

SECURITIES AND EXCHANGE COMMISSION  
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IN

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

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OMB Number: 3235-0123  
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**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 11/1/10 AND ENDING 12/31/10  
MM/DD/YY MM/DD/YY

**A. REGISTRANT IDENTIFICATION**

NAME OF BROKER-DEALER: G. W. & Wade Asset Management  
Co. LLC

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

OFFICIAL USE ONLY  
FIRM I.D. NO.

(No. and Street)

(City)

(State)

(Zip Code)

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

(Area Code - Telephone Number)

**B. ACCOUNTANT IDENTIFICATION**

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

Lefkowitz, Garfunkel, Champi & De Renzo LLC

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

(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)

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

**GW & WADE ASSET MANAGEMENT  
COMPANY, LLC**

**SCHEDULE OF ASSESSMENT AND PAYMENTS  
GENERAL ASSESSMENT RECONCILIATION  
(FORM SIPC-7)**

**YEAR ENDED DECEMBER 31, 2010**

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This report is deemed CONFIDENTIAL in accordance with  
Rule 17a-5(e)(3) under the Securities Exchange Act of 1934.

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**Lefkowitz, Garfinkel, Champi & DeRienzo P.C.**  
Certified Public Accountants / Business Consultants

SEC Mail Processing  
Section

FEB 28 2011

Washington, DC  
110

**GW & WADE ASSET MANAGEMENT  
COMPANY, LLC**

**SCHEDULE OF ASSESSMENT AND PAYMENTS  
GENERAL ASSESSMENT RECONCILIATION  
(FORM SIPC-7)**

**YEAR ENDED DECEMBER 31, 2010**

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This report is deemed CONFIDENTIAL in accordance with  
Rule 17a-5(e)(3) under the Securities Exchange Act of 1934.

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Lefkowitz, Garfinkel, Champi & DeRienzo P.C.  
Certified Public Accountants / Business Consultants

**Independent Accountants' Report on Applying Agreed-Upon Procedures**

Member  
GW & Wade Asset Management Company, LLC  
(a Limited Liability Company)  
Providence, Rhode Island

In accordance with Rule 17a-5(e)(4) under the Securities Exchange Act of 1934, we have performed the procedures enumerated below with respect to the accompanying Schedule of Assessment and Payments [General Assessment Reconciliation (Form SIPC-7)] to the Securities Investor Protection Corporation (SIPC) for the year ended December 31, 2010, which were agreed to by GW & Wade Asset Management Company, LLC (the Company), and the Securities and Exchange Commission, Financial Industry Regulatory Authority, Inc. and SIPC, solely to assist you and these other specified parties in evaluating the Company's compliance with the applicable instructions of the General Assessment Reconciliation (Form SIPC-7). The Company's management is responsible for the Company's compliance with those requirements. This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. The sufficiency of these procedures is solely the responsibility of those parties specified in this report. Consequently, we make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose. The procedures we performed and our findings are as follows:

1. Compared the listed assessment payments in Form SIPC-7 to the respective cancelled checks, noting no differences.
2. Compared the amounts reported on the audited Form X-17A-5 Part III for the year ended December 31, 2010, as applicable, with the amounts reported in Form SIPC-7 for the year ended December 31, 2010, noting no differences.
3. Proved the mathematical accuracy of the calculations reflected in Form SIPC-7, noting no differences.

We were not engaged to, and did not, conduct an examination, the objective of which would be the expression of an opinion on compliance. Accordingly, we do not express such an opinion. Had we performed additional procedures, other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of the specified parties listed above and is not intended to be and should not be used by anyone other than these specified parties.

*Lefkowitz, Garfinkel, Champi & DeRienzo P.C.*

Providence, Rhode Island  
February 24, 2011

GW & WADE ASSET MANAGEMENT COMPANY, LLC  
(A LIMITED LIABILITY COMPANY)

SCHEDULE OF ASSESSMENT AND PAYMENTS  
[GENERAL ASSESSMENT RECONCILIATION (FORM SIPC-7)] TO  
THE SECURITIES INVESTOR PROTECTION CORPORATION

YEAR ENDED DECEMBER 31, 2010

Total revenue	\$ 6,565,281
Additions	- 0 -
Deductions	- 0 -
Total additions/deductions	- 0 -
SIPC net operating revenues	\$ 6,565,281
General assessment at .0025	\$ 16,413
Payments made:	
July 30, 2010	7,648
February 18, 2010	8,765
Total payments made	16,413
Less overpayments applied	- 0 -
Plus interest on late payments	- 0 -
Assessment balance due (overpaid)	\$ - 0 -



Lefkowitz, Garfinkel, Champi & DeRienzo P.C.  
Certified Public Accountants / Business Consultants

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