



## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

#### ANNUAL AUDITED REPORT FORM X-17A-5 PART III

OMB APPROVAL

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# FACING PAGE 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	01/01/2009 ANI	D ENDING	12/31/2009	
	MM/DD/YY		MM/DD/YY	
A. REGI	STRANT IDENTIFICATIO	ON		
NAME OF BROKER-DEALER: INVESTORS O	CHOICE SECURITIES, LLC		OFFICIAL USE ONLY	
ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)			FIRM I.D. NO.	
2909 ROUTE 100 N., SUITE 230				
	(No. and Street)			
OREFIELD	PA	18	3069	
(City)	(State)	(2	Zip Code)	
NAME AND TELEPHONE NUMBER OF PERWILLIAM J. MANNION	SON TO CONTACT IN REGAR	D TO THIS REP (610) 391		
			(Area Code – Telephone Number	
B. ACCO	UNTANT IDENTIFICATION	ON		
WAGNER, MOREY & NEE		· · · · · · · · · · · · · · · · · · ·		
2571 BAGLYOS CIRCLE, SUITE B20	BETHLEHEM	PA	18020	
(Address)	(City)	(State)	(Zip Code)	
CHECK ONE:			•	
☑ Certified Public Accountant		<b>EF Mail</b>		
☐ Public Accountant		Mar	Mail Frocessing Section	
☐ Accountant not resident in Unite	d States or any of its possessions.	MAR	N 1 ZUIU	
	OR OFFICIAL USE ONLY		D 1 M 4 1 4	
		Wash	ington, DC 106	

\*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, WILLIAM	J. MANNION		, swear (or affirm	n) that, to the best of
my knowledge	e and belief the accompanying finan	cial statement and supporti	ng schedules pertaining	to the firm of
INVESTOR	RS' CHOICE SECURITIES, LLC			, as
of DECEMB	ER 31	, 20 09 , are true	e and correct. I further s	wear (or affirm) that
neither the co	ompany nor any partner, proprietor,	principal officer or director	has any proprietary inte	rest in any account
	ly as that of a customer, except as f	•		•
	•			
				**************************************
		1.11	Rean Man	
		NIN	Signature	ner
			Signature	
			CFO	
	2	COMMONWEALTH OF PE	<b>NNSYLVANIA</b> e	
Var	i ( ) ( ) ( )	Notarial Seal Lori A. Purcell, Notary	Public	
	Notary Public	Upper Macungie Twp., Leh My Commission Expires O	ligh County	
		Member, Pennsylvania Associa		
	contains (check all applicable boxe	s):	in the second second	na dia ka
(a) Facin (b) States	g Page. nent of Financial Condition.			
` '	ment of Income (Loss).			
(d) States	nent of Changes in Financial Condi			
	ment of Changes in Stockholders' E			
` ′	ment of Changes in Liabilities Suborutation of Net Capital.	dinated to Claims of Credi	tors.	
	outation for Determination of Reserv	e Requirements Pursuant to	o Rule 15c3-3.	
	nation Relating to the Possession or			
	conciliation, including appropriate ex			
	outation for Determination of the Re			
	conciliation between the audited and lidation.	unaudited Statements of r	inancial Condition with	respect to methods of
	ath or Affirmation.			
(m) A cop	y of the SIPC Supplemental Report			
(n) A rep	ort describing any material inadequa	cies found to exist or found to	o have existed since the da	ate 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 AUDITOR REPORT

To the Members Investors' Choice Securities, LLC:

We have audited the accompanying statement of financial condition of Investors' Choice Securities, LLC (the Company) as of December 31, 2009 that you are filing pursuant to rule 17a-5 under the Securities Exchange Act of 1934. This financial statement is the responsibility of the Company's management. Our responsibility is to express an opinion on this statement of financial condition 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 statement of financial condition referred to above presents fairly, in all material respects, the financial position of Investors' Choice Securities, LLC at December 31, 2009, in conformity with accounting principles generally accepted in the United States of America.

Wagner, Morey & Nee, LLC Bethlehem, PA 18020

February 19, 2010

#### INVESTORS' CHOICE SECURITIES, LLC STATEMENT OF FINANCIAL CONDITION DECEMBER 31, 2009

ASSETS  Cash and cash equivalents  Receivable from mutual funds  Securities owned:  Marketable, at market value  Other assets	\$ 24,295 56 5,946 135	
TOTAL ASSETS	100	\$ 30,432
LIABILITIES AND MEMBERS' EQUITY		
LIABILITIES  Commissions payable	\$ 17,849	
TOTAL LIABILITIES		\$ 17,849
MEMBERS' EQUITY		 12,583
TOTAL LIABILITIES AND MEMBERS' EQUITY		\$ 30,432

### INVESTORS' CHOICE SECURITIES, LLC NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2009

#### NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### **NATURE OF BUSINESS**

Investors' Choice Securities, LLC, located in Orefield, Pennsylvania is a Limited Liability Company that was established on April 22, 1999. The company is registered as a limited broker dealer and is a member of the Financial Industry Regulatory Authority. Income is derived from commissions earned on transactions involving securities in client portfolio accounts.

#### **SECURITIES TRANSACTIONS**

Securities transactions and the related revenues and expenses are recorded in the financial statements on a trade date basis.

Marketable securities are carried at fair value, with changes in value included in the statement of income in the period of change. Fair value is generally determined by quoted market prices. Non-marketable securities are valued at fair value as determined by management.

#### **INCOME TAXES**

The Company is treated as a partnership for federal income tax purposes. Consequently, federal income taxes are not payable by, or provided for the Company. Members are taxed individually on their shares of the Company's earnings. The Company's net income or loss is allocated among the members in accordance with the regulations of the Company.

#### **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 the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements, as well as the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

#### **ADVERTISING**

Non direct-response advertising costs, amounting to \$ 180 for the year ended December 31, 2009, were expensed as incurred.

#### **NOTE 2: SECURITIES OWNED**

Securities owned consist of securities at market values, as follows:

	OWNED	
Corporate Stock	\$ 5,946	

## INVESTORS' CHOICE SECURITIES, LLC NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2009

#### **NOTE 3: FAIR VALUE**

FASB Statement No. 157 defines fair value, established a framework for measuring fair value, and establishes a fair value hierarchy which prioritizes the inputs to valuation techniques. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. A fair value measurement assumes that the transactions to sell the asset or transfer the liability occurs in the principal market for the asset or liability or, in the absence of a principal market, the most advantageous market. Valuation techniques that are consistent with the market, income or cost approach, as specified by FASB Statement No. 157, are used to measure fair value.

The fair value hierarchy prioritizes the inputs to valuation techniques used to measure fair value into three broad levels:

- Level 1 inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities the Company has the ability to access.
- Level 2 inputs are inputs (other than quoted prices included in level 1) that are observable for the asset or liability, either directly or indirectly.
- Level 3 are unobservable inputs for the asset or liability and rely on management's own
  assumptions about the assumptions that market participants would use in pricing the asset or
  liability. (The unobservable inputs should be developed based on the best information available in
  the circumstances and may include the Company's own data.)

The following tables present the Company's fair value hierarchy for those assets and liabilities measured at fair value on a recurring basis as of December 31, 2009.

### Fair Value Measurements on a Recurring Basis As of December 31, 2009

	Level 1	Level 2	Level 3	Netting and Collateral	Total
ASSETS Equities	\$ 5,946	_	_	-	\$ 5,946

#### **NOTE 4: CASH FLOW INFORMATION**

The Company considers all short term investments with an original maturity of three months or less to be cash equivalents.

Cash paid for interest and income taxes for the year ended December 31, 2009 was as follows:

Interest (net of capitalized) \$ 0

Income taxes \$ 0

#### INVESTORS' CHOICE SECURITIES, LLC NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2009

#### **NOTE 5: EQUIPMENT**

Depreciation of office equipment is calculated by the straight line method for financial reporting purposes at rates based on the following estimated useful lives.

<u>YEARS</u>
Office equipment 5-7

Office equipment at December 31, 2009

Cost \$ 1,812 Accumulated depreciation \$ (1,812) \$ 0

#### **NOTE 6: LEASE OBLIGATIONS**

The Company leases its office space and use of furnishings and equipment from a related party. The lease term is 12 months commencing in January of each year, payable in monthly installments of \$200. The total lease payment for the year ending December 31, 2009 were \$2,400.

#### **NOTE 7: RELATED PARTY TRANSACTIONS**

The Company is in an expense sharing agreement with Investors' Choice CPA Services., an affiliated company. The Company shares advertising and office expenses in connection with this arrangement. The balance is settled on a monthly basis.

#### **NOTE 8: CREDIT AND MARKET RISK**

At December 31, 2009 cash and cash equivalents were held on deposit at diversified U.S. financial institutions.

#### **NOTE 9: NET CAPITAL REQUIREMENTS**

The Company is subject to the SEC's Uniform Net Capital Rule (rule 15c3-1) under the Securities Exchange Act of 1934, which requires the maintenance of minimum net capital, as defined and requires that the ratio of aggregate indebtedness, as defined, to net capital, shall not exceed 15 to 1.

At December 31, 2009 the Company had net capital of \$ 11,556 which was \$ 6,556 in excess of its required net capital of \$ 5,000. The Company's ratio of aggregate indebtedness to net capital was 1.54 to 1.

Capital withdrawals are subject to certain notification and other provisions of the net capital rules of the SEC.