed federally insured limits





Financial Advisers of America, LLC Schedule I Computation of Net Capital Under Rule 15c3-1 of the Securities and Exchange Commission For the year ended December 31, 2009

Net Capital:				
Total stockholder's equity from statement of financial cor	dition		\$	740,612
Deductions:				
Non-allowable assets:				
Commissions receivable	\$	5,024		
Prepaid expenses		69,567		
Property and equipment, net		29,269		103,860
Tentative net capital				636,752
Haircuts				
Certificate of deposit	\$	65		
				65
Net capital			\$	636,687
Aggregate indebtedness:				
Items included in statement of financial condition:				
Commissions payable			\$	80,706
Retirement plans payable			•	22,723
Deferred rent				45,227
Total aggregate indebtedness			\$	148,656



Financial Advisers of America, LLC Schedule I (Contined) Computation of Net Capital Under Rule 15c3-1 of the Securities and Exchange Commission For the year ended December 31, 2009

\$ 100,000
\$ 536,687
 23%
\$ 492,303
 (45,227)
129,114
 60,497
\$ 636,687
\$ \$ \$



Financial Advisers of America, LLC Schedule II Computation for Determination of Reserve Requirements Under Rule 15c3-3 of the Securities and Exchange Commission as of December 31, 2009

The Company is claiming an exception from Rule 15c3-3 under provision 15c3-3(k)(2)(ii).

Financial Advisers of America, LLC Schedule III Informstion Relating to Possession or Control Requirements Under Rule 15c3-3 of the Securities and Exchange Commission as of December 31, 2009

The Company is claiming an exception from Rule 15c3-3 under provision 15c3-3(k)(2)(ii).



Financial Advisers of America, LLC

Schedule IV

Schedule of Segregation Requirements and Funds in Segregation For Customers' Regulated Commodities Futures and Options Accounts as of December 31, 2009

Not Applicable



Independent Auditors' Report on Internal Control Required by SEC Rule 17a-5

Board of Directors Financial Advisers of America, LLC

In planning and performing our audit of the financial statements and supplemental schedules of Financial Advisers of America, LLC (the Company) for the year ended December 31, 2009, we considered its internal control, including control activities for safeguarding securities, in order to determine our auditing procedures for the purpose of expressing our opinion on the financial statements and not to provide assurance on 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 (SEC), we have made a study of the practices and procedures followed by the Company including 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 (or aggregate debits) 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 the periodic computations of aggregate indebtedness (or aggregate debts) and net capital under Rule 17a-3(a)(11) and the reserve required by Rule 15c3-3(e).
- 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 and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in accordance with accounting principles generally accepted in the United States of America. 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.

Our consideration of internal control would not necessarily disclose all matters in internal control that might be material weaknesses under standards established by the American Institute of Certified Public Accountants. A material weakness is a condition in which the design or operation of the specific internal control components does not reduce to a relatively low level the risk that error or fraud in amounts that would be material in relation to the financial statements being audited may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions. However, we noted no matters involving internal control, including 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 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.

Tarvaran Askelson & Company, LLP

TARVARANDASKUSON & CONTANY

Laguna Niguel, California February 10, 2010

23974 Aliso Creek Road, Suite 395 Laguna Niguel, CA 92677 Office: (949) 360-0545 WWW.PUBLICCOMPANYCPAS.COM Fax: (949) 606-0329



Independent Accountants' Report on Applying Agreed-Upon Procedures Related to an Entity's SIPC Assessment Reconciliation

The Board of Directors
Financial Advisers of America, LLC

In accordance with Rule 17a-5(e)(4) under the Securities and Exchange Act of 1934, we have performed the procedures enumerated below with respect to the accompanying Schedule of Assessment and Payments [Transitional Assessment Reconciliation (Form SIPC-7T)] to the Securities Investor Protection Corporation (SIPC) for the Year Ended December 31, 2009, which were agreed to by Financial Advisers of America, LLC and the Securities and Exchange Commission, Financial Industry Regulatory Authority, Inc., and SIPC], solely to assist you and the other specified parties in evaluating Financial Advisers of America, LLC's compliance with the applicable instructions of the Transitional Assessment Reconciliation (Form SIPC-7T). Financial Advisers of America, LLC's management is responsible for the Financial Advisers of America, LLC'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 this 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. The procedures we performed and our findings are as follows:

- 1. Compared the listed assessment payments in Form SIPC-7T with respective cash disbursement records entries noting no differences;
- 2. Compared the amounts reported on the audited Form X-17A-5 for the year ended December 31, 2009, as applicable, with the amounts reported in Form SIPC-7T for the year ended December 31, 2009, noting no differences;
- 3. Compared any adjustments reported in Form SIPC-7T with supporting schedules and working papers noting no differences;
- 4. Proved the arithmetical accuracy of the calculations reflected in Form SIPC-7T and in the related schedules and working supporting the adjustments noting no differences.





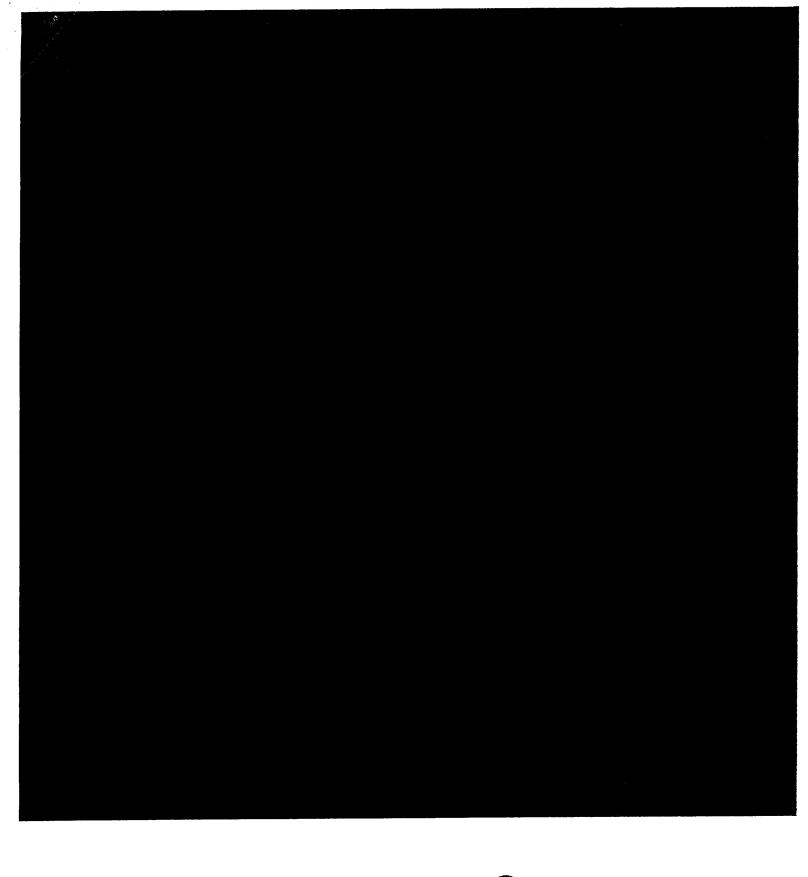
We were not engaged to, and did not conduct an examination, the objective of which would be the expression of an opinion on compliance. Accordingly, we do not express such an opinion. Had we performed additional procedures, other matters might have come to our attention that would have been reported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

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

Tarvaran Askelson & Company, LLP

TARVORANDASKELSOND & COMANY

Laguna Niguel, CA February 22, 2010



TARVARAN, ASKELSON & COMPANY

ORANGE COUNTY

O: (949) 360-0545 F: (949) 606-0329 **SAN DIEGO**

O: (760) 720-5472 F: (949) 606-0329

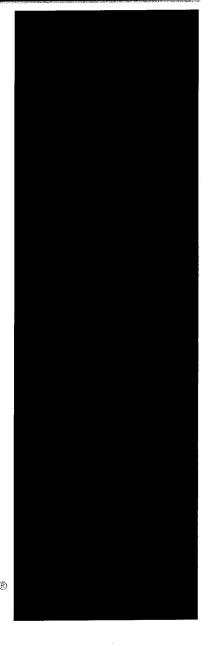
Financial Advisers of America, LLC

FINANCIAL STATEMENTS

For the year ended December 31, 2009

With

INDEPENDENT AUDITORS' REPORT THEREON



TARVARAN, ASKELSON & COMPANY