



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

BB 3/10

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

SEC FILE NUMBER
8-18027

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 January 1, 2008 AND ENDING December 31, 2008
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: Planners Financial Services, Inc.

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

7710 Computer Avenue, Suite 100

(No. and Street)

Edina

(City)

Minnesota

(State)

55435

(Zip Code)

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

Donald L. McCoy

952-835-9000

(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report*

Robert H. Williams, LLC

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

7400 Metro Boulevard, Suite 100

(Address)

Edina

(City)

Minnesota

(State)

SEC
Mail Processing
Section 55439
(Zip Code)

MAR 03 2009

Washington, DC
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CHECK ONE:

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

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)

SEC 1410 (06-02)

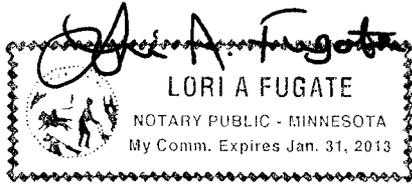
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OATH OR AFFIRMATION

I, Donald L. McCoy, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Planners Financial Services, Inc., as

of December 31, 20 08, 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:



Donald L. McCoy
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 x Cash Flows
(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).

PLANNERS FINANCIAL SERVICES, INC.

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Robert H. Williams, LLC

**Certified Public Accountant
7400 Metro Boulevard, Suite 100
Edina, Minnesota 55439**

**Telephone (952) 224-4199
Fax (952) 224-4198**

INDEPENDENT AUDITOR'S REPORT

Board of Directors
Planners Financial Services, Inc.
Edina, Minnesota

We have audited the accompanying statements of financial condition of Planners Financial Services, Inc. as of December 31, 2008 and 2007, and the related statements of income, changes in stockholders' equity, and cash flows for the years then ended that you are filing pursuant to Rule 17a-5 under the Securities Exchange Act of 1934. The 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. 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 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 Planners Financial Services, Inc. at December 31, 2008 and 2007, and the results of their operations and their cash flows for the years then ended in conformity with accounting principles generally accepted in the United States.



ROBERT H. WILLIAMS, LLC
Edina, Minnesota

January 26, 2009

PLANNERS FINANCIAL SERVICES, INC.
STATEMENTS OF FINANCIAL CONDITION

as of
December 31, 2008 and 2007

ASSETS

	<u>2008</u>	<u>2007</u>
Cash	\$ 6,717	\$ 22,531
Certificate of deposit	6,203	35,719
<u>Total cash and cash equivalents</u>	12,920	58,250
Commissions and accounts receivable	10,595	7,465
Prepaid expenses	8,254	14,206
Accounts receivable - employees	4,321	10,340
Furniture and equipment at cost, less accumulated depreciation of \$81,834 and \$80,510	3,140	4,464
Securities owned:		
Marketable, at market value	7,413	14,847
Not readily marketable, at fair value	90,000	60,000
Refundable income taxes	6,186	-
<u>Total assets</u>	\$ 142,829	\$ 169,572

LIABILITIES AND STOCKHOLDERS' EQUITY

Liabilities:

Commissions payable	\$ 4,033	\$ 3,143
Accounts payable	3,987	6,174
Accrued retirement plan	2,417	1,480
Accrued income taxes	-	15,720
Accrued payroll taxes	1,341	3,763
<u>Total liabilities</u>	11,778	30,280

Stockholders' equity:

Common stock, \$1 par value, authorized 25,000		
Shares, issued 1,736 shares	1,736	1,736
Retained earnings	129,315	137,556
<u>Total stockholders' equity</u>	131,051	139,292

<u>Total liabilities and stockholders' equity</u>	\$ 142,829	\$ 169,572
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The accompanying notes are an integral part of these financial statements.

PLANNERS FINANCIAL SERVICES, INC.
STATEMENTS OF INCOME

For The Years Ended
December 31, 2008 and 2007

	<u>2008</u>	<u>2007</u>
<u>Revenues</u>		
Commissions	\$ 460,252	\$ 657,653
Advisory fees and miscellaneous	709,917	780,568
Interest	484	864
Other income	-	5,610
	<hr/>	<hr/>
<u>Total revenues</u>	1,170,653	1,444,695
	<hr/>	<hr/>
<u>Expenses</u>		
Commissions	697,005	946,686
Salaries	293,006	251,608
Employee health insurance	14,833	14,568
Retirement plan	8,577	6,640
Payroll taxes	20,073	18,266
Training	4,907	4,471
Rent	41,562	30,690
Insurance	4,160	2,713
Professional fees	5,706	3,277
Advertising	2,711	5,313
Telephone	4,780	4,745
Postage and delivery	4,037	5,870
Books, subscriptions and periodicals	9,026	8,259
Office supplies	17,837	21,833
Licenses, regulatory fees, dues and memberships	6,187	4,215
Office expense	7,985	4,530
Depreciation	1,324	1,818
Travel and auto expenses	17,764	14,899
Directors fees	7,200	13,200
Interest	-	66
Other expenses	9,724	2,209
	<hr/>	<hr/>
<u>Total expenses</u>	1,178,404	1,365,876
	<hr/>	<hr/>
<u>Income (loss) before income taxes</u>	(7,751)	78,819
	<hr/>	<hr/>
<u>Provision for income taxes</u>		
Current year	490	17,720
Deferred income taxes	-	2,369
	<hr/>	<hr/>
<u>Total provision for income taxes</u>	490	20,089
	<hr/>	<hr/>
<u>Net income (loss)</u>	\$ (8,241)	\$ 58,730
	<hr/> <hr/>	<hr/> <hr/>

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

PLANNERS FINANCIAL SERVICES, INC.
STATEMENT OF CHANGES IN STOCKHOLDERS' EQUITY

For The Years Ended
December 31, 2008 and 2007

	<u>Common Stock</u>		<u>Retained</u> <u>Earnings</u>	<u>Total</u>
	<u>Shares</u>	<u>Amount</u>		
<u>Balance, December 31, 2006</u>	1,736	\$ 1,736	\$ 78,826	\$ 80,562
Net income	-	-	58,730	58,730
<u>Balance, December 31, 2007</u>	1,736	1,736	137,556	139,292
Net loss	-	-	(8,241)	(8,241)
<u>Balance, December 31, 2008</u>	1,736	\$ 1,736	\$ 129,315	\$ 131,051

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

PLANNERS FINANCIAL SERVICES, INC.
STATEMENTS OF CASH FLOWS

For The Years Ended
December 31, 2008 and 2007

	<u>2008</u>	<u>2007</u>
<u>Cash flows from operating activities:</u>		
Fees and commissions received	\$ 1,173,058	\$ 1,463,936
Cash paid to suppliers and employees	(1,166,476)	(1,380,893)
Interest received	484	864
Interest paid	-	(476)
Income tax paid	(22,396)	(4,252)
	<hr/>	<hr/>
<u>Net cash provided (used) by operating activities</u>	(15,330)	79,179
<u>Cash flows used by investing activities:</u>		
Purchase of investments	(30,000)	(60,000)
	<hr/>	<hr/>
<u>Cash flows used by financing activities:</u>		
Payment on notes payable	-	(23,168)
	<hr/>	<hr/>
<u>Net decrease in cash</u>	(45,330)	(3,989)
<u>Cash and cash equivalents at beginning of year</u>	58,250	62,239
	<hr/>	<hr/>
<u>Cash and cash equivalents at end of year</u>	\$ 12,920	\$ 58,250
	<hr/> <hr/>	<hr/> <hr/>
<u>Reconciliation of net income to net cash</u> <u>provided (used) by operating activities</u>		
Net income (loss)	\$ (8,241)	\$ 58,730
Adjustments:		
Depreciation	1,324	1,818
Decrease (increase) in commissions receivable	(3,130)	25,715
Decrease (increase) in market value of securities	7,434	(5,610)
Increase (decrease) in commissions payable	890	(18,818)
Decrease in prepaid expenses	5,952	275
Increase (decrease) in accrued taxes payable	(18,142)	16,966
Increase in refundable income taxes	(6,186)	-
Increase (decrease) in accounts payable	(2,187)	3,567
Decrease (increase) in accounts receivable-employees	6,019	(3,054)
Decrease in accrued interest	-	(410)
Increase in accrued retirement plan	937	-
Total adjustments	(7,089)	20,449
	<hr/>	<hr/>
<u>Net cash provided (used) by operating activities</u>	\$ (15,330)	\$ 79,179
	<hr/> <hr/>	<hr/> <hr/>

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

PLANNERS FINANCIAL SERVICES, INC.
NOTES TO FINANCIAL STATEMENTS

For The Years Ended
December 31, 2008 and 2007

1. Organization and Nature of Business

The Company is a securities broker/dealer and registered investment adviser. The Company's main sources of revenue are commissions from sales of investment company shares (mutual funds) and fees charged for investment advisory services. The Company is registered with the United States Securities and Exchange Commission as a securities broker/dealer and as an investment adviser. The Company is registered as an investment adviser in the states of Minnesota, Wisconsin, Arizona, Illinois, Texas, California and Florida and is licensed as a broker/dealer in the states of Minnesota, Iowa, Wisconsin, California, Florida, Illinois, Colorado, Arizona, and North Carolina. The Company is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC).

2. Significant Accounting Policies

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.

Depreciation – The Company's furniture and equipment is depreciated using primarily a straight line method using estimated useful lives of three to ten years for book purposes and an accelerated method for income taxes.

Cash and Cash Equivalents – For purposes of the statement of cash flows, the Company considers all short term debt securities purchased with a maturity of nine months or less to be cash equivalents.

Securities-Marketable securities are valued at market value and securities not readily marketable are valued at fair value which is the same as cost.

3. Net Capital Requirement

The Company is subject to the Securities and Exchange Commission's Uniform Net Capital Rule (Securities Exchange Act Rule 15c3-1), which requires the maintenance of minimum net capital as defined in the Rule. Net capital and the related net capital ratio fluctuate on a daily basis. As of December 31, 2008 and 2007, the Company had a net capital of \$12,656 and \$43,918 and required net capital of the greater of \$5,000 or 6 2/3% of aggregated indebtedness.

PLANNERS FINANCIAL SERVICES, INC.
NOTES TO FINANCIAL STATEMENTS

For The Years Ended
December 31, 2008 and 2007

4. Exemption – SEC Rule 15c3-3

The Company is exempt from Rule 15c3-3 of the Securities and Exchange Commission as all customer transactions are cleared through another broker/dealer on a fully disclosed basis. The Company, therefore, is not required to make the periodic computation of reserve requirements for the benefit of customers.

As part of our examination we ascertained that the Company was in compliance with the exemptive provisions of SEC Rule 15c3-3 as of December 31, 2008 and 2007. No facts came to our attention indicating that the firm had not complied with the conditions of the exemption to Rule 15c3-3 since the last audit.

5. Computation of Net Capital Under Rule 15c3-1 of the SEC

There is no difference between the audited computation of net capital and the broker/dealer corresponding unaudited Focus IIA report at December 31, 2008.

6. SIPC Supplemental Report

The requirement for filing an SIPC Supplemental Report is not applicable, since SIPC has suspended assessments based on net operating revenue. The minimum fee of \$150 was paid in 2008 and 2007.

7. Lease Commitment

The Company occupies its office facilities pursuant to a five year lease commencing May 1, 2008 with a base rent of \$1,568.13 per month for the first two years, \$1,688.75 for the third year, \$1,749.06 for the fourth year and \$1,809.38 for the fifth year plus operating and tax costs. Minimum lease payments are as follows:

<u>Year</u>	<u>Amount</u>
2009	\$18,818
2010	19,783
2011	20,747
2012	21,471
2013	7,238

8. Pension Plan

The Company has a salary reduction plan or SARSEP that covers all employees who are at least twenty-one years of age, have performed services in at least one year, and had at least \$400 in compensation. The employee can contribute a maximum of 15% of compensation not to exceed \$10,000. The Company contributes 50% of the employee's contribution up to a maximum of 4% of their annual salary. Company contributions for 2008 and 2007 were \$8,577 and \$6,640 respectively.

PLANNERS FINANCIAL SERVICES, INC.
NOTES TO FINANCIAL STATEMENTS

For The Years Ended
December 31, 2008 and 2007

9. Income Taxes

The current and deferred portions of the income tax expense included in the statement of income as determined in accordance with FASB Statement No. 109, Accounting for Income Taxes, are as follows:

	<u>Current</u>
Federal	\$ 91
Minnesota	<u>399</u>
Total	\$ 490

10. Certificate of Deposit

This is a one year certificate maturing August 7, 2009 with interest at 2.37%.

Robert H. Williams, LLC

**Certified Public Accountant
7400 Metro Boulevard, Suite 100
Edina, Minnesota 55439**

**Telephone (952) 224-4199
Fax (952) 224-4198**

INDEPENDENT AUDITOR'S REPORT ON SUPPLEMENTARY INFORMATION

REQUIRED BY RULE 17a-5 OF THE SECURITIES AND EXCHANGE COMMISSION

Board of Directors
Planners Financial Services, Inc.
Edina, Minnesota

We have audited the accompanying financial statements of Planners Financial Services, Inc. as of and for the years ended December 31, 2008 and 2007, and have issued our report thereon dated January 26, 2009. Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The following information 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.



ROBERT H. WILLIAMS, LLC
Edina, Minnesota

January 26, 2009

PLANNERS FINANCIAL SERVICES, INC.
COMPUTATION OF NET CAPITAL UNDER RULE 15(c)3-1 OF THE
SECURITIES AND EXCHANGE COMMISSION
December 31, 2008

<u>Net capital</u>	
Total stockholders' equity	\$131,051
<u>Deductions</u>	
Non-allowable assets:	
Prepaid expenses	\$ 8,254
Furniture and equipment	3,140
Accounts receivable and employees advances	9,160
Petty cash	100
Refundable income taxes	6,186
Commissions receivable (non-allowable)	420
Not readily marketable securities	<u>90,000</u>
<u>Total deductions</u>	<u>117,260</u>
<u>Adjusted net capital before haircuts</u>	13,791
<u>Haircuts on securities</u>	
\$7,413 common stock @ 15%	1,112
Certificate of deposit	<u>23</u>
Total haircuts on securities	<u>1,135</u>
<u>Adjusted net capital</u>	<u>\$ 12,656</u>

COMPUTATION OF EXCESS NET CAPITAL

<u>Adjusted net capital</u>	\$ 12,656
<u>Minimum net capital required:</u>	
Dollar minimum	<u>\$ 5,000</u>
6 2/3% of aggregate indebtedness	<u>785</u>
Greater of above	<u>5,000</u>
<u>Excess net capital</u>	<u>\$ 7,656</u>

COMPUTATION OF AGGREGATE INDEBTEDNESS

Commissions payable	\$ 4,033
Accounts payable	3,987
Accrued retirement plan	2,417
Accrued taxes	<u>1,341</u>
<u>Total aggregate indebtedness</u>	<u>\$ 11,778</u>
<u>Net capital ratio</u>	1.07 to 1

See independent auditors report on supplementary information.

Robert H. Williams, LLC

**Certified Public Accountant
7400 Metro Boulevard, Suite 100
Edina, Minnesota 55439**

Telephone (952) 224-4199

Fax (952) 224-4198

INDEPENDENT AUDITORS' REPORT ON

INTERNAL CONTROL

Board of Directors
Planners Financial Services, Inc.
Edina, Minnesota

In planning and performing our audit of the financial statements and supplemental schedule of Planners Financial Services, Inc. for the year ended December 31, 2008, we considered its internal control, including control activities for safeguarding securities, in order to determine our auditing procedures for the purpose of expressing our opinion on the financial statements and not to provide assurance on internal control.

Also, as required by rule 17a-5(g) (1) of the Securities and Exchange Commission (SEC), we have made a study of the practices and procedures followed by the Company including 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 quarterly securities examinations, counts, verifications, and comparisons
2. Recordation of difference required by rule 17a-13
3. Complying with the requirements for prompt payment for securities under Section 8 of 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.

Our consideration of internal control would not necessarily disclose all matters in 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, we noted no matters involving internal control, including control activities for safeguarding securities that we consider to be material weaknesses as defined above.

We 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 our study, we believe that the Company's practices and procedures were adequate at December 31, 2008, to meet the SEC's objectives.

This report is intended solely for the information and use of the Board of Directors, management, the SEC, 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 these specified parties.



ROBERT H. WILLIAMS, LLC
Edina, Minnesota

January 26, 2009

PLANNERS FINANCIAL SERVICES, INC.

FINANCIAL STATEMENTS

As of
December 31, 2008