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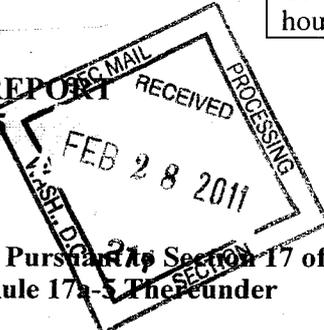
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ANNUAL AUDITED REPORT  
 FORM X-17A-5  
 PART III  
 FACING PAGE



SEC FILE NUMBER
8-15521

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:

GERSON, HOROWITZ, GREEN SECURITIES CORP.

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

250 West 57<sup>th</sup> Street, Suite 2322

(No. and Street)

New York

(City)

New York

(State)

10107

(Zip Code)

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

Albert Horowitz, President

(212) 489-0100

(Area Code - Telephone No.)

**B. ACCOUNTANT IDENTIFICATION**

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

VB&T Certified Public Accountants, PLLC

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

250 West 57<sup>th</sup> Street, Suite 1632

(Address)

New York

(City)

New York

(State)

10107

(Zip Code)

**CHECK ONE:**

Certified Public Accountant

Public Accountant

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

FOR OFFICIAL USE ONLY

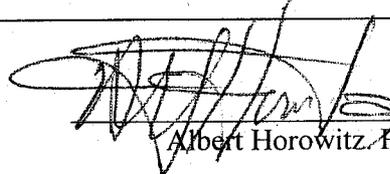
\*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See section 240.17a-5(e)(2).

## OATH OR AFFIRMATION

I, Albert Horowitz, President and Principal, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statements and supporting schedules pertaining to the firm of Gerson, Horowitz, Green Securities Corp. (Company), 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:

NONE

LAUREN M. GOLDBERG  
Notary Public, State of New York  
No. 01GO6222726  
Qualified in New York County  
Commission Expires June 1, 2014

  
Albert Horowitz, President

Sworn and subscribed to before me this 21 day of Feb., 2011



This report contains (check all applicable boxes):

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<input checked="" type="checkbox"/> (a) Report of Independent Registered Public Accounting Firm	1
<input checked="" type="checkbox"/> (b) Facing page.	2
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<input checked="" type="checkbox"/> (d) Statement of Operations.	4
<input checked="" type="checkbox"/> (e) Statement of Cash Flows.	5
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<input type="checkbox"/> (g) Statement of Changes in Subordinated Liabilities (not applicable).	
<input checked="" type="checkbox"/> Notes to Financial Statements.	6 - 8
<input checked="" type="checkbox"/> (h) Computation of Net Capital for Brokers and Dealers Pursuant to Rule 15c3-1 under the Securities Exchange Act of 1934.	9
<input type="checkbox"/> (i) Computation for Determination of Reserve Requirements for Brokers and Dealers Pursuant to Rule 15c3-3 under the Securities Exchange Act of 1934.	
<input type="checkbox"/> (j) Information Relating to the Possession or Control Requirements for Brokers and Dealers Pursuant to Rule 15c3-3 under the Securities Exchange Act of 1934.	
<input type="checkbox"/> (k) A Reconciliation, including Appropriate Explanations, of the Computation of Net Capital Under Rule 15c3-1 and the Computation for Determination of the Reserve Requirements Under Rule 15c3-3 (not required).	
<input type="checkbox"/> (l) A Reconciliation Between the Audited and Unaudited Consolidated Statements of Financial Condition With Respect to Methods of Consolidation (not applicable).	
<input checked="" type="checkbox"/> (m) An Oath or Affirmation.	
<input type="checkbox"/> (n) A Copy of the SIPC Supplemental Report (not required).	
<input checked="" type="checkbox"/> (o) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit (Supplemental Report on Internal Control).	10 - 11

# VB&T

Certified Public Accountants, PLLC

250 W57th Street  
Suite 1632  
New York, NY 10107  
T:1.212.448.0010  
F:1.888.99.PCAOB (72262)

E-mail:  
[fvb@getcpa.com](mailto:fvb@getcpa.com)  
[rtse@getcpa.com](mailto:rtse@getcpa.com)  
[info@getcpa.com](mailto:info@getcpa.com)  
[www.getcpa.com](http://www.getcpa.com)

## REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

To the Members of  
Gerson, Horowitz, Green Securities Corp.

We have audited the accompanying balance sheet of Gerson, Horowitz, Green Securities Corp., (the "Company") as of December 31, 2010, and the related statements of operations, changes in member's equity, and cash flows for the year then ended. These financial statements are the responsibility of the management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (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 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 position of Gerson, Horowitz, Green Securities Corp. at December 31, 2010, and the results of its operations, changes in member's equity, and cash flows for the year then ended in conformity with U.S. generally accepted accounting principles.

Our audit was made for the purpose of forming an opinion on the basic financial statements taken as a whole. The supplementary information contained on page 9 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 Exchange Act of 1934. Such information has been subjected to the auditing procedures applied in the examination 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.

*VB&T CERTIFIED PUBLIC ACCOUNTANTS, PLLC*

New York, NY  
February 22, 2011

Registered with the Public Company Accounting Oversight Board  
Member: American Institute of Certified Public Accountants

**GERSON, HOROWITZ, GREEN SECURITIES CORP.**  
**BALANCE SHEET**  
**DECEMBER 31, 2010**

**Assets**

Cash and cash equivalents	\$ 16,916
Marketable securities	22,879
Prepaid expense	<u>304</u>
Total Assets	<u><u>\$ 40,099</u></u>

**Liabilities and Stockholder's Equity**

**Liabilities**

Accounts payable and accrued expenses	<u>50</u>
Total Liabilities	<u>\$ 50</u>

Contingencies

-

**Stockholder's equity**

Capital stock, class A, 200 shares no par value authorized and outstanding	7,500
Additional paid in capital	16,763
Retained earnings	12,650
Accumulated other comprehensive income	<u>3,136</u>
Stockholder's equity	<u>40,049</u>
<b>Total Liabilities and Stockholder's Equity</b>	<u><u>\$ 40,099</u></u>

See independent accountants' report and accompanying notes to financial statements

**GERSON, HOROWITZ, GREEN SECURITIES CORP.**  
**STATEMENT OF OPERATIONS AND COMPREHENSIVE LOSS**  
**FOR THE YEAR ENDED DECEMBER 31, 2010**

<b>Revenues:</b>	
Commissions	\$ 66,148
Interest and dividends	1,528
Gain on sale of securities	2,161
Total revenues	<u>69,837</u>
 <b>Costs and expenses:</b>	
Rent	32,816
Travel and entertainment	13,807
Commission expenses	13,550
Professional fees	11,035
Office expenses	22,109
Insurance	3,207
Telephone and utilities	5,382
Interest expense	2,197
Taxes	76
Total costs and expenses	<u>104,179</u>
<b>Net (loss)</b>	<u>(34,342)</u>
 <b>Other comprehensive gain</b>	
Unrealized gain on securities held for resale	<u>(162)</u>
Total other comprehensive gain	<u>(162)</u>
<b>Total comprehensive loss</b>	<u><u>\$ (34,504)</u></u>

See independent accountants' report and accompanying notes to financial statements.

**GERSON, HOROWITZ, GREEN SECURITIES CORP.**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED DECEMBER 31, 2010**

**Cash Flows From Operating Activities:**

Net (loss)	\$ (34,342)
Adjustment to reconcile net loss to net cash (used) in operating activities: (Decrease) in Accumulated other comprehensive income	(162)
Changes in other assets and liabilities:	
Decrease in accounts receivable	387
Decrease in prepaid expense	171
(Decrease) in accounts payable and accrued expenses	(7,000)
<b>Net cash used in operating activities</b>	<b>(40,946)</b>

**Cash Flows From Investing Activities:**

Proceeds from sales of securities	41,378
<b>Net cash from investing activities</b>	<b>41,378</b>

**Cash Flows From Financing Activities:**

None	-
<b>Net cash (used) in financing activities</b>	<b>-</b>

**Net increase in cash and cash equivalents** 432

**Cash and cash equivalents - January 1, 2010** 16,484

**Cash and cash equivalents - December 31, 2010** \$ 16,916

See independent accountants' report and accompanying notes to the financial statements.

**GERSON, HOROWITZ, GREEN SECURITIES CORP.**  
**STATEMENT OF CHANGES IN STOCKHOLDER'S EQUITY**  
**FOR THE YEAR ENDED DECEMBER 31, 2010**

	<u>Capital Stock</u>	<u>Total Retained Earnings</u>	<u>Accumulated Other Comprehensive Income</u>	<u>Additional Paid In Capital</u>	<u>Total Stockholder's Equity</u>
Balance, January 1, 2010	\$ 7,500	\$ 46,992	\$ 3,298	\$ 16,763	\$ 74,553
Net (loss)	-	(34,342)	-	-	(34,342)
Comprehensive (loss)	-	-	(162)	-	(162)
Balance, December 31, 2010	<u>\$ 7,500</u>	<u>\$ 12,650</u>	<u>\$ 3,136</u>	<u>\$ 16,763</u>	<u>\$ 40,049</u>

See independent accountants' report and accompanying notes

**GERSON HOROWITZ GREEN SECURITIES CORP.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2010**

**1. ORGANIZATION AND NATURE OF BUSINESS**

Gerson, Horowitz, Green Securities Corp. (the "Company") is a registered broker-dealer in securities transactions under the provisions of the Securities Exchange Act of 1934 and is a member of the Financial Industry Regulatory Inc. (FINRA) and the Securities Investor Protection Corporation.

The Company was incorporated on January 9, 1970 in the State of New York.

The Company is licensed to sell mutual funds and annuities and conducts business primarily in the New York City metropolitan area. The Company acts as a broker-dealer and is exempt from Securities and Exchange Commission Rule 15c3-3 under paragraph k(2)(i). The Company is not required to have any arrangement with a clearing broker.

**2. SIGNIFICANT ACCOUNTING POLICIES**

**Revenue Recognition**

The financial statements of the Company are prepared on the accrual basis of accounting. Accordingly, fee income is recognized when earned.

**Cash and Cash Equivalents**

The Company considers all highly liquid investments purchased with a maturity of three months or less to be cash equivalents.

**Concentration of Credit Risk Arising from Cash Deposits in Excess of Insured Limits**

At December 31, 2010 the Company maintained \$9,719 in a non-insured money market account at a financial institution.

**Fees Receivable**

Fees receivable are considered fully collectible by management and, accordingly, no allowance for doubtful accounts is considered necessary.

**Property and Equipment**

Property and equipment are recorded at cost. All of the property and equipment was fully depreciated at December 31, 2010. Expenditures for repairs and maintenance are charged to operations as incurred. Additions and improvements are capitalized.

**Income Taxes**

The Company, with the consent of its stockholders, has elected to have its income taxed as an "S" corporation under the provisions of the Internal Revenue Code which provides that in lieu of corporate income taxes, the stockholders are taxed on their proportionate share of the Company's taxable income (loss). In addition the Company has made a similar election for New York State purposes. Accordingly no provision for such income

**GERSON HOROWITZ GREEN SECURITIES CORP.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2010**

taxes is reflected in the financial statements. The Company accounts for local income taxes in accordance with the asset and liability method of accounting for income taxes proscribed by FASB ASC 740-10-1 through 25, (formerly SFAS No. 109), "Accounting for Income Taxes". Under the asset and liability method of Statement 109, deferred tax assets and liabilities are recognized for the future tax consequences attributable to the differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases, losses and tax credit carry-forwards.

Deferred tax assets and liabilities are measured using enacted rates expected to apply to the taxable income in the years in which such temporary differences are expected to be recovered or settled. Deferred income taxes result principally from the unrealized gain on investments available for sale. The unrealized gain in "Accumulated Other Comprehensive Income" was only \$3,136 and a provision for deferred taxes has not been calculated as there is also a tax loss carry-forward, which may not be utilized.

The Company's accounting policy for valuing uncertain tax positions during the financial statement periods is based on the recognition and disclosure contingencies under FASB ASC 420-10-1 (formerly SFAS No. 5, "Accounting for Contingencies").

**Comprehensive Income**

The Company complies with FASB ASC 220-10-45-3 and 45-5 (formerly SFAS No. 130. Reporting Comprehensive Income, Paragraphs 9 and 14) which requires comprehensive income to be reported when a company presents a full set of financial statements that report financial position, results of operations, and cash flows. Comprehensive income refers to net income plus other comprehensive income that are reported as separate components of stockholder's equity. The Company complies with the rules for the reporting and disclosure of comprehensive income (loss) in the unrealized gain (loss) to be included in other comprehensive income (loss).

**Investments Available for Sale**

Investments available for sale consist of equity securities not classified as trading securities or as held-to-maturity securities and not mortgage-backed securities. Unrealized holding gains and losses, net of tax, on investments available for sale are reported as a net amount as a separate component of stockholders' equity as comprehensive income, until realized. Gains and losses on the sale of investments available for sale are determined using the first-in, first-out method.

At December 31, 2010 the fair value of investments available for sale amounted to \$22,879.

**Commitments and Contingencies**

The Company maintains a \$50,000 line of credit with a bank. At December 31, 2010, the Company had no outstanding balance under the terms of this credit line.

**GERSON HOROWITZ GREEN SECURITIES CORP.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2010**

**Use of Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles in the United States of America requires management to make estimates and assumptions that affect the reported amounts of 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.

**Fair Value Measurement**

The Company complies with FASB ASC 820-5-1(formerly SFAS No. 157) in determining the value of monetary assets. Since the only assets of the Company, to which FASB ASC 820-5-1 might apply are marketable securities and these securities have readily attainable published values.

**3. NET CAPITAL REQUIREMENTS**

The Company is a member of the Financial Industry Regulatory Authority (FINRA) and subject to the Securities and Exchange Commission's Uniform Net Capital Rule (Rule 15c3-1), which requires the maintenance of minimum net capital of \$5,000 and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 15 to 1. At December 31, 2010 the Company had net capital of \$36,313 which was \$31,313 in excess of the amount required.

**GERSON, HOROWITZ, GREEN SECURITIES CORP.  
COMPUTATION OF NET CAPITAL UNDER RULE 15c3-1 OF THE  
SECURITIES AND EXCHANGE COMMISSION  
DECEMBER 31, 2010**

NET CAPITAL:	
Total stockholder's equity	\$ 40,049
Deductions and/or charges:	
Non-allowable assets:	
Prepaid expense	(304)
Net capital before haircuts on securities positions	<u>39,745</u>
Haircuts on securities positions	<u>(3,432)</u>
Undue concentration	<u>-</u>
Net Capital	<u><u>\$ 36,313</u></u>
AGGREGATE INDEBTEDNESS:	
Items included in the statement of financial condition:	
Accounts payable and accrued expenses	<u><u>\$ 50</u></u>
COMPUTATION OF BASIC NET CAPITAL REQUIREMENT:	
Minimum net capital required (6-2/3% of aggregate indebtedness)	<u>\$ 3</u>
Minimum net capital required	<u><u>\$ 5,000</u></u>
Excess net capital	<u><u>\$ 31,313</u></u>
Net capital less greater of 10% of total AI or 120% of minimum net capital	<u><u>\$ 30,313</u></u>
Percentage of aggregate indebtedness to net capital is	<u>0%</u>

The above computation does not materially differ from the December 31, 2010 computation of net capital filed electronically by the Company on FOCUS Form X-17A-5 Part IIA.



Certified Public Accountants, PLLC

250 W57th Street  
Suite 1632  
New York, NY 10107  
T:1.212.448.0010  
F:1.888.99.PCAOB (72262)

E-mail:  
[fvb@getcpa.com](mailto:fvb@getcpa.com)  
[rtse@getcpa.com](mailto:rtse@getcpa.com)  
[info@getcpa.com](mailto:info@getcpa.com)  
[www.getcpa.com](http://www.getcpa.com)

**REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM  
ON INTERNAL ACCOUNTING CONTROL REQUIRED BY SEC RULE 17a-5**

To the Members of  
Gerson, Horowitz, Green Securities Corp.

In planning and performing our audit of the financial statements of Gerson, Horowitz, Green Securities Corp. (the "Company"), for the year ended December 31, 2010, in accordance with auditing standards generally accepted in the United States of America, we consider the Company's internal control over financial reporting 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 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 differences required by Rule 17a-13;
- 3) Complying with the requirements for prompt payment for securities under Section 8 of Regulation T of the Board of Governors of the Federal Reserve System.

The management of the Company is responsible for establishing and maintaining a system of internal accounting 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 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.

**Registered with the Public Company Accounting Oversight Board  
Member: American Institute of Certified Public Accountants**

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 misstatement 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 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, 2010, to meet the Commission's objectives.

This report is intended solely for the information and use of management, the Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), 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.

*VB&T CERTIFIED PUBLIC ACCOUNTANTS, PLLC*

New York, NY  
February 22, 2011

**Gerson, Horowitz, Green Securities Corp.**

**(SEC I.D. No. 8-15521)**

**FINANCIAL STATEMENTS AND**

**SUPPLEMENTAL SCHEDULE**

**FOR THE YEAR ENDED DECEMBER 31, 2010**

**AND**

**REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM**

**AND**

**SUPPLEMENTAL REPORT ON INTERNAL CONTROL**