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

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8-17025

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: C.L. King & Associates Inc

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*

PricewaterhouseCoopers LLP

(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.



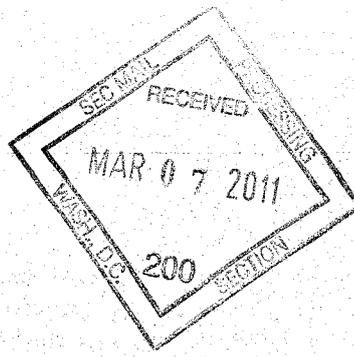
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*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

SEC 1410 (06-02)

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**C.L. King & Associates, Inc.
and Subsidiary**
Consolidated Statement of Financial Condition
December 31, 2010

C.L. King & Associates, Inc. and Subsidiary

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December 31, 2010

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Report of Independent Auditors

To the Board of Directors and Stockholders of
C.L. King & Associates, Inc. and Subsidiary

In our opinion, the accompanying consolidated statement of financial condition presents fairly, in all material respects, the financial position of C.L. King & Associates, Inc. and its subsidiary (the "Company") at December 31, 2010 in conformity with accounting principles generally accepted in the United States of America. 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 of this statement in accordance with auditing standards generally accepted in the United States of America, which 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 statement of financial condition, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audit of the statement of financial condition provides a reasonable basis for our opinion.

As described in Note 10 to the consolidated statement of financial condition, the Company has had significant transactions with related parties.

PricewaterhouseCoopers LLP

February 28, 2011

C.L. King & Associates, Inc. and Subsidiary
Consolidated Statement of Financial Condition
December 31, 2010

Assets	
Cash and cash equivalents	\$ 1,810,253
Cash and securities segregated under federal and other regulations	83,495,027
Deposits with clearing organizations	1,081,944
Receivables from:	
Brokers, dealers and clearing organizations	3,089,880
Securities borrowed	34,151,971
Customers	48,691,371
Related parties	67,141,698
Securities owned, at fair value (\$11,375,939 pledged 2010)	124,724,939
Property and equipment, net	1,027,400
Other assets	2,848,939
	<u>\$ 368,063,422</u>
Liabilities and Stockholders' Equity	
Short-term bank loans	\$ 23,405,486
Payables to:	
Brokers, dealers and clearing organizations	2,113,536
Securities loaned	111,665,871
Customers	87,932,890
Related parties	78,173,836
Securities sold, but not yet purchased, at fair value	3,793,137
Accounts payable and accrued expenses	16,331,383
	<u>323,416,139</u>
Commitments and contingencies (Note 8)	
Subordinated borrowings - related party	<u>14,000,000</u>
Stockholders' equity:	
Common stock; \$.01 par value; authorized 500,000 shares; issued 305,000 shares	3,050
Additional paid-in capital	96,950
Retained earnings	30,571,896
Less: Treasury stock, at cost, 9,250 shares	<u>(24,613)</u>
Total stockholders' equity	<u>30,647,283</u>
Total liabilities and stockholders' equity	<u>\$ 368,063,422</u>

The accompanying notes are an integral part of the consolidated statement of financial condition.

C.L. King & Associates, Inc. and Subsidiary
Notes to Consolidated Statement of Financial Condition
December 31, 2010

1. Significant Accounting Policies

Business Operations

The consolidated financial statement includes the accounts of C.L. King & Associates, Inc. (the "Company") and its wholly-owned subsidiary Jetco V, LLC. The Company is a securities broker-dealer registered with the Securities and Exchange Commission (SEC). The Company is engaged principally in the trading and brokerage of equity and fixed income securities and other investment products for individual and institutional customers throughout the United States.

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 statement. Actual results could differ from those estimates.

Cash and Cash Equivalents

For purposes of the consolidated statement of financial condition, the Company considers cash and amounts in demand deposit accounts at various financial institutions, other than those segregated under federal and other regulations, to be cash equivalents.

Securities Transactions

Securities owned and securities sold, but not yet purchased, consist of trading and investment securities and are recorded at fair value in accordance with Financial Accounting Standards Board ("FASB") Accounting Standards Codification ("ASC") 820, "Fair Value Measurements and Disclosures." Proprietary securities transactions in regular-way trades are recorded on the trade date, as if they had settled. Profit and loss arising from all securities transactions entered into for the account and risk of the Company are recorded on a trade date basis. Customers' securities transactions are reported on a settlement date basis with related commission income and expenses reported on a trade date basis.

Equity securities owned and equity securities sold, but not yet purchased are comprised of United States equity securities and are measured at fair value based on quoted market prices. The resulting unrealized gains and losses are reported in revenue from principal transactions, net.

Fixed income securities owned, and fixed income securities sold, but not yet purchased, generally are valued on the basis of prices furnished by a pricing service when the Company believes such prices accurately reflect the fair value of such securities. A pricing service utilizes electronic data processing techniques based on yield spreads relating to securities with similar characteristics to determine prices for normal institutional-size trading units of debt securities without regard to sale or bid prices. If the Company decides that a price provided by the pricing service does not accurately reflect the fair value of the securities, when prices are not readily available from a pricing service or when restricted or illiquid securities are being valued, securities are measured at fair value estimated by the Company as further described in the following paragraph. The resulting unrealized gains and losses are included in revenue from principal transactions, net.

C.L. King & Associates, Inc. and Subsidiary
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The Company considers all appropriate factors relevant to the value of securities for which it has determined other pricing sources are not available or reliable as described above. No single factor for determining fair value controls, since fair value depends upon specified facts and circumstances of each security. As a general principle, the current fair value of an issue of securities being valued by the Company would approximate the amount which the owner might reasonably expect to receive for them upon their current sale. Methods which are in accordance with this principle may, for example, be based on (i) a discount from market of a similar freely traded security (including a derivative security or a basket of securities traded on other markets, exchanges or among dealers); or (ii) yield to maturity with respect to debt issues, or a combination of these and other methods.

Investment Banking

Investment banking revenues include gains, losses, and fees, net of syndicate expenses, arising from securities offerings in which the Company acts as an underwriter or agent. Investment banking management fees are recorded on offering date, sales concessions on settlement date, and underwriting fees at the time the underwriting is completed and the income is reasonably determinable.

Resale and Repurchase Agreements

Transactions involving purchases of securities under agreements to resell or sales of securities under agreements to repurchase are treated as collateralized financing transactions and are recorded at their contracted resale or repurchase amounts plus accrued interest. It is the policy of the Company to obtain possession of collateral with a fair value equal to or in excess of the principal amount of cash loaned under resale agreements. These agreements typically mature within one week.

The Company monitors the collateral and exposure related to margin accounts, repurchase agreements and securities borrowed and when necessary establishes a reserve. The Company has not established a reserve for financial assets as of December 31, 2010.

Securities-Lending Activities

Securities borrowed and securities loaned are recorded at the amount of cash collateral advanced or received. Securities borrowed transactions require the Company to deposit cash or other collateral with the lender. With respect to securities loaned, the Company receives collateral in the form of cash or other collateral in an amount generally in excess of the fair value of securities loaned. The Company monitors the fair value of securities borrowed and loaned on a daily basis, with additional collateral obtained or refunded as necessary.

Receivables from Clearing Broker

Receivables from clearing broker represent cash balances on deposit with and securities receivable from the Company's clearing broker. The Company is subject to credit risk should the clearing broker be unable to repay the balance reflected on the statements of financial condition. However, the Company does not anticipate non-performance by this counter party.

Property and Equipment

Property and equipment are stated at cost less accumulated depreciation. Depreciation is provided for using both straight line and accelerated methods with varying lives ranging from 3 to 10 years.

C.L. King & Associates, Inc. and Subsidiary
Notes to Consolidated Statement of Financial Condition
December 31, 2010

Financial Instruments

The financial instruments of the Company are reported on the statements of financial condition at fair value, or at carrying amounts that approximate fair value because of the short maturity of the instrument, except subordinated borrowings. The fair value of subordinated borrowings from the Company's principal stockholder at December 31, 2010 is not readily estimatable due to a lack of an observable market for these or similar securities.

Income Taxes

No provision for income taxes has been made in the accompanying financial statements as the Company has elected to be taxed as a Subchapter S corporation and, therefore, is not generally taxed at the corporate level other than for state franchise taxes. The Company's earnings and tax credits are passed through to the stockholders.

A tax position can be recognized in the financial statements only when it is more likely than not that the position will be sustained upon examination by the relevant taxing authority based on the technical merits of the position. A position that meets this standard is measured at the largest amount of benefit that will more likely than not be realized upon settlement. A liability is established for differences between positions taken in a tax return and amounts recognized in the financial statements. ASC 740, *Income Taxes*, ("ASC 740") also provides guidance on derecognition, classification, interim period accounting and accounting for interest and penalties. As of December 31, 2010, the Company has not recorded any liabilities related to uncertain tax positions.

Management has analyzed the Company's tax positions, and has concluded that no liability should be recorded related to uncertain tax positions taken on returns filed from open tax years (2007-2009), or expected to be taken on the Company's 2010 tax return. The Company identifies its major tax jurisdictions as U.S. Federal, New York, Pennsylvania, Massachusetts, and Minnesota.

2. Cash and Securities Segregated Under Federal and Other Regulations

Cash of \$58,019,795 and resale agreements collateralized by U.S. Government securities of \$25,000,000 as of December 31, 2010 have been segregated in special reserve bank accounts for the exclusive benefit of customers under Rule 15c3-3 of the SEC.

The Company had a reserve requirement for proprietary accounts of introducing brokers (PAIB) of \$345,755 at December 31, 2010. Cash of \$375,232 as of December 31, 2010 has been segregated in a special reserve bank account.

C.L. King & Associates, Inc. and Subsidiary
Notes to Consolidated Statement of Financial Condition
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3. Receivables from and Payables to Brokers, Dealers and Clearing Organizations

Amounts receivable from and payable to brokers, dealers and clearing organizations consist of the following as of December 31, 2010:

Repurchase agreements	\$ 2,912,690
Receivables from clearing organizations	18,925
Receivables from brokers for underwriting	82,653
Receivables from securities failed to deliver	75,612
	<u>\$ 3,089,880</u>

Payable to clearing broker	\$ 390,423
Payable to clearing organization	430,182
Payables to brokers for unsettled securities transactions	194,147
Payables from securities failed to receive	753,029
Payables to introducing broker	345,755
	<u>\$ 2,113,536</u>

Proprietary securities transactions are recorded on trade date, as if they had settled. The related amounts receivable and payable for unsettled securities transactions are recorded net in receivables from or payables to brokers, dealers and clearing organization on the statement of financial condition.

4. Receivables from and Payables to Customers and Related Parties

Receivables from and payables to customers and related parties include amounts from cash and margin transactions. Securities owned by customers and related parties are held as collateral for the receivable balances. Such collateral is not included in the financial statements. The customer and related party collateral amounted to \$529,530,718 at fair value at December 31, 2010.

At December 31, 2010, the Company had \$249,548,604 of customer collateral on deposit at clearing organizations. Of that amount \$249,548,604 was required to support customer positions.

5. Securities Owned and Securities Sold, But Not Yet Purchased

In accordance with FASB ASC 820, fair value is defined as the price that would be received by the Company upon selling an asset or paid by the Company to transfer a liability in an orderly transaction between market participants at the measurement date. In the absence of a principal market for the asset or liability, the assumption is that the transaction occurs on the most advantageous market for the asset or liability. FASB ASC 820 established a three-tier fair value hierarchy that prioritizes the assumptions, also known as "inputs", to valuation techniques used by market participants to measure fair value. The term "inputs" refers broadly to the assumptions that market participants would use in pricing the asset or liability, including assumptions about risk, for example, the risk inherent in a particular valuation technique used to measure fair value (such as a pricing model) and/or the risk inherent in the inputs to the valuation technique. Inputs may be observable or unobservable. Observable inputs are inputs that reflect the assumptions market participants would use in pricing the asset or liability developed based on market data obtained

C.L. King & Associates, Inc. and Subsidiary
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from sources independent of the reporting entity. Unobservable inputs are inputs that reflect the reporting entity's own assumptions about the assumptions market participants would use in pricing the asset or liability developed based on the best information available in the circumstances. The valuation techniques used to measure fair value should maximize the use of observable inputs and minimize the use of unobservable inputs. The three-tier hierarchy of inputs is summarized in three levels with the highest priority given to Level 1 and the lowest priority given to Level 3: Level 1 - quoted prices in active markets for identical securities, Level 2 - other significant observable inputs (including quoted prices for similar securities, interest rates, prepayment speeds, credit risk, etc.) and Level 3 - significant unobservable inputs (including the Company's own assumptions in determining the fair value of investments). The following is a summary of the inputs used in valuing the Company's assets carried at fair value at December 31, 2010:

Valuation Inputs	Securities Owned	Securities Sold, But Not Yet Purchased
Level 1- Quoted prices		
Common and preferred equities	\$ 43,205,907	\$ 779,097
Total Level 1	<u>43,205,907</u>	<u>779,097</u>
Level 2- Significant other observable inputs		
U.S. Government and Federal agency obligations	10,103,818	2,905,618
State and municipal bonds	47,994,216	-
Corporate obligations	22,866,894	108,422
Preferred Equities	554,104	-
Total Level 2	<u>81,519,032</u>	<u>3,014,040</u>
Level 3- Significant unobservable inputs		
Total Level 3	<u>-</u>	<u>-</u>
	<u>\$124,724,939</u>	<u>\$ 3,793,137</u>

6. Property and Equipment

Property and equipment consists of the following at December 31, 2010:

Furniture/fixtures	\$ 254,489
Office equipment	1,517,542
Leasehold improvements	<u>1,213,367</u>
	2,985,398
Less: Accumulated depreciation	<u>(1,957,998)</u>
Property and equipment, net	<u>\$ 1,027,400</u>

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7. Short-Term Bank Loans

The short-term bank loans are obtained under three lines of credit, one \$40,000,000 line of credit, one \$20,000,000 line of credit and one \$15,000,000 line of credit, all with variable interest rates. The interest rates on the lines are as follows: on one of the lines, it is based upon the 30 day LIBOR rate plus 0.95% (1.21% at December 31, 2010), another is based upon the targeted federal funds rate plus 1.00% (1.25% at December 31, 2010), and the third is based upon the overnight LIBOR rate plus 1.00% (1.25% at December 31, 2010). As of December 31, 2010, the loans are collateralized by \$46,367,595 of the Company's and certain related parties' securities purchased on margin subject to certain regulatory formula. The average interest rate on these loans was 1.59% for the year ended December 31, 2010. Total unused lines of credit amounted to \$51,594,514.

8. Commitments and Contingencies

The Company leases office space and certain office and communication equipment under noncancelable operating leases which expire at various times through 2017. Certain leases contain renewal options and escalating rent. Future minimum annual rentals payable are as follows:

2011	\$ 1,233,012
2012	1,203,196
2013	1,119,737
2014	1,004,601
2015	945,441
Thereafter	<u>2,730,579</u>
	<u>\$ 8,236,566</u>

In the normal course of business, the Company enters into underwriting commitments. At December 31, 2010, the total of all open underwriting commitments was \$2,442,005. The subsequent settlement of these underwriting commitments had no material effect on the financial statements as of December 31, 2010.

At December 31, 2010, the approximate fair value of collateral received that can be sold or pledged by the Company were:

Sources of collateral	
Securities purchased under agreements to resell	\$ 27,904,561
Securities borrowed, collateralized by cash	29,114,413
Uses of collateral	
Securities loaned, collateralized by cash	\$ 108,690,819

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Litigation

The Company has been named as a respondent in a Financial Industry Regulatory Authority ("FINRA") dispute arbitration hearing whereby the claimant, a securities broker-dealer, is seeking damages related to a trade that was never consummated between the Company and Broker Dealer. The claimant is seeking compensatory and punitive damages through arbitration.

In the normal course of business, the Company has been named a defendant, or otherwise has possible exposure, under certain claims. Certain of these are class actions, which seek unspecified damages that could be substantial.

The Company has recorded an accrual at December 31, 2010 for the aforementioned matters to the extent of management's estimate of the aggregate probable loss of approximately \$1,000,000. Although there can be no assurance as to the eventual outcome of these matters, in the opinion of management, based upon the advice of its attorneys, such matters will not, in the aggregate, have a material adverse effect on the Company's liquidity or financial position, although they could have a material effect on annual operating results in the period in which they are resolved.

9. Subordinated Borrowings

On March 31, 2008, May 30, 2008, March 31, 2009, and July 30, 2010 the Company entered into four separate secured demand note agreements with the Company's principal stockholder for \$5,000,000, \$2,000,000, \$2,000,000 and \$5,000,000, respectively. Two of the agreements bear interest at 2% and two at 4%. These are recorded as receivables from related parties and subordinated borrowings on the statements of financial condition. The debts are collateralized by securities with a fair value of \$31,317,507 at December 31, 2010. Interest is paid monthly with the principal amount due at maturity on March 31, 2011, June 30, 2011, March 31, 2012 and July 31, 2013, respectively.

FINRA has approved all of the Company's subordinated borrowings. Pursuant to these approvals, these amounts are allowable in computing the Company's net capital under the SEC's uniform net capital rule. To the extent that such borrowings are required for the Company's continued compliance with minimum net capital requirements, they may not be repaid.

10. Related Party Transactions

PCM Ventures, LLC and PCM Ventures II, LLC administer and operate two investment partnerships and are affiliated with the Company through common ownership and management. PCM Ventures International, LLC administers and operates a British Virgin Islands International Business Company and is affiliated with the Company through common ownership and management. The Company provides execution, clearance, settlement and general accounting services to the investment partnerships operated by PCM Ventures, LLC and PCM Ventures II, LLC, and the British Virgin Islands International Business Company operated by PCM Ventures International, LLC.

Paradigm Capital Management, Inc. (PCM), an affiliated Company through common ownership and management, uses the Company for custody and clearance services for some advisory clients. The Company allocates overhead expenses for services provided to PCM.

Included in "receivable from related parties" at December 31, 2010 is \$24,783, which represents the amount due for services allocated for the month of December, 2010 in excess of amounts received from PCM.

C.L. King & Associates, Inc. and Subsidiary
Notes to Consolidated Statement of Financial Condition
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Paradigm Funds Advisor LLC, an affiliated Company through common ownership and management, used the Company for administrative services. The Company allocates overhead expenses for services provided to Paradigm Funds Advisor LLC.

Included in "receivable from related parties" at December 31, 2010 is \$92,686, which represents the amount due for services allocated for the month of December, 2010 in excess of amounts received from Paradigm Funds Advisor LLC.

The Company maintains brokerage accounts for the benefit of the principal stockholder. For these accounts, the sharing of stock borrow interest income between the Company and the principal stockholder uses the same terms and conditions as the Company offers to other clients.

Interest, dividends and net realized and unrealized gains and losses on securities owned by the Company are accrued to the benefit of the principal stockholder. At December 31, 2010, the accrued benefit to the principal stockholder was \$10,903,147.

11. Employee Benefit Plan

The Company maintains a deferred profit sharing plan (Internal Revenue Code Section 401(k) Plan) which permits eligible employees to defer a percentage of their compensation. Company contributions may be made at the discretion of the Board of Directors to eligible participants. The Company did not make contributions to the Plan in 2010.

The Company has a deferred compensation plan for certain employees. Benefits in this plan vest over a five year period. The Company has accrued \$289,274 related to this plan as of December 31, 2010. This amount is included in accounts payable and accrued expenses on the statement of financial condition.

12. Net Capital Requirements

The Company is subject to the SEC's Uniform Net Capital Rule (Rule 15c3-1), which requires the maintenance of a minimum net capital. The Company has elected to use the alternative method, permitted by the Rule, which requires that the Company maintain a minimum net capital, equal to 2% of aggregate debit balances arising from customer transactions, as defined, or \$1,500,000, whichever is greater. At December 31, 2010, the Company had net capital of \$27,274,509, which was 9% of aggregate debit balances and \$21,181,549 in excess of required minimum net capital of \$6,092,960.

13. Financial Instruments With Off-Balance-Sheet Credit Risk

In the normal course of business, the Company's customer clearing activities involve the execution, settlement, and financing of various customer securities transactions. These activities may expose the Company to off-balance-sheet risk in the event the customer or other broker is unable to fulfill contractual obligations and the Company has to purchase or sell the financial instrument underlying the contract at a loss.

The Company's customer securities activities are transacted on either a cash or margin basis. In margin transactions, the Company extends credit to its customers, subject to various regulatory and internal margin requirements, collateralized by cash and securities in the customers' accounts. In connection with these activities, the Company executes and clears customer transactions involving the sale of securities not yet purchased, some of which are transacted on a margin basis

C.L. King & Associates, Inc. and Subsidiary
Notes to Consolidated Statement of Financial Condition
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subject to individual exchange regulations. Such transactions may expose the Company to off-balance-sheet risk in the event margin requirements are not sufficient to fully cover losses that customers may incur. In the event the customer fails to satisfy its obligations, the Company may be required to purchase or sell financial instruments at prevailing market prices to fulfill the customer's obligations.

The Company seeks to control the risks associated with its customer activities by requiring customers to maintain margin collateral in compliance with various regulatory and internal guidelines. The Company monitors required margin levels daily and, pursuant to such guidelines, requires the customer to deposit additional collateral, or to reduce positions, when necessary.

The Company's customer financing and securities settlement activities require the Company to pledge customer securities as collateral in support of various secured financing sources such as bank loans and securities loaned. In the event the counterparty is unable to meet its contractual obligation to return customer securities pledged as collateral, the Company may be exposed to the risk of acquiring the securities at prevailing market prices in order to satisfy its customer obligations. The Company controls this risk by monitoring the fair value of securities pledged on a daily basis and by requiring adjustments of collateral levels in the event of excess market exposure. In addition, the Company establishes credit limits for such activities and monitors compliance on a daily basis.

In addition, the Company has sold securities that it does not currently own and is therefore obligated to purchase such securities at a future date. The Company has recorded these obligations in the financial statements at the year end fair value of the related securities and will incur a loss if the fair value of the securities increases subsequent to year end. The establishment of short positions exposes the Company to off-balance-sheet risk in the event prices increase, as the Company may be obligated to acquire the securities at prevailing market prices.

14. Concentrations of Credit Risk

The Company is engaged in various trading and brokerage activities in which the counterparties primarily include broker-dealers, banks and other financial institutions. In the event counterparties do not fulfill their obligations, the Company may be exposed to risk. The risk of default depends on the creditworthiness of the counterparty or issuer of the instrument. The Company seeks to control credit risk by following an established credit approval process, monitoring credit limits, and by requiring collateral where appropriate.

The Company purchases securities and may have significant positions in its inventory subject to market and credit risk. In order to control these risks, securities positions are monitored on at least a daily basis. Should the Company find it necessary to sell such a security, it may not be able to realize the full carrying value of the security due to the significance of the position sold.

During the year, there were times when cash was not entirely insured or collateralized, primarily as a result of cash balances pending investment or distribution to customers.

15. Subsequent Events

The Company has performed an evaluation of subsequent events through February 28, 2011, the date the financial statements were issued, and noted no events occurring subsequent to December 31, 2010 and through the date of our evaluation requiring accrual or disclosure in the financial statement.