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ANNUAL AUDITED REPORT  
FORM X-17A-5

PART III FEB 22 2011

SEC FILE NUMBER
8- 23604

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 01/01/10 AND ENDING 12/31/10  
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: J.D. Seibert & Company, Inc.  
ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)  
20 West Ninth Street

OFFICIAL USE ONLY
FIRM I.D. NO.

Cincinnati Ohio 45202  
(City) (State) (Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT  
J. David Seibert 513-241-8888  
(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report\*  
Clark, Schaefer, Hackett & Co.

105 East 4th Street Cincinnati Ohio 45202-4093  
(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)

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**OATH OR AFFIRMATION**

I, J. David Seibert, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statements and supporting schedules pertaining to the firm of J.D. Seibert & Company, Inc., as of December 31, 2010, 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.

J. David Seibert  
Signature  
President and Treasurer  
Title

Shirley L. Jones  
Notary Public 2-17-11



SHIRLEY L. JONES  
Notary Public, State of Ohio  
My Commission Expires 09-24-11

This report\*\* contains (check all applicable boxes):

- (a) Facing page.
- (b) Statement of Financial Condition.
- (c) Statement of Income (Loss).
- (d) Statement of Cash Flows
- (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietor's 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 Pursuant to 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.
- (o) Independent Auditor's Supplemental Report on Internal Control Structure.

\*\*For conditions of confidential treatment of certain portions of this filing, see section 240. 17a-5(e)(3).

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Section

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# **J.D. SEIBERT & COMPANY, INC.**

## **Statement of Financial Condition**

**December 31, 2010 with  
Report of Independent Auditors**

## INDEPENDENT AUDITOR'S REPORT

To the Board of Directors and Shareholders  
J. D. Seibert & Company, Inc.

We have audited the accompanying statement of financial condition of J.D. Seibert & Company, Inc. as of December 31, 2010. This financial statement is the responsibility of the Company's management. Our responsibility is to express an opinion on this financial statement 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 statement is free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statement. 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 statement referred to above presents fairly, in all material respects, the financial position of J. D. Seibert & Company, Inc. as of December 31, 2010, in conformity with accounting principles generally accepted in the United States of America.

*Clark, Schaefer, Hackett & Co.*

Cincinnati, Ohio  
February 17, 2011

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cincinnati, oh 45202

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**J.D. SEIBERT & COMPANY, INC.**

**Statement of Financial Condition**

December 31, 2010

**Assets**

Cash and cash equivalents	\$ 309,176
Marketable securities, at market value	203,001
Receivable from clearing broker	40,131
Prepaid expenses and other assets	3,418
Furniture, equipment, and leasehold improvements, at cost less accumulated depreciation of \$145,348	<u>22,984</u>
	<u>\$ 578,710</u>

**Liabilities and Shareholders' Equity**

**Liabilities:**

Accounts payable and accrued liabilities	\$ 1,944
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**Shareholders' equity:**

Voting common stock, no par value, 500 shares authorized, 100 shares issued and outstanding	100
Non-voting common stock, no par value, 2000 shares authorized, 400 shares issued and outstanding	400
Additional paid-in capital	10,000
Retained earnings	<u>566,266</u>

Total shareholders' equity	<u>576,766</u>
	<u>\$ 578,710</u>

**J.D. SEIBERT & COMPANY, INC.**

**Notes to Financial Statements**

December 31, 2010

**1. Summary of significant accounting policies and nature of business**

**Nature of business** - J.D. Seibert & Company, Inc. (the Company) is registered as a broker-dealer under the examining authority of the Financial Industry Regulatory Authority. The Company, on a fully disclosed basis, clears customer transactions through an unaffiliated broker-dealer which also maintains the customer accounts.

**Concentrations of credit risk** - The Company has a retail and institutional customer base located generally in Ohio, Indiana and Kentucky. Under the correspondent agreement with its clearing broker, the Company has agreed to indemnify the clearing broker from damages or losses resulting from customer transactions. The Company is therefore exposed to off-balance sheet risk of loss in the event customers are unable to fulfill contractual obligations.

**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 amounts reported in the financial statements and accompanying notes. Management believes that the estimates utilized in preparing its financial statements are reasonable and prudent. Actual results could differ from these estimates.

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

**Depreciation** - Furniture, equipment and leasehold improvements are recorded at cost and depreciated on principally accelerated methods over the estimated lives of five to thirty-nine years.

**Revenue recognition** - The Company records revenues and expenses (commissions and brokerage expenses) directly related to security transactions on a settlement date basis, which approximates trade date basis.

**Advertising expense** - The Company expenses advertising costs when incurred.

**Income taxes** - The Company has elected, by consent of its shareholders, to be taxed as an S Corporation under the related provisions of the Internal Revenue Code. Accordingly, no provision for federal or state income taxes has been made in the accompanying financial statements since the tax liability is that of the Company's shareholders and not of the Company. However, the Company is located in a city in which income is taxed at the corporate level.

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**J.D. SEIBERT & COMPANY, INC.**

**Notes to Financial Statements**

December 31, 2010

**1. Summary of significant accounting policies and nature of business (continued)**

**Uncertain tax positions** - The Company adopted the Accounting for Uncertainty in Income taxes on January 1, 2009. Those provisions clarify the accounting and recognition for income tax positions taken or expected to be taken in the company's income tax returns. The Company's income tax filings are subject to audit by various taxing authorities. The company's open audit periods are 2007-2009. In evaluating the Company's tax provisions and accruals, future taxable income, and the reversal of temporary differences, interpretations and tax planning strategies are considered. The company believes their estimates are appropriate based upon current facts and circumstances.

**Subsequent events** - The Company evaluates events and transactions occurring subsequent to the date of the financial statements for matters requiring recognition or disclosure in the financial statements. The accompanying financial statements consider events through February 17, 2011.

**2. Fair value measurements**

Generally accepted accounting principles define fair value, establish a framework for measuring fair value, and establish a fair value hierarchy that prioritizes the inputs to valuation techniques. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. A fair value measurement assumes that the transaction to sell the asset or transfer the liability occurs in the principal market for the asset or liability or, in the absence of a principal market, the most advantageous market. Valuation techniques that are consistent with the market, income or cost approach are used to measure fair value. The fair value hierarchy prioritizes the inputs to valuation techniques used to measure fair value into three broad levels:

- Level 1 inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities the Company has the ability to access.
- Level 2 inputs are inputs (other than quoted prices included within level 1) that are observable for the asset or liability, either directly or indirectly.
- Level 3 are unobservable inputs for the asset or liability and rely on management's own assumptions about the assumptions that market participants would use in pricing the asset or liability.

The carrying amounts of financial instruments including cash, accounts receivable, accounts payable and accrued liabilities approximated fair value as of December 31, 2010 because of the relatively short maturity of these instruments.

**J.D. SEIBERT & COMPANY, INC.**

**Notes to Financial Statements**

December 31, 2010

**2. Fair value measurements (continued)**

The following tables present the company’s fair value hierarchy for those assets and liabilities measured at fair value on a recurring basis as of December 31, 2010:

Fair Value Measurements at Reporting Date Using

<u>December 31, 2010</u>	<u>Fair Value</u>	<u>Level 1</u>
US Treasury Notes	\$ 119,110	\$ 119,110
Available-for-sale securities	<u>83,891</u>	<u>83,891</u>
	<u>\$ 203,001</u>	<u>\$ 203,001</u>

**3. Lease commitment**

The Company leases its office facility under a month-to-month arrangement requiring current monthly rent at \$2,000. The Company is not responsible for any other expense related to the facility.

**4. Employee benefit plans**

The Company has a qualified defined contribution profit sharing plan covering all of its full-time employees. Contributions are determined annually by the Board of Directors.

The company merged its money purchase pension plan into the profit sharing plan effective January 1, 2010.

**5. Net capital requirements**

The Company is subject to the uniform net capital rule of the Securities and Exchange Commission (Rule 15c3-1), which requires the maintenance of minimum net capital and that the ratio of aggregate indebtedness to net capital not exceed 15 to 1 (as those terms are defined by the Rule). In addition, equity capital may not be withdrawn if the resulting net capital ratio would exceed 10 to 1. At December 31, 2010, the Company had net capital of \$524,471 which was \$474,471 greater than its required net capital of \$50,000. In compliance with the SEC Rule 17a5-(d)(4), there were no differences between the net capital computation as audited and the fourth quarter FOCUS IIA.



At Clark Schaefer Hackett, we are the sum of our individuals. Each team member's training and experience are well-suited for each client's purpose and goals. We are committed to providing insightful and customized service — from efficient compliance to sophisticated consulting — to help each client prosper today and plan for future success.

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