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

OMB APPROVAL  
OMB Number: 3235-0123  
Expires: April 30, 2013  
Estimated average burden  
hours per response..... 12.00

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

SEC FILE NUMBER  
8- 50876

**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 1-1-10 AND ENDING 12-31-10  
MM/DD/YY MM/DD/YY

**A. REGISTRANT IDENTIFICATION**

NAME OF BROKER-DEALER: STERLING ENTERPRISES GROUP INC

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

6827 FIRST AVENUE SOUTH

(No. and Street)

ST PETERSBURG

FL

33707

(City)

(State)

(Zip Code)

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

813-684-3093

(Area Code - Telephone Number)

**B. ACCOUNTANT IDENTIFICATION**

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

ROBERT J BOVA

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

414 CHASTAIN RD

SEFFNER

FL

33584

(Address)

(City)

(State)

(Zip Code)

**CHECK ONE:**

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

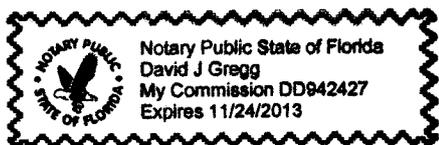
SECURITIES AND EXCHANGE COMMISSION  
**RECEIVED**  
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04 REGISTRATIONS BRANCH

**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, ALYN TOWNE III, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of STERLING ENTERPRISES GROUP INC, as of DECEMBER 31, 2010, ~~19X~~, 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]*

Signature

*President*

Title

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

- (a) Facing page.
- (b) Statement of Financial Condition.
- (c) Statement of Income (Loss).
- (d) Statement of ~~EXHIBITS TO FINANCIAL STATEMENT~~ 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 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. SEE NET CAPITAL REPORT
- (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. SEE NOTES TO FINANCIAL STATEMENTS

\*\*For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).

**ROBERT J. BOVA, CPA**  
CERTIFIED PUBLIC ACCOUNTANTS  
P.O. Box 20526 · Tampa, Florida 33622

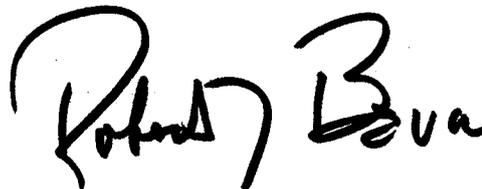
INDEPENDENT AUDITOR'S REPORT

To the Board of Directors  
Sterling Enterprises Group, Inc.  
St. Petersburg, Florida

We have audited the accompanying balance sheet of Sterling Enterprises Group, Inc. as of December 31, 2010, and the related statements of income and expense, cash flows and changes in stockholders' equity. 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 generally accepted auditing standards. 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 Sterling Enterprises Group, Inc. as of December 31, 2010 and the results of its operations and its cash flows for the year then ended, in conformity with generally accepted accounting principles.

A handwritten signature in black ink that reads "Robert J. Bova". The signature is written in a cursive, flowing style.

February 9, 2011

# ROBERT J. BOVA, CPA

P.O. Box 20526 · Tampa, Florida 33622

## INDEPENDENT AUDITOR'S REPORT ON INTERNAL ACCOUNTING CONTROL REQUIRED BY SEC RULE 17a-5

In planning and performing our audit of the financial statements for the year ended December 31, 2010, we considered the internal control structure, including procedures for safeguarding securities, in order to determine our auditing procedures for the purpose of expressing an opinion on the financial statements and not to provide assurance on the internal control structure.

Also as required by rule 17a-5(g)(1) of the Securities and Exchange Commission, we have made a study of the practices and procedures (including tests of compliance) with such practices and procedures that we considered relevant to the four objectives if applicable stated in rule 17a-5(g)(1) in making the periodic computations of aggregate indebtedness (or aggregate debts) and net capital under rule 17a-3(a)(11) and the reserve required by 15c3-3(e); (2) in making the quarterly securities examinations, counts, and verifications and comparisons and the recording of differences required by rule 17a-13; (3) in 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; and (4) in obtaining and maintaining physical possession or control of all fully paid and excess margin securities of customers as required by rule 15c3-3.

The management of the company is responsible for establishing and maintaining an internal control structure 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 internal control structure policies and procedures 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 Commission's above mentioned objectives. Two of the objectives of an internal control structure 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 preparation of financial statements in conformity with generally accepted accounting principles. Rule 17a-5(g) lists additional objectives of the practices and procedures in the preceding paragraph.

Because of inherent limitations in any control structure or the practices and procedures referred to above, errors or irregularities 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 effectiveness of their design and operation may deteriorate.

Our consideration of the internal control structure would not necessarily disclose all matters in the internal control structure 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 structure elements does not reduce to a relatively low level the risk that errors or irregularities 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 the internal control structure, including procedures for safeguarding securities, that we consider to be material weaknesses as defined above.

We understand that the practices that accomplish the objectives referred to in the second paragraph of this report are considered by the Commission to be adequate for its purpose in accordance with the Securities Exchange Act of 1934 and the 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 use of management, the Securities and Exchange Commission, the New York Stock Exchange and other regulatory agencies which rely on Rule 17a-5(g) under the Securities and Exchange Act of 1934 and should not be used for any other purpose.

# STERLING ENTERPRISES GROUP, INC.

BALANCE SHEET - DECEMBER 31, 2010

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## ASSETS

### ALLOWABLE ASSETS:

Cash	\$ 28,331
Trade receivables - dealer & others	48,794
Other securities	<u>63,168</u>
Total allowable assets	<u>140,293</u>

### NON-ALLOWABLE ASSETS:

Loans and advances	2,391
Other receivables	99,071
Other assets	<u>7,365</u>
Total non-allowable assets	<u>108,827</u>

**TOTAL** \$249,120

## LIABILITIES AND OWNERSHIP EQUITY

### AGGREGATE INDEBTEDNESS:

Accounts payable	\$ <u>24,440</u>
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### OWNERSHIP EQUITY:

Capital stock - common	300
Paid-in capital	135,218
Retained earnings	<u>89,162</u>
Total ownership equity	<u>224,680</u>

**TOTAL** \$249,120

The notes which follow all the financial statements must be read for a more informed use, understanding and interpretation of this financial statement.

**STERLING ENTERPRISES GROUP, INC.**  
**STATEMENT OF INCOME AND EXPENSE**  
**FOR THE YEAR ENDED DECEMBER 31, 2010**

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<b>REVENUES:</b>	<u>\$619,992</u>
<b>EXPENSES:</b>	
Salaries and commissions	367,785
Regulatory fees	26,610
Other costs and overhead	<u>207,297</u>
Total expenses	<u>601,692</u>
<b>NET INCOME</b>	<u>\$ 18,300</u>

The notes which follow all the financial statements must be read for a more informed use, understanding and interpretation of this financial statement.

**STERLING ENTERPRISES GROUP, INC.**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED DECEMBER 31, 2010**

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<b>CASH FLOWS TO OPERATING ACTIVITIES</b>	<b>\$ 23,386</b>
<b>CASH BALANCE 12-31-09</b>	<b><u>4,945</u></b>
<b>CASH BALANCE 12-31-10</b>	<b><u>\$ 28,331</u></b>

The notes which follow all the financial statements must be read for a more informed use, understanding and interpretation of this financial statement.

**STERLING ENTERPRISES GROUP, INC.**  
**STATEMENT OF CHANGES IN STOCKHOLDERS' EQUITY**  
**FOR THE YEAR ENDED DECEMBER 31, 2010**

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<b>STOCKHOLDERS' EQUITY, DECEMBER 31, 2009</b>	<b>\$206,380</b>
<b>NET INCOME (LOSS)</b>	<b><u>18,300</u></b>
<b>STOCKHOLDERS' EQUITY, DECEMBER 31, 2010</b>	<b><u>\$224,680</u></b>

The notes which follow all the financial statements must be read for a more informed use, understanding and interpretation of this financial statement.

**STERLING ENTERPRISES GROUP, INC.**  
COMPUTATION OF NET CAPITAL  
DECEMBER 31, 2010

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<b>TOTAL OWNERSHIP EQUITY</b>	<b>\$ 224,680</b>
<b>Less -</b>	
Non-allowable assets	(108,827)
Other	<u>( 12,751)</u>
<b>NET CAPITAL</b>	<b><u>\$ 103,102</u></b>

NOTE: The net capital presented hereon concurs with the year-end Company prepared Focus Report. (Part IIA) net capital.

**STERLING ENTERPRISES GROUP, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED DECEMBER 31, 2010**

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**BASIS OF ACCOUNTING**

The Company's policy is to prepare financial statements on the basis of generally accepted accounting principles. This basis of accounting involves the application of accrual accounting, consequently, revenues and gains are recognized when earned and expenses and losses are recognized when incurred. Financial statement items are recorded at historical costs and they therefore do not necessarily represent current values.

**SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

All transactions are recorded on a trade date as prescribed by generally accepted accounting principles, the SEC and FINRA.

**AML COMPLIANCE PROGRAM**

The Company retained Lynn G. Hippner, CRCP of Lynn Hippner Registration Consultants, Inc. to test their firm's AML Compliance Program for the twelve-month period. This test was conducted for forming an opinion on the Anti-Money Laundering Program taken as a whole. The intent of the test was not to determine specific rule violations, but rather to determine the ability of the Program to permit the Company to adequately comply with relevant BSA, SEC, FINRA and US Treasury rules.

**TRADE RECEIVABLES AND DEPOSITS**

These represent amounts due from the Company's clearing facility.

**REGULATORY MATTERS**

There were no material inadequacies at December 31, 2010 in the Company's accounting system, or in procedures regarding computations, examinations, counts, verifications, comparisons and recordations under Rule 17a-13(a), 15c3-3(c), 17a-13 and 15c3-3. Please note the internal control opinion letter included herein.

**CONTINGENCIES**

Effective 3/30/09 the Company signed a lease agreement for a two-year period ending 2/28/11. The monthly rental is \$5,160.

**STERLING ENTERPRISES GROUP, INC.**

**REPORT ON EXAMINATION OF ACCOUNTS**

**DECEMBER 31, 2010**