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SEC ANNUAL AUDITED REPORT
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 PART III

AUG 29 2017

SEC FILE NUMBER
8- 32026

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 05/01/16 AND ENDING 04/30/17
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: Profinancial, Inc.

OFFICIAL USE ONLY
FIRM I.D. NO.

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)

7841 Wayside Dr.

(No. and Street)

Baton Rouge
(City)

LA
(State)

70806
(Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT

Gordon Ogden 225-802-1000

(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report*

Bryant A Gaudette, Inc.

(Name - if individual, state last, first, middle name)

21320 Provincial Blvd., #100
(Address)

Katy
(City)

TX
(State)

77450
(Zip Code)

CHECK ONE:

- Certified Public Accountant
- Public Accountant
- Accountant not resident in United States or any of its possessions.

FOR OFFICIAL 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)

AUB

OATH OR AFFIRMATION

I, Gordon Ogden, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Profinancial, Inc., as of April 30, 2017, 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:

Gordon Ogden
Signature
President
Title



OFFICIAL SEAL
NADINE P. HARRELL
NOTARY PUBLIC NO. 50910
STATE OF LOUISIANA
Parish of East Baton Rouge
My Commission is for Life

Nadine P. Harrell

Notary Public

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 Proprietors' 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 Under 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.
- (l) 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).

Profinancial, Inc.

**Financial Statements and Supplemental Schedules
Required by the U.S. Securities and Exchange Commission**

Including Independent Auditor's Report Thereon

For the Year-Ended April 30, 2017

BRYANT A. GAUDETTE, CPA

INDEPENDENT AUDITOR'S REPORT

**To the Director of:
Profinancial, Inc.
7841 Wayside Drive
Baton Rouge LA 70806**

Report on the Financial Statements

I have audited the accompanying financial statements of Profinancial, Inc. (the "Company") which comprise the statement of financial condition as of April 30, 2017, and the related statements of operations and other comprehensive income, changes in stockholders' equity and cash flows for the year then ended that are filed pursuant to Rule 17a-5 under the Securities and Exchange Act of 1934, and the related notes to the financial statements and supplemental information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on the audit. I conducted the audit in accordance with auditing standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance that the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements to design audit procedures that are appropriate in the circumstances, but not for expressing an opinion on the effectiveness of the entity's internal control. Accordingly, I express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for the audit opinion.

Opinion

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Profinancial, Inc. as of April 30, 2017, and the results of its operations and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Report on Supplementary Information

The audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information contained in the supplemental schedules required by Rule 17a-5 under the Securities Exchange Act of 1934, including the Computation of Net Capital under Rule 15c-3, Computation for Determination of Reserve Requirements and information relating to Possession or Control Requirements Under 15c3-3, is presented for the purpose of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements.

The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures to test the completeness and accuracy of the supplemental information presented. In forming my opinion on the supplemental information, I evaluated whether the supplemental information, in form and content, is presented in conformity with Rule 17a-5 of the Securities Exchange Act of 1934 and in accordance with auditing standards of the Public Company Accounting Oversight Board (United States). In my opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

BRYANT A. GAUDETTE, INC.

Bryant A. Gaudette

August 26, 2017

21320 PROVINCIAL BOULEVARD
SUITE 100
KATY, TX 77450
(713) 525-5190

Profinancial, Inc.
Financial Statements
Statement of Financial Condition
As of and for the Year-Ended April 30, 2017

Profinancial, Inc	<u>Apr 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Capital One	12,343.40
SWS Clearing	7,323.63
SWS MM	<u>7,398.07</u>
Total Checking/Savings	27,065.10
Accounts Receivable	
MF / Brokerage AR	165.10
SWS AR	<u>2,317.23</u>
Total Accounts Receivable	2,482.33
Other Current Assets	
RR - Promissory Note AR	<u>0.00</u>
Total Other Current Assets	<u>0.00</u>
Total Current Assets	29,547.43
Fixed Assets	
FF&E	<u>0.00</u>
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u>29,547.43</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	<u>4,450.00</u>
Total Accounts Payable	4,450.00
Other Current Liabilities	
Shared Liability	<u>183.00</u>
Total Other Current Liabilities	<u>183.00</u>
Total Current Liabilities	<u>4,633.00</u>
Total Liabilities	4,633.00
Equity	
Capital Stock	16,700.00
Retained Earnings	14,368.34
Net Income	<u>-6,153.91</u>
Total Equity	<u>24,914.43</u>
TOTAL LIABILITIES & EQUITY	<u>29,547.43</u>

The accompanying notes are an integral part of these financial statements.

Profinancial, Inc.
Financial Statements
Statement of Operations
As of and for the Year-Ended April 30, 2017

Profinancial, Inc.	<u>May '16 - Apr 17</u>
Ordinary Income/Expense	
Income	
All Other Securities Commission	818.30
Fee Income	2,247.52
Mutual Funds	315.33
Non-Securities Insurance	3,710.82
Total Income	<u>7,091.97</u>
Gross Profit	<u>7,091.97</u>
Expense	
Accounting	3,000.00
Bank Service Charges	481.27
Compensation	1,240.83
Depreciation Expense	100.28
Dues and Subscriptions	2,938.01
Meals and Entertainment	67.47
Miscellaneous Expense	135.96
Office Supplies	286.93
Professional Fees	15.00
Regulatory Expense	2,260.00
SWS Expenses	865.59
Taxes	1,378.62
Telephone Expense	475.92
Total Expense	<u>13,245.88</u>
Net Ordinary Income	<u>-6,153.91</u>
Net Income	<u>-6,153.91</u>

The accompanying notes are an integral part of these financial statements.

Profinancial, Inc.
Financial Statements
Statement of Cash Flows
As of and for the Year-Ended April 30, 2017

	<u>May '16 - Apr 17</u>
OPERATING ACTIVITIES	
Net Income	-6,153.91
Adjustments to reconcile Net Income to net cash provided by operations:	
MF / Brokerage AR	-192.08
SWS AR	-2,087.18
Accounts Payable	<u>2,125.00</u>
Net cash provided by Operating Activities	-6,308.17
INVESTING ACTIVITIES	
FF&E:FF&E Accumulated Depreciation	<u>100.28</u>
Net cash provided by Investing Activities	100.28
FINANCING ACTIVITIES	
Retained Earnings	<u>865.59</u>
Net cash provided by Financing Activities	<u>865.59</u>
Net cash increase for period	-5,342.30
Cash at beginning of period	<u>32,407.40</u>
Cash at end of period	<u><u>27,065.10</u></u>

The accompanying notes are an integral part of these financial statements.

Profinancial, Inc.
Financial Statements
Statement of Changes in Ownership Equity
As of and for the Year-Ended April 30, 2017

	Common Stock		Paid In Capital		Treasury Stock		Retained	Total
	Shares	Amount	Shares	Amount	Shares	Amount	Earnings Amount	Stockholder's Amount
Balance 5/1/16 Audit	600	\$ 600	16,100	\$ 16,100			\$ 12,846	\$ 29,546
Adjust Prior Audit							\$ 657	\$ 657
Balance 5/1/16 Audit Adjusted							\$ 13,503	\$ 30,203
Net Income							\$ (6,154)	\$ (6,154)
Capital Transactions								
Prior Period Adjustment							\$ 209	\$ 209
Balance 4/30/17	600	\$ 600	16,100	\$ 16,100	-	\$ -	\$ 8,214	\$ 24,914

The accompanying notes are an integral part of these financial statements.

Profinancial, Inc.
Notes to Financial Statements
As of and for the Year-Ended April 30, 2017

NOTE A – SUMMARY OF ACCOUNTING POLICIES

Accounting principles followed by the Company and the methods of applying those principles which materially affect the determination of financial position, results of operation and cash flows are summarized below:

Organization

Profinancial, Inc. (the Company) was incorporated in the State of Louisiana effective December 29, 1989. The Company has adopted a fiscal year ending April 30th

Description of Business

The Company, located in Baton Rouge, LA is a broker and dealer in securities registered with the Securities and Exchange Commission (“SEC”) and is a member of FINRA. The Company operates under SEC Rule 15c3-3(k)(2)(ii), which provides that all funds and securities belonging to the Company’s customers are held by a clearing broker-dealer.

Basis of Accounting

The financial statements of the Company have been prepared on the accrual basis of accounting and accordingly reflect all significant receivables, payables, and other liabilities.

Cash and Cash Equivalents

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

Accounts Receivable – Recognition of Bad Debt

The Corporation considers accounts receivable to be fully collectible; accordingly, no allowance for doubtful accounts is required. If amounts become uncollectible, they will be charged to operations when that determination is made.

Revenue Recognition

Commission revenues are recorded by the Company on the settlement date reported by the clearing firm through submitted commission statements.

Depreciation

Depreciation is calculated using the straight-line method.

PROFINANCIAL, INC.
NOTES TO FINANCIAL STATEMENTS
April 30, 2017

Income taxes

Effective December 29, 1989, the Company is considered to be a regular corporation status for federal income tax purposes.

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

Fair Value of Financial Instruments

Financial instruments that are subject to fair value disclosure requirements are carried in the financial statements at amount that approximate fair value and include cash and cash equivalents. Fair values are based on quoted market prices and assumptions concerning the amount and timing of estimated future cash flows and assumed discount rates reflecting varying degrees of perceived risk.

Comprehensive Income

Statement of Financial Accounting Standards (SFAS) No. 130, Reporting Comprehensive Income, establishes requirements for disclosure of Comprehensive Income that includes certain items previously not included in the statement of income, including unrealized gains and losses on available-for-sales securities and foreign currency translation adjustment among others. During the year ended April 30, 2017, the Company did not have any components of Comprehensive Income to report.

NOTE B – OTHER COMMITMENTS AND CONTINGENCIES

Included in the Company's clearing agreement with its clearing broker-dealer is an indemnification clause. This clause relates to instances where the Company's customers fail to settle security transactions. In the event this occurs, the Company will indemnify the clearing broker-dealer to the extent of the net loss on the unsettled trade. At June 27, 2017, management of the Company had not been notified by the clearing broker-dealer, nor were they otherwise aware of any potential losses relating to this indemnification.

NOTE C – PROPERTY, EQUIPMENT AND LEASEHOLD IMPROVEMENTS

Property, equipment and leasehold improvements are stated at cost less accumulated depreciation. Expenditures for maintenance and repairs are charged to expense as incurred. Depreciation is calculated on the double declining method. The following is a summary of property, equipment and leasehold improvements:

PROFINANCIAL, INC.
NOTES TO FINANCIAL STATEMENTS
April 30, 2017

Furniture and equipment	Estimated Useful Life 3 – 7 years	\$	4,730
Less – accumulated depreciation			<u>(4,730)</u>
Total		\$	0.00

Depreciation expense was \$100.00 for the year April 30, 2017 and is included in the operating expenses in the accompanying statement of income.

NOTE D – LEASES

The Company had a lease agreement for its office space for 0 months of this fiscal year. The amount was \$0.00.

NOTE E - SUBSEQUENT EVENT

The Company has evaluated events subsequent to the balance sheet date for items requiring recording or disclosure in the financial statements. The evaluation was performed through August 16, 2017, which is the date the financial statements were available to be issued. Based upon this review, the Company has determined that there were no events which took place that would have a material impact on its financial statements.

Profinancial, Inc.
Supplementary Schedules Pursuant to SEA Rule 17a-5
Of the Securities and Exchange Act of 1934
As of and for the Year-Ended April 30, 2017

Computation of Net Capital

Total Stockholder's Equity	\$24,914
Non-Allowable Assets	\$ 2,482.00
Haircuts on Securities Positions	
Securities Haircuts	\$ -
Undue Concentration Charges	\$ -
Net Allowable Capital	\$22,432

Computation of Basic Net Capital Requirement

Minimum Net Capital Required as a Percentage of Aggregate Indebtedness	\$ 309
Minimum Dollar Net Capital Requirement of Reporting Broker/Dealer	\$ 5,000
Net Capital Requirement	\$ 5,000
Excess Net Capital	\$ 17,432

Computation of Aggregate Indebtedness

Total Aggregate Indebtedness	\$4,633
Percentage of Aggregate Indebtedness to Net Capital	20.65%

Computation of Reconciliation of Net Capital

Net Capital Computed and Reported on FOCUS IIA as of April 30, 2017	\$ 25,920
Adjustments	
Increase (Decrease) in Equity	\$ (1,401)
(Increase) Decrease in Non-Allowable Assets	\$ (2,087)
(Increase) Decrease in Securities Haircuts	\$ -
Net Capital per Audit	\$ 22,432
Reconciled Difference	\$ -

Profinancial, Inc.
Supplementary Schedules Pursuant to SEA Rule 17a-5
Of the Securities and Exchange Act of 1934

As of and for the Year-Ended April 30, 2017

Statement Related to Uniform Net Capital Rule

The Company is a member of the FINRA and is subject to the SEC Uniform Net Capital Rule 15c3-1. This rule requires the maintenance of minimum net capital and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 1500% (15:1), or, during its first year of operations, 800% (8:1). Net capital and the related net capital ratio may fluctuate on a daily basis. At April 30, 2017, the Company had net capital of \$22,432 which was \$17,432 in excess of its required net capital of \$5,000. The Company's ratio of aggregate indebtedness to net capital was 20.65%. The Company has elected to use the basic computation method, as is permitted by the rule, which requires that the Company maintain minimum Net Capital pursuant to a fixed dollar amount or 6-2/3% percent of total aggregate indebtedness, as defined, whichever is greater, and does not, therefore, calculate its net capital requirement under the alternative reserve requirement method. There were no material differences reported as Net Capital in the audited computation of Net Capital and the broker-dealer's corresponding unaudited Part IIA of the FOCUS report required under Rule 15c3-1.

Statement Related to Exemptive Provision (Possession and Control)

The Company does not have possession or control of customer's funds or securities. There were no material inadequacies in the procedures followed in adhering to the exemptive provisions of SEA Rule 15c3-3(k)(2)(ii); All customer transactions cleared through another broker-dealer on a fully disclosed basis.

Statement Related to Material Inadequacies

This audit did not disclose any material inadequacies since the previous audit of the financial statements contained within the audit report of the Computation of Minimum Net Capital Requirement as reported in the Supplemental Schedules contained within the audit report or the filed Financial and Operational Combined Uniform Single Report filed pursuant to SEA Rule 15c3-1. The firm is exempt from 15c3-3; it does not maintain customer funds or securities and, therefore, does not maintain customer funds to segregate nor does it maintain separate accounts for customers.

Statement Related to SIPC Reconciliation

SEA Rule 17a-5(e)(4) requires a registered broker-dealer to file a supplemental report which includes procedures related to the broker-dealer's SIPC annual general assessment reconciliation or exclusion from membership forms. In circumstances where the broker-dealer reports \$500,000 or less in gross revenue they are not required to file the supplemental SIPC report. The Company is exempt from filing the supplemental report under SEA Rule 17a-5(e)(4) because it is reporting less than \$500,000 in gross revenue.

Profinancial, Inc.
Supplementary Schedules Pursuant to SEA Rule 17a-5
Of the Securities and Exchange Act of 1934
As of and for the Year-Ended April 30, 2017

Exemption Letter Report Pursuant to SEA Rule 17a-5(d)(1)(i)(B)(2)



MEMBER SIPC

MEMBER FINRA

Bryant A. Gaudette
21320 Provincial Blvd., Suite 200
Katy, TX 77450

Re: Exemption Report Pursuant to SEA Rule 17a-5(d)(1)(i)(B)(2)

To the best knowledge and belief, Profinancial, Inc,

1. Claims exemption **15c3-3(k)(1)** from 15c3-3;
2. We have met the identified exemption from May 1, 2016 through April 30, 2017, without exception, unless, noted in number 3, below;
3. We have no exceptions to report this fiscal year.

Regards,

Gordon C. Ogden, III
President
Profinancial, Inc.

6-30-17

BRYANT A. GAUDETTE, CPA

EXEMPTION REVIEW REPORT

15c3-3 (k)(2)(ii)

Gordon Ogden
Profinancial, Inc.
7841 Wayside Drive
Baton Rouge, LA 70806

Dear Gordon Ogden:

We have reviewed management's statements, included in the accompanying Representation Letter of Exemptions, in which Profinancial, Inc. identified the following provisions of 17 C.F.R. § 15c3-3(k) under which Profinancial, Inc. claimed an exemption from 17 C.F.R. § 240.15c3-3. Profinancial, Inc. stated that it has met the identified exemption provisions of 15c3-3 (k)(2)(ii) throughout the most recent fiscal year without exception. Profinancial, Inc.'s management is responsible for compliance with the exemption provisions and its statements. Our review was conducted in accordance with the standards of the Public Company Accounting Oversight Board (United States) and, accordingly, included inquiries and other required procedures to obtain evidence about Profinancial, Inc.'s compliance with the exemption provisions. A review is substantially less in scope than an examination, the objective of which is the expression of an opinion on management's statements. Accordingly, we do not express such an opinion. Based on my review, I am not aware of any material modifications that should be made to management's statements referred to above for them to be fairly stated, in all material respects, based on the provisions set forth in Rule 15c3-3 under the Securities Exchange Act of 1934.

BRYANT A. GAUDETTE, INC.

Bryant A. Gaudette

August 26, 2017

21320 PROVINCIAL BOULEVARD
SUITE 100
KATY, TX 77450
(713) 525-5190