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SECURITIES AND COMMISSION  
Washington, D.C. 20549

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

SEC FILE NUMBER  
8- 50146

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 1/01/2001 AND ENDING 12/31/2001  
MM/DD/YY MM/DD/YY

## A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: D M KECK & COMPANY, INC.  
ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)  
1810 Chapel Avenue West Suite 100

OFFICIAL USE ONLY  
FIRM I.D. NO.

Cherry Hill New Jersey 08002  
(City) (State) (Zip Code)

PROCESSED

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT  
Patricia Keck 856-682-1294  
(Area Code - Telephone Number)

APR 04 2002

THOMSON  
FINANCIAL

## B. ACCOUNTANT IDENTIFICATION

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

Woodworth and St. John

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

704C East Main Street

Moorestown, New Jersey 08057

(Address)

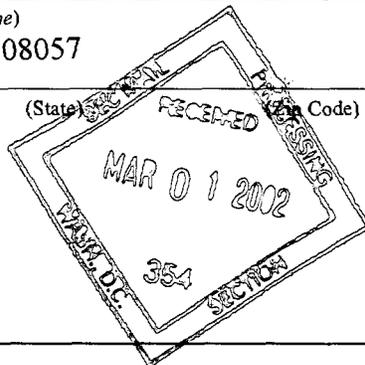
(City)

(State)

(Zip Code)

### CHECK ONE:

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



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\*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 (05-01)

Persons who 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.

4/4

OATH OR AFFIRMATION

I, Patricia A. Keck, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of DM Keck & Company, Inc., as of December 31 2001, 20, 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:

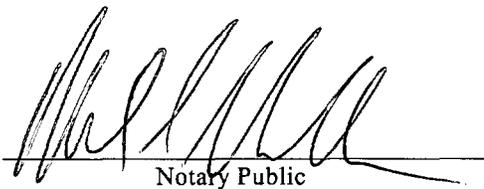
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Patricia Keck

Signature

Vice President

Title

  
Notary Public

Neil S. Bulk  
Notary Public of New Jersey  
My Commission Expires 2/25/05  
ID # 2242676

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 15c3-3 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).

**D. M. KECK & COMPANY, INC.**  
**BALANCE SHEET**  
**DECEMBER 31, 2001**

**ASSETS**

**CURRENT ASSETS**

Cash	191,674
Commissions receivable – clearing broker	115,464
Prepaid expenses	8,852
Loan to officer	7,410
Loan to employees	2,779
Note receivable – officers	23,623
Prepaid corporation taxes	80
	349,882

**PROPERTY AND EQUIPMENT**

	<u>Cost</u>	<u>Accumulated Depreciation</u>	<u>Net Book Value</u>	
Office equipment	13,524	11,550	1,974	
Furniture and fixtures	12,371	8,915	3,456	
Data processing equipment	54,913	43,779	11,134	
	80,808	64,244		16,564

**OTHER ASSETS**

Organization costs (net)	153
Security deposits	12,483
	12,636
	379,082

**LIABILITIES AND STOCKHOLDER'S EQUITY**

**CURRENT LIABILITIES**

Accounts payable	34,291
Accrued expenses	3,000
Accrued payroll	42,912
Accrued corporate taxes	18,278
	98,480

**STOCKHOLDER'S EQUITY**

Common stock (10,000 shares authorized 2000 issued and outstanding)	293,102
Less, Treasury stock	(12,500)
Accumulated deficit	-0-
	280,602
	379,082

“The Accompanying Notes Are An Integral Part of This Financial Statement”

~~CONFIDENTIAL~~

**D. M. KECK & COMPANY, INC.**  
**STATEMENT OF INCOME**  
**FOR THE YEAR ENDED DECEMBER 31, 2001**

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**REVENUES**

Principal transactions 2,014,274

**OPERATING EXPENSES**

Group insurance 41,280  
Clearance fees 168,758  
Salaries 1,282,503  
Payroll taxes 74,832  
Regulatory fees 7,936  
*Total Operating Expenses* 1,575,309

**GENERAL AND ADMINISTRATIVE EXPENSES**

Amortization 922  
Advertising and promotion 6,883  
Bank charges 791  
Cable charges 400  
Communications and data processing 99,733  
Consulting 750  
Depreciation 15,436  
Dues and subscriptions 11,173  
Entertainment 77,321  
Internet expense 14,203  
Insurance 2,571  
Office expense 8,832  
Postage 1,065  
Payroll processing 1,934  
Professional fees 7,095  
Rent 28,355  
Supplies 12,288  
Telephone 68,438  
Travel 29,484  
387,674

**INCOME FROM OPERATIONS**

51,291

**OTHER INCOME (EXPENSE)**

Interest income 7,037  
Contributions (2,780)

**INCOME BEFORE TAXES**

55,548

**INCOME TAXES**

Federal 16,430  
State 6,687

**NET INCOME**

32,431

"The Accompanying Notes Are An Integral Part of This Financial Statement"