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SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SEC Mail Processing
Section

ANNUAL AUDITED REPORT

(A)

FORM X-17A-5
PART III

APR 25 2008

| OMB APPROVAL | |
|--|------------------|
| OMB Number: | 3235-0123 |
| Expires: | January 31, 2008 |
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Washington, DC
110

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 January 1, 2007 AND ENDING DECEMBER 31, 2007

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: WESTROCK ADVISORS, INC.

| OFFICIAL USE ONLY |
|-------------------|
| FIRM I.D. NO. |

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)
230 Park Avenue 9th Floor

(No. and Street)

New York
(City)

New York
(State)

10169
(Zip Code)

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

GREG MARTINO

(212) 922-1995

(Area code - Telephone Number)

B ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this report*

Rossello, JOSEPH A.

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

280 Route 109, Suite 4
(Address)

Farmingdale
(City)

NY
(State)

11735
(Zip Code)

CHECK ONE:

Certified Public Accountant

Public Accountant

Accountant not resident in United States or any of its possessions

B

PROCESSED

APR 30 2008

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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)

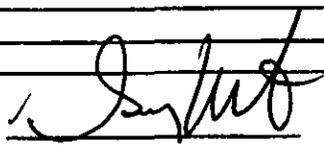
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SEC 1410 (06-012)

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OATH OR AFFIRMATION

I, GREG MARTINO swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statements and supporting schedules pertaining to the firm of WESTROCK ADVISORS, INC. as of December 31, 2007 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



Notary Public

Title
JOHN T. MELVIN
NOTARY PUBLIC, STATE OF NEW JERSEY
NO. 2047798
QUALIFIED IN UNION COUNTY
COMMISSION EXPIRES MAY 3, 2009

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 Reserve Requirements Pursuant to 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 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 240.7a-5Z(e)(3)

WESTROCK ADVISORS, INC.
FINANCIAL STATEMENTS AND
SUPPLEMENTARY INFORMATION
DECEMBER 31, 2007

WESTROCK ADVISORS, INC.

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J.R. Financial Services, Inc.

Joseph Rossello, CPA

**280 Route 109, Suite 4
Farmingdale, NY 11735
PHONE (516) 470-1545
Fax (516) 470-1547**

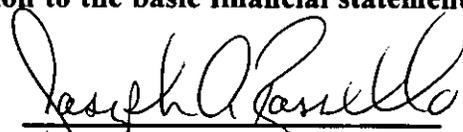
**Board of Directors
Westrock Advisors, Inc.
New York, New York**

We have audited the accompanying statement of financial condition of Westrock Advisors, Inc. as of December 31, 2007, and the related statements of operations, changes in ownership equity, changes in liabilities subordinated to claims of general creditors, and cash flows for the year then ended which 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 generally accepted auditing standards. 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 my opinion.

In our opinion, the financial statements referred to above, present fairly, in all material respects, the financial position of Westrock Advisors, Inc. as of December 31, 2007, the results of operations, and cash flows for the year then ended in conformity with generally accepted accounting principles 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 reconciliation between the audited and unaudited statements of financial condition on page 14 is presented for 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 our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.


Joseph A. Rossello, CPA

**Farmingdale, New York
February 18, 2008**

BALANCE SHEET

WESTROCK ADVISORS, INC.
STATEMENT OF FINANCIAL CONDITION
DECEMBER 31, 2007

ASSETS

| | <u>Allowable</u> | Non - <u>Allowable</u> | <u>Total</u> |
|--|------------------------|---------------------------|------------------------|
| Cash and cash equivalents | \$ 205,106 | \$ -0- | \$ 205,106 |
| Due from clearing broker | 950,584 | -0- | 950,584 |
| Investments | 24 | 194,976 | 195,000 |
| Furniture and fixtures (net of accumulated depreciation of \$201,066) | -0- | 187,882 | 187,882 |
| Other assets and advances | <u>-0-</u> | <u>1,607,683</u> | <u>1,607,683</u> |
| Total Assets | <u>\$1,155,984</u> | <u>\$1,990,541</u> | <u>\$3,146,255</u> |

LIABILITIES AND STOCKHOLDERS' EQUITY

| | <u>Allowable</u> | Non - <u>Allowable</u> | <u>Total</u> |
|---|-----------------------|---------------------------|-------------------------|
| Bank loans payable | \$ 74,362 | \$ -0- | \$ 74,362 |
| Accounts payable and accrued expenses | <u>817,402</u> | <u>26,118</u> | <u>843,520</u> |
| Total Liabilities | <u>\$ 891,764</u> | <u>\$ 26,118</u> | <u>\$ 917,882</u> |
| Stockholders' Equity | | | |
| Common stock-voting 2,500,000 shares authorized 1,306,812 share issued and outstanding | | | 450 |
| Paid-in capital | | | 3,823,945 |
| Accumulated Deficit | | | (1,539,470) |
| | | | 2,284,925 |
| Less: treasury stock | | | (56,552) |
| Total Stockholders' Equity | | | <u>2,228,373</u> |
| Total Liabilities and Stockholders' Equity | | | <u>\$ 3,146,255</u> |

The accompanying notes are an integral parts of these statements.

WESTROCK ADVISORS, INC.
COMPUTATION OF NET CAPITAL UNDER
S.E.C. RULE 15c3-1
AT DECEMBER 31, 2007

| | | |
|---|-------------------|--------------------------|
| Credit factors: | | |
| Capital stock | | \$ 450 |
| Paid-in capital | | 3,823,945 |
| Treasury stock | | (56,552) |
| Accumulated deficit | | <u>(1,539,470)</u> |
| Total Credit Factors | | 2,228,373 |
| Debit factors: | | |
| Investments | 194,976 | |
| Fixed assets | 187,882 | |
| Other assets & advances | <u>1,607,683</u> | |
| Total Debit Factors | | <u>1,990,541</u> |
| Net Capital Before Haircuts | | 237,832 |
| Less: Haircuts | | <u>11,026</u> |
| Net Capital | | 226,806 |
| Less: Minimum net capital requirements (Rule 15c3-1) | | <u>59,451</u> |
| Excess Net Capital | | <u>\$ 167,355</u> |
| Capital Ratio: | | |
| Aggregate Indebtedness | <u>\$ 891,763</u> | = 3.93 To 1 |
| Net Capital | 226,806 | |

The accompanying notes are an integral part of these statements.

WESTROCK ADVISORS, INC.
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED DECEMBER 31, 2007

| | |
|---|---------------------|
| Income: | |
| Commission income | \$ 18,446,499 |
| Dividend & Interest Income | 516,867 |
| Other Income | <u>163,413</u> |
| Income From Operations | <u>19,126,779</u> |
| Expenses: | |
| Advertising | 642 |
| Auto expense | 63,217 |
| Bank charges | 28,319 |
| Claim settlements | 35,185 |
| Clearing & execution | 833,941 |
| Cold callers | 208,603 |
| Commissions | 13,361,295 |
| Depreciation & amortization | 68,766 |
| Donations | 21,765 |
| Dues and subscriptions | 332,663 |
| Employee benefits | 304,330 |
| Insurance | 63,058 |
| Interest expense | 19,944 |
| Legal & Professional | 320,388 |
| Office & sundry expense | 164,346 |
| Officer's salary | 505,626 |
| Office Salaries | 921,628 |
| Outside services | 554,499 |
| Payroll taxes | 191,625 |
| Postage & delivery | 75,753 |
| Rent | 1,102,488 |
| Sales Tax | 4,221 |
| Telephone & Utilities | 182,814 |
| Travel & Entertainment | <u>408,550</u> |
| Total Operating Expenses | <u>19,773,666</u> |
| Net Loss Before Provision For Taxes | (646,887) |
| Provision for (benefit from) Income Taxes | <u>(62,771)</u> |
| Net Loss | <u>(\$ 584,116)</u> |

The accompanying notes are an integral part of these statements.

WESTROCK ADVISORS, INC.
STATEMENT OF CHANGES IN STOCKHOLDERS' EQUITY
FOR THE YEAR ENDED
DECEMBER 31, 2007

| | <u>Common Stock</u> | <u>Treasury Stock</u> | <u>Paid-in Capital</u> | <u>Accumulated Deficit</u> | <u>Total Stockholders' Equity</u> |
|----------------------|-------------------------|---------------------------|----------------------------|----------------------------------|---|
| Balance – 1/1/2007 | \$ 450 | (\$ 56,552) | \$ 3,823,945 | (\$ 955,354) | \$ 2,812,489 |
| Additional capital | -0- | | -0- | | -0- |
| Net Loss | <u>-0-</u> 450 | <u>-0-</u> (56,552) | <u>-0-</u> 3,823,945 | <u>(584,116)</u> (1,539,470) | <u>(584,116)</u> 2,228,373 |
| Less: Distributions | <u>-0-</u> | <u>-0-</u> | <u>-0-</u> | <u>-0-</u> | <u>-0-</u> |
| Balance – 12/31/2007 | <u>\$ 450</u> | <u>(\$ 56,552)</u> | <u>\$3,823,945</u> | <u>(\$1,539,470)</u> | <u>\$ 2,228,373</u> |

The accompanying notes are an integral part of these statements.

**WESTROCK ADVISORS, INC.
STATEMENT OF CHANGES IN LIABILITIES
SUBORDINATED TO CLAIMS OF
GENERAL CREDITORS
FOR THE YEAR ENDED DECEMBER 31, 2007**

NONE

The accompanying notes are an integral part of these statements.

WESTROCK ADVISORS, INC.
COMPUTATION FOR DETERMINATION OF RESERVE REQUIREMENTS
AND INFORMATION RELATING TO POSSESSION OR CONTROL
REQUIREMENTS UNDER RULE 15c3-3 OF THE SECURITIES AND
EXCHANGE COMMISSION
FOR THE YEAR ENDED DECEMBER 31, 2007

COMPUTATION FOR DETERMINATION OF RESERVE REQUIREMENTS

The Company operates under the exemptive provisions of paragraph (k)(2)(ii) of SEC rule 15c3-3. All customer transactions were cleared through another broker-dealer on a fully disclosed basis.

INFORMATION RELATING TO POSSESSION OR CONTROL REQUIREMENTS

The Company has complied with the exemptive requirements of SEC rule 15c3-3 and did not maintain possession or control of any customer funds or securities as of December 31, 2007.

See the accompanying Independent Auditor's Report.

**WESTROCK ADVISORS, INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED
DECEMBER 31, 2007**

Cash Flows From Operating Activities:

| | |
|---|---------------------|
| Net Loss | <u>(\$ 584,116)</u> |
| Adjustments To Reconcile Net Income to Net Provided By Operating Activities: | |
| Depreciation | 68,766 |
| Changes in assets (increase) decrease: | |
| Accounts receivable | (646,258) |
| Investments | 2,042,921 |
| Prepaid expenses | (751,829) |
| Changes in liabilities increase (decrease): | |
| Accounts payable | (170,117) |
| Short securities | <u>(1,685)</u> |
| Total Adjustments | <u>541,798</u> |
| Net Cash Used In Operating Activities | (42,318) |
| Cash Flows From Investing Activities: | |
| Purchase on fixed assets | <u>(214,512)</u> |
| Net Cash Used in Investing Activits | <u>(214,512)</u> |
| Cash Flows From Financing Activities: | |
| Increase in long-term debt | <u>61,507</u> |
| Net Cash Provided By Financing Activities | <u>61,507</u> |
| Net Increase in Cash | (195,323) |
| Cash, Beginning of Year | <u>400,429</u> |
| Cash, End of Year | <u>\$ 205,106</u> |
| <u>Supplementary Cash Flow Disclosures</u> | |
| Investment Interest Expense | <u>\$ 19,944</u> |

See accompanying notes to financial statements.

WESTROCK ADVISORS, INC.
NOTES TO FINANCIAL STATEMENTS
(SEE INDEPENDENT AUDITOR'S REPORT)

Note 1 - Summary of Significant Accounting Policies

Business Activity

Westrock Advisors, Inc. conducts business as a broker-dealer in securities and is registered with the Securities and Exchange Commission (SEC) pursuant to Rule 15c 3-3 (k) (2) (b) which provides that all the funds and securities belonging to the Company's customers would be handled by a correspondent broker-dealer.

Westrock Advisors, Inc. is a wholly owned subsidiary of Westrock Group, Inc.

Basis of Accounting

The Company reports its activity on the accrual basis of accounting. Under this method customers security transactions are recorded on the settlement date with related commission income and expenses recorded on the trade date. Security transactions of the Company are recorded on the trade date basis. Expenses are recorded when incurred.

Market (Fair) Value

Marketable securities are valued at their current market value. Securities not readily marketable are valued at their fair value as determined by the Board of Directors. The resulting difference between cost and market (fair value) is included in income in the period incurred.

Property and Equipment

Property and equipment is stated at cost. The costs of additions and betterments are capitalized and expenditures for repairs and maintenance are expensed in the period incurred. When items of property and equipment are sold or retired, the related costs and accumulated depreciation are removed from the accounts and any gain or loss is included in income.

Use of Estimates

The Preparation of financial statements in conformity with generally accepted accounting principles 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.

WESTROCK ADVISORS, INC.
NOTES TO FINANCIAL STATEMENTS
(SEE INDEPENDENT AUDITOR'S REPORT)

Note 2 - Capital Stock

The Company is authorized to issue 2.5 million shares of common stock with a par value of \$.01 per share. As of December 31, 2007 there were 1,306,812 shares issued and outstanding.

Note 3 - Net Capital Requirements

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule 15c 3-1, which requires the maintenance of minimum net capital and requires that the ratio of aggregate indebtedness to the 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 - 1). At December 31, 2007, the Company had net capital of \$226,806, which was \$167,355 in excess of its required net capital of \$59,451. The capital ratio was 3.93 To 1.

Note 4 - Income Taxes

Effective January 1, 2006, the Company has adopted the Statement of Financial Accounting Standards (SFAS) No. 109 :Accounting for Income Taxes" which requires that the Company follow the liability method of accounting for income taxes.

Note 5 - Commitment

The Company leases its office facilities under a non-cancelable operating lease requiring minimum rentals as follows:

Years Ending Decemner 31:

| | |
|------|---------------------|
| 2008 | \$ 1,330,181 |
| 2009 | 1,396,553 |
| 2010 | 1,466,193 |
| 2011 | 1,461,204 |
| 2012 | <u>1,534,264</u> |
| | <u>\$ 7,188,395</u> |

WESTROCK ADVISORS, INC.
NOTES TO FINANCIAL STATEMENTS
(SEE INDEPENDENT AUDITOR'S REPORT)

Note 5 - Commitments, (cont'd).

In addition, the lease provides for escalation clauses for increases in real estate taxes, building maintenance and electric usage.

Rent expense charged to operations for the year ended December 31, 2007 amounted to \$1,102,488.

Note 6 - Contingencies

In the normal course of business, the Company may be a party to various litigation and regulatory matters. As of December 31, 2007 there were no legal proceeding pending against the Company.

WESTROCK ADVISORS, INC.
NET CAPITAL COMPUTATION RECONCILIATION
AT DECEMBER 31, 2007

| | |
|--|-------------------------------|
| NET CAPITAL PER FOCUS REPORT | \$ 226,804 |
| Deduct: Additional expense accrual | (<u> -0-</u>) |
| NET CAPITAL PER NET CAPITAL COMPUTATION | <u>\$ 226,804</u> |

Based upon our Audit, there were no material differences between the Net Capital reported here-in and the un-audited annual quarterly focus reports previously submitted.

SUPPLEMENTARY INFORMATION

J.R. Financial Services, Inc.

Joseph Rossello, CPA

280 Route 109, Suite 4
Farmingdale, NY 11735
PHONE (516) 470-1545
Fax (516) 470-1547

Report on Internal Control

Board of Directors
Westrock Advisors, Inc.
New York, NY

In planning and performing our audit of the financial statements of Westrock Advisors, Inc. as of December 31, 2007 in accordance with auditing standards generally accepted in the United States of America, we considered the Company's internal control over financial reporting, as a basis for designing our audit procedures, for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we do not express an opinion on the effectiveness of the Company's internal control.

Also, as required by Rule 17a-5(g)(1) of the Securities and Exchange Commission, we have made a study of the practices and procedures followed by the Company including consideration of control activities for safeguarding securities. This study included tests of such practices and procedures that we considered relevant to the objectives stated in Rule 17a-5(g) in making the periodic computations of aggregate indebtedness and net capital under 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, we did not review the practices and procedures followed by the Company in any of the following:

1. Making the quarterly securities examinations, counts, verifications and comparisons, and comparisons and recordation of differences required by Rule 17a-13.
2. Complying with requirements for prompt payment for securities under section 8 of Federal Reserve Regulations T of the Board of Governors of the Federal Reserve System.

The management of the Company is responsible for establishing and maintaining an internal control structure and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgements 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.

The objectives of a system and practices and procedures are to provide management with reasonable, but not absolute, assurance that the 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, errors 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 the changes in conditions or that the effectiveness of their design and operation may deteriorate.

A material weakness is a significant deficiency, or combination of significant deficiencies, that results in more than a remote likelihood that a material misstatement of the financial statements will not be prevented or detected by the entity's internal control.

Our consideration of the internal control was for the limited purpose described in the first and second paragraphs and would not necessarily identify all deficiencies in internal control that might be material weaknesses. We did not identify any deficiencies in internal control and control activities for safeguarding securities that we consider to be material weaknesses, as defined above.

We understand that the 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 our study, we believe that the Company's practices and procedures were adequate at December 31, 2007 to meet the SEC's objectives.

This report is intended solely for the use of management, the Securities and Exchange Commission, the National Association of Securities Dealers, Inc., and other regulatory agencies, which rely on Rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers and should not be used for any other purpose.



Joseph A Rossello
JR Financial Services, Inc.
Farmingdale, NY
February 18, 2008

END