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

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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 01/01/11 AND ENDING 12/31/11 MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: ITA Financial Services, LLC

OFFICIAL USE ONLY FIRM I.D. NO.

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

100 SE 2nd Street, 46th Floor (No. and Street)

Miami (City)

FL (State)

33131 (Zip Code)

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

Eduardo Coloma

(786) 369 8060

(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

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

KPMG

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

Century Yard, Cricket Square (Address)

George Town (City)

Grand Cayman (State)

KY1-1106 (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)

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OATH OR AFFIRMATION

I, Eduardo Coloma, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of ITA Financial Services, LLC, as of December 31, 2011, 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:



Dianne Beharrie
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 Changes in Financial Condition.
(e) Statement of Changes in Stockholders' Equity of Partners' or Sole Proprietors' Capital.
(f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
(g) Computation of Net Capital (including reconciliation of X-17A-5 Part II filing with this Rule 17a-5(d) report, if applicable).
(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 15c3-3 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.
(o) Independant Auditors' Report on Internal Accounting Control.

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

# ITA FINANCIAL SERVICES, LLC

## Balance Sheet

December 31, 2011

(with comparatives as at September 30, 2010)

(stated in United States dollars)

	Note	2011	2010
<b>Assets</b>			
Cash and cash equivalents	3	368,706	19,717
Brokerage commissions' receivable		17,168	1,571
Property, plant and equipment, net	4	142,042	0
Prepaid expenses		46,384	343
<b>Total assets</b>		<b>US\$ 574,300</b>	<b>21,631</b>
<b>Liabilities and shareholders' equity</b>			
<b>Liabilities</b>			
Accounts payable and accrued expenses		26,762	428
Due to related party	5	11,327	0
Commissions payable		10,124	216
		48,213	644
<b>Stockholders' equity</b>			
Share capital		75	75
Additional paid in capital	6	1,702,090	173,475
Accumulated deficit		(1,176,078)	(152,563)
		526,087	20,987
<b>Total liabilities and stockholder's equity</b>		<b>US\$ 574,300</b>	<b>21,631</b>

*See accompanying notes to financial statements.*

Approved on behalf of the Board of Directors on February 29, 2012

EDUARDO A. COLOMA

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President

ROBERT GILMAN

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Chief Financial Officer