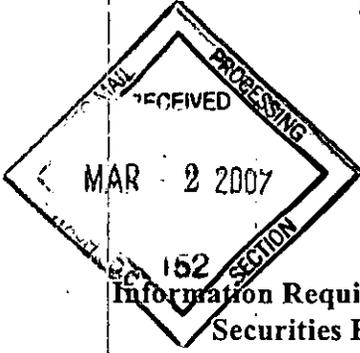




SECURITIES AND COMMISSION
Washington, D.C. 20540
07001851

OMB APPROVAL
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hours per response..... 12.00



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

CM

SEC FILE NUMBER
848741

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 01/01/06 AND ENDING 12/31/06
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: GEI Brokerage, Inc.
ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)
330 N. Wabash Suite 2600
Chicago (City) IL (State) 60611 (Zip Code)

OFFICIAL USE ONLY
FIRM I.D. NO.

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT
Norman Goldstein 312-670-4434
(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report*
Baerson, Witonski, Patel, Berkowitz & Rubin LLC
(Name - if individual, state last, first, middle name)
900 Skokie Blvd. Suite 250, Northbrook IL 60062-4014
(Address) (City) (State) (Zip Code)

PROCESSED

CHECK ONE:

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

APR 13 2007

THOMSON
FINANCIAL

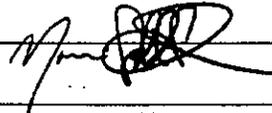
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*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

CM

OATH OR AFFIRMATION

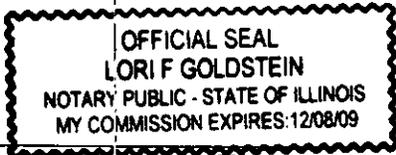
I, Norman Goldstein, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of GEI Brokerage, Inc., as of December 31, 2006, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:



Signature

President

Title



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).

GEI BROKERAGE, INC.
AUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED
DECEMBER 31, 2006

GEI Brokerage, Inc.
Audited Financial Statements
For the Year Ended December 31, 2006

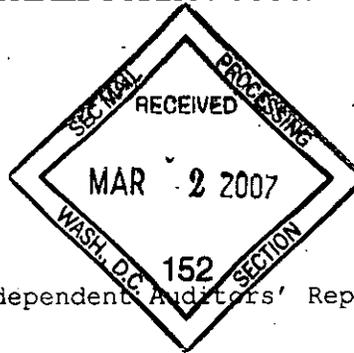
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BAERSON, WITONSKI, PATEL, BERKOWITZ AND RUBIN LLC
CERTIFIED PUBLIC ACCOUNTANTS

CHARLES R. BAERSON, C.P.A.
DANIEL M. WITONSKI, C.P.A.
BHUPEN D. PATEL, C.P.A.
SCOTT A. RUBIN, C.P.A.
BARRY B. BERKOWITZ, C.P.A.

900 SKOKOIE BLVD., SUITE 250
NORTHBROOK, IL 60062
TELEPHONE: (847) 504-1100
FAX: (847) 504-1199
E-MAIL: CPA@BWPBR.COM



Independent Auditors' Report

Board of Directors
GEI Brokerage, Inc.

We have audited the accompanying Statement of Financial Condition of GEI Brokerage, Inc. as of December 31, 2006, and the related Statements of Income, Changes in Shareholders' 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. Our responsibility is to express an opinion on these financial statements 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 financial statements referred to above present fairly, in all material respects, the financial position of GEI Brokerage, Inc. as of December 31, 2006, and the results of its operations and cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The information included in the accompanying Schedule I - Computation of Net Capital Under Rule 15c3-1, and Schedule II - Other Operating Expenses, are presented only for supplementary analysis purposes and are not required parts of the basic financial statements 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 our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

Baerson, Witonski, Patel, Berkowitz & Rubin LLC

Baerson, Witonski, Patel, Berkowitz & Rubin LLC
January 25, 2007

GEI Brokerage, Inc.
Statement of Financial Condition
December 31, 2006

Assets

Current Assets

Cash	\$ 10,358
Commissions Receivable	2,606
Prepaid Expenses	2,518
Due From Affiliate	920
	16,402
 Total Current Assets	 16,402
 Non-Current Portion of Prepaid Expenses	 210
 Total Assets	 \$ 16,612

Liabilities and Shareholders' Equity

Liabilities

<u>Total Liabilities</u>	\$ 0
--------------------------	------

Shareholders' Equity

Common Stock - No Par Value	
Authorized 1,000 Shares	
Issued and Outstanding 100 Shares	15,000
Additional Paid In Capital	25,277
Retained Earnings (Deficit)	(23,665)
	16,612
 Total Shareholders' Equity	 16,612
 Total Liabilities and Shareholders' Equity	 \$ 16,612

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

GEI Brokerage, Inc.
Statement Of Income
For The Year Ended December 31, 2006

Revenues

Commission and Concession Income \$ 29,408

Total Revenue 29,408

Operating Expenses

Regulatory Fees 3,465

Other Operating Expenses - Schedule II 28,800

Total Operating Expenses 32,265

Operating Income (Loss) (2,857)

Net Income (Loss) \$ (2,857)

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

GEI Brokerage, Inc.
Statement of Changes In Shareholders' Equity
For the Year Ended December 31, 2006

	Common Stock	Additional Paid-in Capital	Retained Earnings (Deficit)
Balance, January 1, 2006	\$ 15,000	\$ 24,900	\$(20,808)
Capital Contributions	-	377	-
Net Income (Loss)	-	-	(2,857)
Balance, December 31, 2006	<u>\$ 15,000</u>	<u>\$ 25,277</u>	<u>\$(23,665)</u>

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

GEI Brokerage, Inc.
Statement of Cash Flows
For the Year Ended December 31, 2006

Cash Flows From Operating Activities:

Net Income (Loss)	\$	(2,857)
Adjustments to Reconcile Net Loss to Net Cash Used in Operating Activities:		
Increase in Commissions Receivable		(298)
Increase in Prepaid Expenses		(118)
Decrease in Accounts Payable		(103)
Decrease in Due to Affiliate		(11,702)
Increase in Due from Affiliate		(920)
		(15,998)

Cash Flows From Financing Activities:

Additions to Paid-in Capital		377
		377

Net Decrease in Cash		(15,621)
Cash, January 1, 2006		25,979
		25,979
Cash, December 31, 2006	\$	10,358

Supplemental Disclosures:

Income Taxes Paid	\$	0
Interest Paid		0

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

GEI Brokerage, Inc.
Notes to Financial Statements
For the Year Ended December 31, 2006

Note 1. Organization

GEI Brokerage, Inc. (the "Company") was incorporated in Illinois in 1995 to permit Norman Goldstein, one of the two shareholders in the Company, to continue in the business of selling mutual funds, insurance products and direct participation programs, following his voluntary termination of his relationship with SunAmerica Securities, Inc., a registered broker/dealer in Phoenix, AZ ("SunAmerica"). Mr. Goldstein had been selling such investments initially as a registered representative and ultimately as "OSJ" (Office of Supervisory Jurisdiction) Principal for SunAmerica and its predecessors since 1988. In 1996 the Company received final approval from the appropriate regulatory authorities to commence business as a limited purpose broker/dealer, authorized to sell mutual funds, insurance products and direct participation programs only on a direct-way basis from the issuers of these investments. The investment products are sold primarily to persons who are clients or who become clients of GEI Financial Services, Inc. ("Financial"), a company with the same shareholders as GEI Brokerage, Inc.

The Company is registered with the Securities and Exchange Commission and is a member of the National Association of Securities Dealers (NASD).

Note 2. Significant Accounting Policies

Recognition of Income and Related Expenses

The Company records commission income and concessions from the sale of mutual funds, insurance products and direct participation programs on the date the Issuer determines the Company is entitled to receive the commission/concession or when the Issuer acknowledges the completion of the underlying sale.

Regulatory Expenses

Expenses related to obtaining and maintaining standing with regulatory agencies are expensed over the period to which they apply.

Federal Income Taxes

The Company has elected under Subchapter S of the Internal Revenue Code not to be taxed on its income and

GEI Brokerage, Inc.
Notes to Financial Statements
For the Year Ended December 31, 2006

Note 2. Significant Accounting Policies (Continued)

its shareholders shall report their respective pro-rata shares of the income of the Corporation on their own tax returns. Therefore no provision for federal income taxes is necessary.

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 certain reported amounts and disclosures. Accordingly, actual results may differ from those estimates.

Note 3. Operating Agreement

Effective January 1, 2004, the auditee executed an amended and restated operating agreement among itself and two affiliated companies providing for the auditee to reimburse one of the affiliates for its proportionate share of the affiliated company's operating expenses for the premises and services that it uses. The agreement identifies the expenses that are being reimbursed with specificity, and allocates the expenses among the three companies based on the revenues generated by each company, initially as of December 31, 2003, with the provision for adjustment going forward.

The Company believes the agreement is in accordance with the guidance presented in the October, 2003 "Notice to Members" regarding Expense-Sharing Agreements. Accordingly, such expense has been recorded in these financial statements.

Note 4. Concentration of Business

One of the Company's sources of business is commissions on sales of investments to a few clients of GEI Financial Services, Inc., a related party, or to employees as well as family members and friends of the employees of GEI Financial Services, Inc. Such commissions have, over the past couple of years, constituted less than 15% of the Company's gross revenues. The amount of gross revenues earned by the Company in a particular year is based on

GEI Brokerage, Inc.
Notes to Financial Statements
For the Year Ended December 31, 2006

the investment sales referred to above plus "trails" with respect to investment sales made in prior years and 12b-1

Note 4. Concentration of Business (Continued)

fees earned during the current year. Therefore the gross revenues of the Company may vary from year to year.

Note 5. Net Capital Requirements

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule (SEC 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.

At December 31, 2006 the Company had net capital, as defined, of \$11,235 which was in excess of its required net capital (including reserve amount) of \$6,000, in the amount of \$5,235. The Company's net capital ratio was zero as of December 31, 2006.

Non-allowable assets for purposes of the Net Capital Requirement are computed as follows:

Per Balance Sheet December 31, 2006:

Commissions Receivable	\$ 2,606
Due From Affiliates	920
Prepaid Expenses	<u>2,728</u>
	6,254
Less:	
Commissions Receivable relating to new business	<u>(877)</u>
Balance Non-Allowable	<u><u>\$ 5,377</u></u>

Note 6. Income Taxes

As of January 1, 2006, the Company had an Illinois net operating loss carry forward available to offset future Illinois taxable income in the amount of \$22,154. The Company reported a \$1,657 loss in 2006 and as of December 31, 2006 has \$23,811 of available carry forward loss expiring as follows: December 31, 2015; \$13,348. December 31, 2017; \$1,227. December 31, 2018; \$1,657. December 31, 2022; \$7,579.

Supplementary Information
Schedule I
GEI Brokerage, Inc.
Computation of Net Capital Under Rule 15c3-1
Of the Securities and Exchange Commission
December 31, 2006

Net Capital:

Total Shareholders' Equity	\$	16,612
Shareholders' Equity Not Allowable for Net Capital		0
Total Shareholders' Equity Qualified For Net Capital		16,612
Liabilities Subordinated to Claims of General Creditors Allowable in Computation of Net Capital		0
Other Allowable Credits		0
Total Capital and Allowable Subordinated Liabilities		16,612
Nonallowable Assets (Prepaid Expenses, Due From Affiliate, and Commissions Receivable)		(5,377)
Net Capital	\$	11,235

Aggregate Indebtedness:

Total Current Liabilities	\$	0
Total Aggregate Indebtedness	\$	0

Computation of Basic Net Capital Requirement

Minimum Net Capital Required 6.67% of Aggregate Indebtedness	\$	0
Minimum Dollar Net Capital Requirement		5,000
Net Capital Requirement (Including Reserve Amount)		6,000
Excess Net Capital		6,235
Excess Net Capital at 1000%		11,235
Percentage of Aggregate Indebtedness to Net Capital		0.00%

See Independent Auditors' Report.

Supplementary Information
Schedule I
GEI Brokerage, Inc.
Computation of Net Capital Under Rule 15c3-1
Of the Securities and Exchange Commission
December 31, 2006

Reconciliation With Corporation's Computation of Net Capital

Net Capital, as Reported by Corporation In Part II of FOCUS Report as of December 31, 2006	\$ 11,105
Differences:	
Overstated Accounts Payable	130
Net Capital Per Audit	<u>\$ 11,235</u>

See Independent Auditors' Report.

GEI Brokerage, Inc.
Supplementary Information
Schedule II
Other Operating Expenses
For The Year Ended December 31, 2006

Other Operating Expenses

Operating Agreement with Affiliate	\$	18,378
Insurance		545
Accounting Fees		8,350
Professional Licenses		135
Office Expense		192
NASD Late Fees		<u>1,200</u>
Total Other Operating Expenses	\$	<u>28,800</u>

END

See Independent Auditors' Report.