

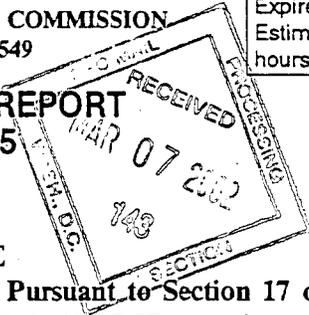


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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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



SEC FILE NUMBER  
8- 12494

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 01/01/01 AND ENDING 12/31/01  
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER:

CREATIVE PLANNING COMPANY

OFFICIAL USE ONLY  
FIRM ID. NO.

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)  
3893 LAWRENCE RD.

SEAFORD, NY 11783  
(City) (State) (Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT  
MILTON T. GOLDSMITH (516) 796-3558  
(Area Code — Telephone No.)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report\*

KESSLER, JOEL N.

KESSLER & LISCIA, C.P.A.s, P.C. 910 MIDDLE COUNTRY RD. SELDEN, NY 11784  
(Address) (City) (State) (Zip Code)

CHECK ONE:

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

PROCESSED  
APR 24 2002

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THOMSON FINANCIAL

\*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).

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**OATH OR AFFIRMATION**

I, MILTON T. GOLDSMITH, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of CREATIVE PLANNING COMPANY, as of DECEMBER 31, ~~19~~2001, 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:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Milton T. Goldsmith  
 Signature  
OWNER FINANCIAL & OPERATIONS PRINCIPAL  
 Title

Judy Heefner  
 Notary Public

JUDY HEEFNER  
 Notary Public, State of New York  
 No. 4729946  
 Qualified in Nassau County  
 Certificate Filed in Nassau County  
 Term Expires 11/01

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 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).

MILTON T. GOLDSMITH  
D/B/A CREATIVE PLANNING COMPANY  
STATEMENT OF FINANCIAL CONDITION  
DECEMBER 31, 2001

ASSETS

Cash	\$ 125,755.
Deposit with Clearing Organization	25,125.
Receivable from Broker/Dealer	32,580.
Furniture, Fixtures and Equipment (Net of Accumulated Depreciation of \$10,496.)	-
300 Shares NASD Stock Phase 1 (Non-Marketable)	3,300.
Rent Security Deposit	<u>2,100.</u>
 TOTAL ASSETS	 <u>\$ 188,860.</u>

LIABILITIES & PROPRIETOR'S EQUITY

LIABILITIES

Accounts Payable	\$ 1,650.
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COMMITMENTS AND CONTINGENCIES (NOTE 5)

PROPRIETOR'S CAPITAL (NOTE 6)	<u>187,210.</u>
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TOTAL LIABILITIES & PROPRIETOR'S CAPITAL	<u>\$ 188,860.</u>
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THE ACCOMPANYING NOTES ARE AN INTEGRAL PART OF THESE  
FINANCIAL STATEMENTS.