

SECURITIES AND EXCHANGE COMMISSION  
RECEIVED



03052180

MISSION

BB 9/17

OMB APPROVAL  
OMB Number: 3235-0123  
Expires: October 31, 2004  
Estimated average burden  
hours per response... 12.00

AUG 25 2003

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

DIVISION OF REGISTRATION

SEC FILE NUMBER  
8-30451

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 07/01/02 AND ENDING 06/30/03  
MM/DD/YY MM/DD/YY

**A. REGISTRANT IDENTIFICATION**

NAME OF BROKER-DEALER: Pittsburgh Financial Planners, Inc

OFFICIAL USE ONLY

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

FIRM I.D. NO.

120 Fireside Drive

(No. and Street)

McMurray

PA

15317

(City)

(State)

(Zip Code)

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

Charlene Helba

(724) 942-3658

(Area Code - Telephone Number)

**B. ACCOUNTANT IDENTIFICATION**

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

Poloka, Charles William

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

934 Western Avenue

Pittsburgh

PA

15233

(Address)

(City)

(State)

(Zip Code)

CHECK ONE:

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

**PROCESSED**  
SEP 22 2003  
THOMSON FINANCIAL

**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)

BB 9/17

OATH OR AFFIRMATION

I, Charlene Helba, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Pittsburgh Financial Planners, Inc., as of June 30, 2003, 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:

PENNSYLVANIA

Charlene P. Helba  
Signature

WASHINGTON COUNTY

President

Title

Dale R. Brannon 8/20/03

Notary Public

Notarial Seal  
Dale R. Brannon, Notary Public  
Peters Twp., Washington County  
My Commission Expires Mar. 16, 2006  
Member, Pennsylvania Association Of Notaries

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.

(o) Independent Auditor's Report on Internal Accounting Control

\*\*For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).

## CONTENTS

	Page
<b>Audited Financial Statements</b>	
Independent Auditor's Report .....	2
Statement of Financial Condition .....	3
Statement of Income .....	4
Statement of Cash Flows .....	5
Statement of Changes in Stockholder's Equity .....	6
Notes to Financial Statements .....	7-8
<b>Supplemental Schedules</b>	
Computation of Aggregate Indebtedness to Net Capital - Schedule I .....	9
Reconciliation of Net Capital Computation to June 30, 2003 Focus Report - Schedule II .....	10
Independent Auditor's Report on Internal Accounting Control .....	11-12

**CHARLES W. POLOKA**  
**CERTIFIED PUBLIC ACCOUNTANT**

TELEPHONE: (412) 322-2662  
FAX: (412) 322-0513

**934 WESTERN AVENUE**  
**PITTSBURGH, PA 15233**

**Independent Auditor's Report**

Board of Directors  
Pittsburgh Financial Planners, Inc.  
Pittsburgh, PA 15317

I have audited the accompanying statement of financial condition of Pittsburgh Financial Planners, Inc. as of June 30, 2003 and the related statements of income, changes in stockholder's 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 Company's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that I 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. I believe that my audit provides a reasonable basis for my opinion.

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Pittsburgh Financial Planners, Inc. as of June 30, 2003, and the results of their operations and their cash flows for the year then ended, in conformity with accounting principles generally accepted in the United States of America.

My 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 and II is presented for the 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 my opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

*Charles W. Poloka*

Pittsburgh, Pennsylvania  
July 23, 2003

**PITTSBURGH FINANCIAL PLANNERS, INC.**

**STATEMENT OF FINANCIAL CONDITION**

JUNE 30, 2003

**ASSETS**

**Current Assets**

Cash and cash equivalents	27,233
Accounts receivable	22,464
Marketable securities, at market value	16,738
Other receivables	<u>500</u>
	<u>66,935</u>

**LIABILITIES AND STOCKHOLDER'S EQUITY**

**Current Liability**

Accounts payable	32,163
------------------	--------

**Stockholder's Equity**

Capital stock, \$1.00 par value; 100,000 shares authorized and 7,500 outstanding	7,500
Paid-in capital	11,000
Retained earnings.	<u>16,272</u>
	<u>34,772</u>
	<u>66,935</u>

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

PITTSBURGH FINANCIAL PLANNERS, INC.

STATEMENT OF INCOME

FOR THE YEAR ENDING JUNE 30, 2003

**Income**

Commissions	
Investment advisory fees	\$284,692
Sale of investment company shares	26,734
Other commissions	30,368
	<u>341,794</u>
 Other income	 7,524
	<u>\$349,318</u>

**Expenses**

Commissions	\$259,884
Registration fees	5,278
Officer employment expense	55,920
Insurance	1,598
Accounting fees	2,200
Director fees	4,000
Due diligence	5,000
Bad debts expense	2,005
Other office and miscellaneous	1,661
	<u>337,546</u>
 <b>Net Income</b>	 <u><u>\$11,772</u></u>

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

**PITTSBURGH FINANCIAL PLANNERS, INC.**

**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED JUNE 30, 2003**

**Increase (Decrease) in Cash and Cash Equivalents**

**Cash Flows from Operating Activities:**

Cash received from customers	\$ 383,190
Cash paid to suppliers	(375,203)
Dividends received	238
	<hr/>
	8,225

**Cash Flows from Investing Activities:**

Purchase of marketable securities	(15,488)
	<hr/>

**Net Increase (Decrease) in Cash and Cash Equivalents** (7,263)

**Cash and Cash Equivalents at July 1, 2002** 

---

 34,496

**Cash and Cash Equivalents June 30, 2003** 

---

---

 \$ 27,233

**Reconciliation of net Income to Net Cash Provided (Used)  
by Operating Activities:**

Net income	\$ 11,772
Adjustment to reconcile net income to net cash provided by operating activities:	
Unrealized gain on marketable securities	(1,250)
Change in assets and liabilities:	
Decrease in accounts receivable	35,726
Increase in other receivables	(500)
Decrease in other assets	134
Decrease in accounts payable	(37,657)
	<hr/>
<b>Net Cash Used in Operating Activities</b>	<b>\$ 8,225</b>

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

PITTSBURGH FINANCIAL PLANNERS, INC.

STATEMENT OF CHANGES IN STOCKHOLDER'S EQUITY

FOR THE YEAR ENDED JUNE 30, 2003

	<u>Common Stock</u>	<u>Paid-in Capital</u>	<u>Retained Earnings</u>
Balances at July 1, 2002	7,500	11,000	4,500
Net Income for the Year			<u>11,772</u>
Balances at June 30, 2003	<u>7,500</u>	<u>11,000</u>	<u>16,272</u>

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

# PITTSBURGH FINANCIAL PLANNERS, INC.

## NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2003

### Formation of Company

The Company was formed on July 14, 1983. The principal activity of the Company is to be a broker/dealer of securities and also a registered investment advisor.

### Significant Accounting Policies

Commission revenue is recognized when rendered and related expenses are recorded when incurred. Commission income and expense from customers' security transactions on introduced accounts are recorded on a trade date basis.

### Cash and Cash Equivalents

For purposes of the statement of cash flows, the Company considers all highly liquid debt instruments purchased with a maturity of three months or less to be cash equivalents.

### Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

### Income Taxes

The current year income tax was immaterial and therefore not shown on the accompanying financial statement. The Company has loss carryforwards totaling \$28,832 that may be offset against future taxable income. If not used, the carryforwards will begin to expire in 2011.

### Related Party Transactions

The Company paid commissions and due diligence fees of \$ 270,870 to James Helba, Jr., the sole shareholder's husband during the fiscal year ending June 30, 2003 and has a payable of \$ 18,651 due him at June 30, 2003.

### Marketable Securities

Marketable securities at June 30, 2003 consists of one mutual fund (available for sale) and the cost and fair value is as follows:

Fair value	\$ 16,738
Total accumulated losses included in retained earnings	\$ (1,463)
Net unrealized gains included in other income	\$ 1,250

**PITTSBURGH FINANCIAL PLANNERS, INC.**

**NOTES TO FINANCIAL STATEMENTS**

**JUNE 30, 2003**

**Pension Plan**

The Company maintains a profit-sharing defined contribution plan. All Contributions are discretionary. The Company contributed \$9,000 for the year ended June 30, 2003.

**Net Capital Requirements**

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule (see 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 1 (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 June 30, 2003, the Company had net capital of \$29,853, which was \$24,853 in excess of its required net capital of \$5,000. The Company's net capital ratio was 1.08 to 1.

The Company is exempt from the Customer Protection Reserves and Custody of Securities Requirement Rule 15c3-3, under the exemptive provision provided by section (k)(2)(i).

**PITTSBURGH FINANCIAL PLANNERS, INC.**

COMPUTATION OF AGGREGATE INDEBTEDNESS AND NET CAPITAL

SCHEDULE I

JUNE 30, 2003

**Aggregate Indebtedness:**

Total money liabilities		\$ 32,163
		<u>32,163</u>
Total aggregate indebtedness		<u><u>32,163</u></u>

**Net Capital:**

Common stock	7,500	
Paid in capital	11,000	
Retained earnings	<u>16,272</u>	
Total available capital		34,772
Less: nonallowable assets		<u>2,384</u>
Net capital before haircuts on securities		32,388
Haircuts on securities:		
Money market fund (2%)		(24)
Marketable securities (15%)		<u>(2,511)</u>
Net Capital		<u><u>\$ 29,853</u></u>

**Capital Requirements:**

6 2/3% of aggregate indebtedness	2,144	
Minimum dollar capital requirement	5,000	
Net capital requirement		\$ 5,000
Net capital in excess of requirements		<u>24,853</u>
Net capital as above		<u><u>\$ 29,853</u></u>
Ratio of aggregate indebtedness to net capital		<u><u>1.08</u></u>

PITTSBURGH FINANCIAL PLANNERS, INC.

RECONCILIATION OF NET CAPITAL COMPUTATION TO

JUNE 30, 2003 FOCUS REPORT

SCHEDULE II

JUNE 30, 2003

	<u>Audit Report</u>	<u>Focus Report</u>
Total ownership equity	\$34,772	\$34,772
Less:		
Nonallowable assets	(2,384)	(2,384)
Haircuts on securities	<u>(2,535)</u>	<u>(2,535)</u>
	29,853	29,853
Net capital requirements	<u>5,000</u>	<u>5,000</u>
Excess net capital	<u><u>\$24,853</u></u>	<u><u>\$24,853</u></u>

No differences exist in the computation of net capital between the audit report and Pittsburgh Financial Planners, Inc's Focus Report (Part IIA filing) for the period ending June 30, 2003.

**CHARLES W. POLOKA**  
**CERTIFIED PUBLIC ACCOUNTANT**

TELEPHONE: (412) 322-2662  
FAX: (412) 322-0513

**934 WESTERN AVENUE**  
**PITTSBURGH, PA 15233**

**INDEPENDENT AUDITOR'S REPORT ON INTERNAL ACCOUNTING CONTROL**  
**REQUIRED BY SEC RULE 17a-5**

Board of Directors  
Pittsburgh Financial Planners, Inc.

In planning and performing my audit of the financial statements and supplemental schedules of Pittsburgh Financial Planners, Inc. for the year ended June 30, 2003, I considered its internal control, including control activities for safeguarding securities, in order to determine my auditing procedures for the purpose of expressing my opinion on the financial statements and not to provide assurance on the internal control structure.

Also, as required by rule 17a-5(g)(1) of the Securities and Exchange Commission (SEC), I made a study of the practices and procedures followed by the Company including tests of such practices and procedures as I considered relevant to the objectives stated in rule 17a-5(g) in making the periodic computations of aggregate indebtedness and net capital 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. I did not review the practices and procedures followed by the Company in making any of the following:

1. Making quarterly securities examinations, counts, verifications, and comparisons.
2. Recordation of differences required by rule 17a-13.
3. Complying with the requirements for prompt payment for securities under section 8 of the 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

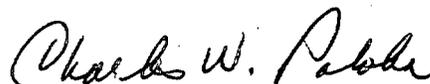
Company has responsibility are safeguarded against loss from unauthorized use or disposition, and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in conformity with generally accepted accounting principles. 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.

My consideration of internal control would not necessarily disclose all matters in the 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, I noted no matters involving internal control, including control activities for safeguarding securities that I consider to be material weaknesses as defined above. In addition, no facts came to my attention which indicated that the exemptive provisions of the rule 15c3-3(k)(2)(i) were not complied with during the year ended June 30, 2003.

I 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 my study, we believe that the Company's practices and procedures were adequate at June 30, 2003 to meet the SEC's objectives.

This report is intended solely for the information and use of the board of directors, management, the SEC, the New York Stock Exchange and the National Association of Securities Dealers 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 those specified parties.



Charles W. Poloka, CPA  
Pittsburgh, Pennsylvania  
July 23, 2003