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

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

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8- 65915

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, 2010 AND ENDING December 31, 2010  
MM/DD/YY MM/DD/YY

**A. REGISTRANT IDENTIFICATION**

NAME OF BROKER-DEALER: Place Trade Financial, Inc.

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

4030 Wake Forest Road, Suite 300

(No. and Street)

Raleigh

NC

27615

(City)

(State)

(Zip Code)

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

Sarah Place

919-719-7200

(Area Code - Telephone Number)

**B. ACCOUNTANT IDENTIFICATION**

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

Batchelor, Tillery & Roberts, LLP

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

P.O. Box 18068

Raleigh

NC

27619

(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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JD  
3/14/2011

OATH OR AFFIRMATION

I, Sarah Place, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Place Trade Financial, 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, except as follows:

Handwritten signature of Sarah Place

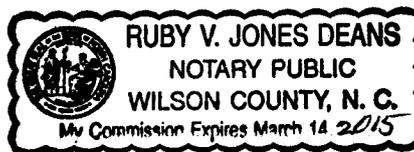
Signature

CEO

Title

Handwritten signature of Ruby V. Jones Deans

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).

**BATCHELOR, TILLERY & ROBERTS, LLP**

CERTIFIED PUBLIC ACCOUNTANTS

POST OFFICE BOX 18068

RALEIGH, NORTH CAROLINA 27619

RONALD A. BATCHELOR  
ANN H. TILLERY  
FRANKLIN T. ROBERTS  
WM. JAMES BLACK, JR.  
SCOTT E. CABANISS

3605 GLENWOOD AVENUE, SUITE 350  
RALEIGH, NORTH CAROLINA 27612  
TELEPHONE (919) 787-8212  
FACSIMILE (919) 783-6724

**Independent Auditors' Report**

The Stockholders  
Place Trade Financial, Inc.:

We have audited the accompanying balance sheets of Place Trade Financial, Inc. (the "Company") as of December 31, 2010 and 2009, and the related statements of operations, 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. 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 audits.

We conducted our audits 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 consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide 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 the Company as of December 31, 2010 and 2009, and the results of its operations and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Our audits were conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The information contained in Schedules 1-3 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 audits 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.

*Batchelor, Tillery & Roberts, LLP*

February 23, 2011

PLACE TRADE FINANCIAL, INC.

Balance Sheets

December 31, 2010 and 2009

	<u>2010</u>	<u>2009</u>
<u>Assets</u>		
Current assets:		
Cash	\$ 10,132	8,990
Accounts receivable	6,139	6,856
Prepaid expenses	<u>10</u>	<u>309</u>
Total current assets	16,281	16,155
Other assets-deposits	<u>284</u>	<u>34</u>
Total assets	\$ <u>16,565</u>	<u>16,189</u>
<u>Liabilities and Stockholders' Equity</u>		
Current liabilities - accounts payable	<u>328</u>	<u>347</u>
Stockholders' equity:		
Common stock, no par value; 1,000 shares authorized; 400 shares issued and outstanding	1,000	1,000
Additional paid-in capital	97,760	93,349
Accumulated deficit	<u>(82,523)</u>	<u>(78,507)</u>
Total stockholders' equity	<u>16,237</u>	<u>15,842</u>
Total liabilities and stockholders' equity	\$ <u>16,565</u>	<u>16,189</u>

PLACE TRADE FINANCIAL, INC.

Statements of Operations

Years ended December 31, 2010 and 2009

	<u>2010</u>	<u>2009</u>
Revenues	\$ <u>12,888</u>	<u>11,071</u>
Operating expenses:		
Advertising	510	283
Regulatory fees	2,350	3,711
Professional fees	4,640	4,410
Contract services	-	3,475
Office	6,261	10,010
Dues and subscriptions	275	336
Licenses and permits	530	-
Travel and entertainment	1,063	1,170
Postage	394	367
Miscellaneous	<u>648</u>	<u>335</u>
Total operating expenses	<u>16,671</u>	<u>24,097</u>
Net loss	\$ <u>(3,783)</u>	<u>(13,026)</u>

PLACE TRADE FINANCIAL, INC.

Statements of Stockholders' Equity

Years ended December 31, 2010 and 2009

	<u>Common stock</u>	<u>Additional paid-in capital</u>	<u>Accumulated deficit</u>	<u>Total</u>
Balance, December 31, 2008	\$ 1,000	83,449	(65,481)	18,968
Net loss	-	-	(13,026)	(13,026)
Additional capital contributed	<u>-</u>	<u>9,900</u>	<u>-</u>	<u>9,900</u>
Balance, December 31, 2009	1,000	93,349	(78,507)	15,842
Net loss	-	-	(3,783)	(3,783)
Additional capital contributed	-	4,411	-	4,411
Distributions	<u>-</u>	<u>-</u>	<u>(233)</u>	<u>(233)</u>
Balance, December 31, 2010	\$ <u>1,000</u>	<u>97,760</u>	<u>(82,523)</u>	<u>16,237</u>

PLACE TRADE FINANCIAL, INC.

Statements of Cash Flows

Years ended December 31, 2010 and 2009

	<u>2010</u>	<u>2009</u>
Cash flows from operating activities:		
Net loss	\$ (3,783)	(13,026)
Adjustments to reconcile net loss to net cash used in operating activities:		
Changes in operating assets and liabilities:		
Accounts receivable	717	(209)
Prepaid expenses	299	1,837
Accounts payable	<u>(19)</u>	<u>163</u>
Net cash used in operating activities	<u>(2,786)</u>	<u>(11,235)</u>
Net cash (used in) provided by investing activities- deposits	<u>(250)</u>	<u>459</u>
Cash flows from financing activities:		
Contributed capital	4,411	9,900
Distributions	<u>(233)</u>	<u>-</u>
Net cash provided by financing activities	<u>4,178</u>	<u>9,900</u>
Net increase (decrease) in cash	1,142	(876)
Cash, beginning of year	<u>8,990</u>	<u>9,866</u>
Cash, end of year	\$ <u>10,132</u>	<u>8,990</u>

PLACE TRADE FINANCIAL, INC.

Notes to Financial Statements

December 31, 2010 and 2009

(1) Organization and Significant Accounting Policies

Organization

Place Trade Financial, Inc. (the "Company") is a full service, discount brokerage firm, incorporated on December 31, 2002, based in Raleigh, North Carolina with offices in Raleigh, North Carolina and Minneapolis, Minnesota. The Company is a broker-dealer in securities registered with the Securities and Exchange Commission (SEC) and is a member of various exchanges and the Financial Industry Regulatory Authority, Inc. (FINRA). The Company's securities are cleared through a clearing broker-dealer. The Company does not maintain customers' security accounts nor does it perform custodial functions related to customer securities.

Revenue Recognition

The Company recognizes revenue from securities transactions on a settlement-date basis.

Basis of Presentation

The Company's policy is to prepare its financial statements in accordance with accounting principles generally accepted in the United States of America.

Accounts Receivable

The Company writes off doubtful receivables in amounts equal to the estimated collection losses that will be incurred. No allowance was required for 2010 and 2009.

Income Taxes

The Company has elected S Corporation status under the Internal Revenue Code whereby its income is taxed to the individual stockholders; therefore, there is no provision for income taxes for the Company. Management does not believe the financial statements include any significant uncertain tax positions. Tax years ending December 31, 2007 through December 31, 2010 remain open for examination by taxing authorities as of the date of this report.

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 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.

Advertising Costs

Advertising and promotional costs are expensed as incurred.

PLACE TRADE FINANCIAL, INC.

Notes to Financial Statements, Continued

December 31, 2010 and 2009

(2) Net Capital Requirements

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule (Rule 15c3-1), which requires the maintenance of minimum net capital. The Company has elected to use the basic method, permitted by the Rule, which requires that the Company maintain minimum net capital of \$5,000, as defined, and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 15 to 1. As of December 31, 2010 and 2009, the Company had net capital of \$15,829 and \$15,269, which was \$10,829 and \$10,269 in excess of required net capital, respectively, and its ratio of aggregate indebtedness to net capital was 0.02 to 1 in both 2010 and 2009.

(3) Lease

In May 2009, the Company entered into a one-year lease for office space in Raleigh, North Carolina, with the amount of \$459 per month. The Company did not renew the lease at the end of the term, and rents space on a month-to-month basis.

(4) Subsequent Events

The date to which events occurring after December 31, 2010, the date of the most recent balance sheet, have been evaluated for possible adjustment to the financial statements or disclosure is February 23, 2011, the date the financial statements were available to be issued.

## PLACE TRADE FINANCIAL, INC.

Supplemental Schedules of Computation and Reconciliation of  
Net Capital in Accordance with Rule 15c3-1 of the  
Securities and Exchange Commission

December 31, 2010 and 2009

	<u>2010</u>	<u>2009</u>
Net capital:		
Total stockholders' equity	\$ 16,237	15,842
Deduct: Excluded indebtedness	-	-
Add: Subordinated indebtedness	-	-
Deduct: Non-allowable assets	(294)	(343)
Deduct: Concessions	-	-
Deduct: Securities haircuts	<u>(114)</u>	<u>(230)</u>
Net capital	\$ <u>15,829</u>	<u>15,269</u>
Aggregate indebtedness:		
Accounts payable	\$ <u>328</u>	<u>347</u>
Net capital requirements:		
Broker-dealer	\$ 5,000	5,000
Net capital in excess of requirements	<u>10,829</u>	<u>10,269</u>
Net capital as computed above	\$ <u>15,829</u>	<u>15,269</u>
Ratio of aggregate indebtedness to net capital	.02 to 1	.02 to 1

There are no material differences between the preceding computation and the Company's corresponding unaudited part II of form X-17A-5 as of December 31, 2010.

PLACE TRADE FINANCIAL, INC.

Supplemental Schedules of Computation and Reconciliation of  
Reserve Requirements Pursuant to Rule 15c3-3 of the  
Securities and Exchange Commission

December 31, 2010 and 2009

The Company is exempt from the provisions of Rule 15c3-3 under the Securities Exchange Act of 1934, in that the Company's activities are limited to those set forth in the conditions for exemption appearing in paragraph (k)(2)(i) of the Rule.

PLACE TRADE FINANCIAL, INC.

Supplemental Schedules of Computation and Reconciliation of  
Net Capital in Accordance with Rule 15c3-3 of the  
Securities and Exchange Commission

December 31, 2010 and 2009

The Company is exempt from the provisions of Rule 15c3-3 under the Securities Exchange Act of 1934, in that the Company's activities are limited to those set forth in the conditions for exemption appearing in paragraph (k)(2)(i) of the Rule.

**BATCHELOR, TILLERY & ROBERTS, LLP**

CERTIFIED PUBLIC ACCOUNTANTS

POST OFFICE BOX 18068

RALEIGH, NORTH CAROLINA 27619

RONALD A. BATCHELOR  
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3605 GLENWOOD AVENUE, SUITE 350  
RALEIGH, NORTH CAROLINA 27612  
TELEPHONE (919) 787-8212  
FACSIMILE (919) 783-8724

**INDEPENDENT AUDITORS' REPORT ON  
INTERNAL CONTROL REQUIRED BY SECURITIES  
AND EXCHANGE COMMISSION RULE 17A-5**

The Stockholders  
Place Trade Financial, Inc.:

In planning and performing our audit of the financial statements of Place Trade Financial, Inc. (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 (the "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 accounting principles generally accepted in the United States of America. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

Because of inherent limitations in internal control and 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 and correct misstatements on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

A material weakness is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis.

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. However, we identified the following deficiencies in internal control that we consider to be material weaknesses, as defined above. These conditions were considered in determining the nature, timing, and extent of the procedures performed in our audit of the consolidated financial statements of Place Trade Financial, Inc. as of and for the year ended December 31, 2010, and this report does not affect our report thereon dated February 23, 2011.

The size of the business and resultant limited number of employees imposes practical limitations on the effectiveness of those control policies and procedures that depend on the segregation of duties such as processing of cash receipts, cash disbursements, and payroll. Because this condition is inherent in the size of the Company, the specific weaknesses are not described herein and no corrective action has been taken or proposed by the Company.

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, as described in the second paragraph of this report, were adequate as of December 31, 2010 to meet the SEC's objectives.

This report is intended solely for the information and use of the stockholders addressee, management, the SEC, the Financial Industry Regulatory Authority, Inc. and any 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.

*Batchelor, Tilling & Roberts, LLP*  
February 23, 2011

**PLACE TRADE FINANCIAL, INC.**

**Financial Statements  
and Internal Control Report**

**December 31, 2010 and 2009**

**(With Independent Auditors' Report Thereon)**