

SECU

SION



12061404

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

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

SEC FILE NUMBER
8-53459

SEC  
Mail Processing  
Section  
FEB 29 2012  
Washington, DC  
1723

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 1/1/2011 AND ENDING 12/31/2011  
MM/DD/YY MM/DD/YY

Florida Investment Advisors, Inc.

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: Florida Investment Advisors

OFFICIAL USE ONLY
FIRM I.D. NO.

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)  
601 Bayshore Blvd., Suite 960

(No. and Street)

Tampa

FL

33606

(City)

(State)

(Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT  
Lori Nadglowski 813-998-2643

(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

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

Clifton Larson Allen LLP

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

220 South 6th St., Suite 300

Minneapolis

MN

55402

(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)

4/25/12

OATH OR AFFIRMATION

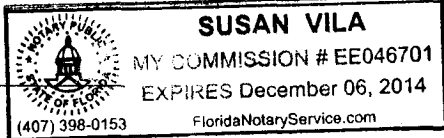
I, Robert F. Giles, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Florida Investment Advisors, as of December 31, 2011, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

[Handwritten Signature]
Signature

President

Title

[Handwritten Signature: Susan Vila]
Notary Public



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 or Partners' or Sole Proprietors' 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.
(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.

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

**FLORIDA INVESTMENT ADVISORS, INC.**  
**STATEMENTS OF FINANCIAL CONDITION**  
**DECEMBER 31, 2011 AND 2010**

<b>ASSETS</b>	<u>2011</u>	<u>2010</u>
Cash and Cash Equivalents	\$ 1,256,708	\$ 1,144,651
Fees and Commissions Receivable	24,540	118,525
Investment Securities Available-for-Sale	323,132	240,953
Deposit with Clearing Organization	100,000	100,000
Antiques and Software, Net of Accumulated Amortization of \$4,524 in 2011 and \$11,554 in 2010	56,716	55,208
Property and Equipment, net of Accumulated Depreciation of \$269,852 in 2011 and \$233,309 in 2010	46,158	86,391
Deferred Tax Asset - Investment Securities Available-for-Sale	7,526	-
Prepaid Expenses	<u>32,628</u>	<u>30,631</u>
Total Assets	<u><u>\$ 1,847,408</u></u>	<u><u>\$ 1,776,359</u></u>
<b>LIABILITIES AND STOCKHOLDER'S EQUITY</b>		
<b>LIABILITIES</b>		
Accounts Payable and Accrued Expenses	\$ 100,265	\$ 105,679
Income Taxes Payable	10,470	20,536
Deferred Income Tax Liability	<u>16,176</u>	<u>16,033</u>
Total Liabilities	126,911	142,248
<b>COMMITMENTS AND CONTINGENT LIABILITIES</b>		
<b>STOCKHOLDER'S EQUITY</b>		
Common Stock, \$1 Par Value; 7,500 Shares Authorized, Issued and Outstanding	7,500	7,500
Additional Paid-In Capital	472,902	465,216
Retained Earnings	1,252,569	1,161,395
Accumulated Other Comprehensive Loss	<u>(12,474)</u>	<u>-</u>
Total Stockholder's Equity	<u><u>1,720,497</u></u>	<u><u>1,634,111</u></u>
Total Liabilities and Stockholder's Equity	<u><u>\$ 1,847,408</u></u>	<u><u>\$ 1,776,359</u></u>

See accompanying Notes to Financial Statements.