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

SEC FILE NUMBER  
8- 67433

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 01/01/2010 AND ENDING 12/31/2010  
MM/DD/YY MM/DD/YY

**A. REGISTRANT IDENTIFICATION**

NAME OF BROKER-DEALER: CRUTCHFIELD SECURITIES, L.L.C.

OFFICIAL USE ONLY  
FIRM I.D. NO.

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

2700 POST OAK BLVD, SUITE 975

(No. and Street)

HOUSTON

TEXAS

77056

(City)

(State)

(Zip Code)

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

ERIC W. RODDIGER

713-961-0496

(Area Code - Telephone Number)

**B. ACCOUNTANT IDENTIFICATION**

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

McCONNELL & JONES, LLP

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

3040 POST OAK BLVD, STE 1600, HOUSTON, TEXAS 77056

(Address)

(City)

(State)

(Zip Code)

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)

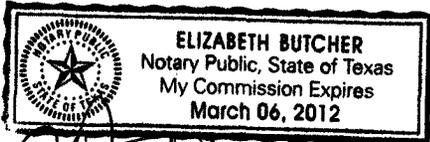
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OATH OR AFFIRMATION

I, Eric W. Roddiger, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Crutchfield Securities, L.L.C. of February 8, 20 11, 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

[Signature]
Eric W. Roddiger
Designated Principal & FINOP
Title

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).



**McCONNELL & JONES LLP**  
CERTIFIED PUBLIC ACCOUNTANTS

**CRUTCHFIELD SECURITIES, L.L.C.**

**Financial Statements and Supplementary  
Information Required by SEC Rule 17a-5**

**December 31, 2010**

**CRUTCHFIELD SECURITIES, L.L.C.**

**DECEMBER 31, 2010**

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**McCONNELL & JONES LLP**  
CERTIFIED PUBLIC ACCOUNTANTS

## INDEPENDENT AUDITORS' REPORT

To the Members of  
Crutchfield Securities, L.L.C.

We have audited the accompanying statement of financial condition of Crutchfield Securities, L.L.C. (the "Company") as of December 31, 2010, and the related statements of operations, changes in members' 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 condition of Crutchfield Securities, L.L.C. as of December 31, 2010, and the results of its operations and its cash flows for the year then ended, in conformity with accounting principles generally accepted in the United States of America.

Our audit was made for the purpose of forming an opinion on the basic financial statements taken as a whole. The information contained in Schedule I "Net Capital Calculation" 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 of the Securities and Exchange Act of 1934. Such information has been subjected to the auditing procedures applied in our 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.

*McConnell & Jones LLP*

Houston, Texas  
January 26, 2011

3040 Post Oak Blvd., Suite 1600  
Houston, TX 77056  
Phone: 713.968.1600  
Fax: 713.968.1601

**CRUTCHFIELD SECURITIES, L.L.C.**

**Statement of Financial Condition**

**December 31, 2010**

**Assets**

Cash	\$	<u>17,357</u>
Total assets	\$	<u><u>17,357</u></u>

**Liabilities and Members' Equity**

Members' equity	\$	<u>17,357</u>
Total liabilities and members' equity	\$	<u><u>17,357</u></u>

See accompanying notes to financial statements.

**CRUTCHFIELD SECURITIES, L.L.C.**

**Statement of Operations**

**Year Ended December 31, 2010**

<b>Revenue</b>	<u>\$ 230,000</u>
	<u>230,000</u>
<b>Expenses</b>	
Rent and overhead	9,490
Professional fees	9,300
Consulting fees	1,050
Other expenses	<u>3,233</u>
Total expenses	<u>23,073</u>
<b>Net Income</b>	<u><u>\$ 206,927</u></u>

See accompanying notes to financial statements.

**CRUTCHFIELD SECURITIES, L.L.C.**

**Statement of Changes in Members' Equity**

**Year Ended December 31, 2010**

<b>Balance at January 1, 2010</b>	\$	5,819
Net income		206,927
Member contribution		22,861
Distribution to members		<u>(218,250)</u>
<b>Balance at December 31, 2010</b>	<b>\$</b>	<b><u>17,357</u></b>

See accompanying notes to financial statements.

**CRUTCHFIELD SECURITIES, L.L.C.**

**Statement of Cash Flows**

**Year Ended December 31, 2010**

**Cash flows from operating activities**

Net income	\$	206,927
Changes in operating assets and liabilities:		
Accounts payable		<u>(857)</u>
Net cash provided by operating activities		<u>206,070</u>

**Cash flows from financing activities**

Member contributions		22,861
Distribution to members		<u>(218,250)</u>
Net cash used in financing activities		<u>(195,389)</u>

**Net increase in cash and cash equivalents** 10,681

**Cash— beginning of year** 6,676

**Cash— end of year** \$ 17,357

See accompanying notes to financial statements.

**CRUTCHFIELD SECURITIES, L.L.C.**

**Notes to Financial Statements**

**December 31, 2010**

**Note 1 General Information and Summary of Significant Accounting Policies**

***Description of Business***

Crutchfield Securities, L.L.C. (the "Company") was formed on June 14, 2006, as a Texas Limited Liability Company and its members have limited personal liability for the obligations or debts of the entity. The Company is registered as a fully disclosed broker-dealer of securities under the Securities Exchange Act of 1934 and is a member of the Financial Industry Regulatory Authority (FINRA). The Company assists corporate clients in arranging financings, mergers, acquisitions, and divestitures.

The Company does not underwrite securities or participate in the brokerage of publicly traded securities.

The Company is under common ownership with same owners of Crutchfield Financial, LLC ("Crutchfield Financial"). If necessary, the Crutchfield Financial will provide financial support to the Company sufficient to satisfy its obligations as they become due until at least January 1, 2012.

***Basis of Accounting***

The financial statements of the Company have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

***Cash and Cash Equivalents***

The Company considers all short-term highly liquid investments which are readily convertible into cash and have maturities as of the date of purchase of three months or less to be cash equivalents.

***Income Taxes***

The Company is not recognized as a taxable entity for federal income tax purposes; thus, no federal income tax expense has been recorded in the financial statements. Taxable income of the Company is reported on the member's federal tax return. The Company is subject to Texas Franchise Tax and accrues 1% of the gross margin. The Company did not incur the Texas Franchise Tax since the gross receipts were less than \$1 million.

**CRUTCHFIELD SECURITIES, L.L.C.**

**Notes to Financial Statements**

**December 31, 2010**

***Revenue Recognition***

The Company recognizes revenues from commissions/fees generated from facilitating the placement of equity and debt instruments, completion of mergers and acquisitions providing financial services for its clients. Revenues are recognized when earned.

***Use of 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 the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported amounts of revenue and expenses at the date of the financial statements. Actual results could differ from those estimates.

**Note 2    Related Party Transactions**

Effective November 6, 2006, the Company entered into an office and administrative agreement with Crutchfield Financial. The term of the agreement is for one year and thereafter renewed automatically for successive one year terms unless terminated upon 30 day written notice by either party. The Company pays its share of rent and related overhead expenses, as defined in the agreement. During the year, the Company paid rent and related overhead expenses of \$9,490.

**Note 3    Net Capital Requirements**

In accordance with Rule 15c3-1 of the Securities and Exchange Commission ("SEC"), the Company's aggregate indebtedness, as defined, shall not exceed 15 times its net capital. The Company must also maintain minimum net capital, subject to the requirements of a fully disclosed broker-dealer. As of December 31, 2010, the Company's net capital, as defined, of \$17,357 exceeded the required minimum by \$12,357 and the Company had no aggregate indebtedness.

**Note 4    Subordinated Liabilities**

There were no liabilities subordinated to claims of general creditors at any time during the year ended December 31, 2010. Therefore, the statement of changes in liabilities subordinated to claims of general creditors specified by rule 17a-5(d)(2) has not been presented for the year ended December 31, 2010.

**CRUTCHFIELD SECURITIES, L.L.C.**

**Notes to Financial Statements**

**December 31, 2010**

**Note 5 Reserve Requirements and Information Relating to the Possession or Control Requirements for Broker-Dealers**

A computation for determination of reserve requirements and information relating to possession or control of securities as specified by rule 15c3-3 and rule 17a-5(d)(3) were both omitted and are not required as the Company operates pursuant to the exemptive provisions of SEC Rule 15c3-3(k)(2)(i). The Company does not hold customer funds or securities.

**Note 6 Securities Investor Protection Corporation**

The Securities Investor Protection Corporation (“SIPC”) supplemental report specified by rule 17a-5(e)(4) has not been submitted since the Company did not generate revenue over \$500,000 during 2010.

**Note 7 Members’ Equity**

On January 6, 2010, the Company accepted a new member and received \$2,861 from the new member as member contribution. There are three members in the Company. All profits losses and distributions are to be allocated to the members in proportion to their respective percentage interests. In 2010, the percentage interests are at 37%, 33% and 30%.

During 2010, members made cash contributions to the Partnership in the amount of \$20,000. Each member made a contribution based on their respective membership interests.

**SUPPLEMENTARY INFORMATION  
PURSUANT TO RULE 15c3-1 OF THE  
SECURITIES EXCHANGE ACT OF 1934**

**SCHEDULE I  
NET CAPITAL COMPUTATION  
AS REQUIRED BY RULE 15c3-1 OF THE  
SECURITIES AND EXCHANGE COMMISSION FOR  
CRUTCHFIELD SECURITIES, L.L.C.**

**December 31, 2010**

**COMPUTATION OF NET CAPITAL**

Total assets		\$	17,357
Less - total liabilities			<u>-</u>
Net worth			17,357
Deductions from and/or charges to net worth			
Total non-allowable assets	-		
Other deductions or charges	-		
Total deductions from net worth	<u>-</u>		<u>-</u>
Net capital before haircuts on securities positions			17,357
Haircuts on securities			
Certificates of deposit and commercial paper	-		
U.S. and Canadian government obligations	-		
State and municipal government obligations	-		
Corporate obligations	-		
Stock and warrants	-		
Options	-		
Arbitrage	-		
Other securities	-		
Undue concentration	<u>-</u>		<u>-</u>
Net capital *		\$	<u>17,357</u>

**COMPUTATION OF BASIC NET CAPITAL REQUIREMENT**

Net capital requirement, the greater of:			
1/15 of Aggregate Indebtedness	\$	-	
Minimum Dollar Requirement		5,000	\$ 5,000
Net capital			<u>17,357</u>
Excess Net Capital			<u>\$ 12,357</u>
Aggregate Indebtedness			\$ -
Excess net capital @ 1,000%			
(Net capital, less 10% aggregate indebtedness)		\$	17,357
Ratio of aggregate indebtedness to net capital			-%
Ratio of subordinated indebtedness to debt/equity total			N/A

\* The reconciliation of the computation of net capital under rule 15c3-1 to the computation of net capital as filed by the Company on form X-17A-5 on January 10, 2011, is not required as no difference exist.

See accompanying independent auditors' report.



**INDEPENDENT AUDITORS' REPORT  
ON INTERNAL CONTROL  
AS REQUIRED BY RULE 17a-5 OF  
THE SECURITIES AND EXCHANGE COMMISSION  
ACT OF 1934**



**INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL  
AS REQUIRED BY RULE 17a-5 OF THE SECURITIES  
AND EXCHANGE COMMISSION ACT OF 1934**

To the Members of  
Crutchfield Securities, L.L.C.

In planning and performing our audit of the financial statements and supplemental schedules of Crutchfield Securities, L.L.C. (the "Company"), as of and for the year ended December 31, 2010, in accordance with auditing standards generally accepted in the United States of America, we considered the Company's internal control over financial reporting ("internal control") as a basis for designing our auditing 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 (SEC), 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 (or aggregate debits) 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 and recordation of differences required by rule 17a-13
2. 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.

A *control deficiency* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect misstatements on a timely basis. A *significant deficiency* is a control deficiency, or combination of control deficiencies, that adversely affects the entity's ability to initiate, authorize, record, process, or report financial data reliably in accordance with generally accepted accounting principles such that there is more than a remote likelihood that a misstatement of the entity's financial statements that is more than inconsequential will not be prevented or detected by the entity's internal control.

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 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 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, 2010, to meet the SEC's objectives.

MJ

This report is intended solely for the information and use of the Board of Directors, management, the SEC, Financial Industry Regulatory Authority, 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.

*McCormell & Jones LLP*

Houston, Texas  
January 26, 2011



[www.mcconnelljones.com](http://www.mcconnelljones.com)