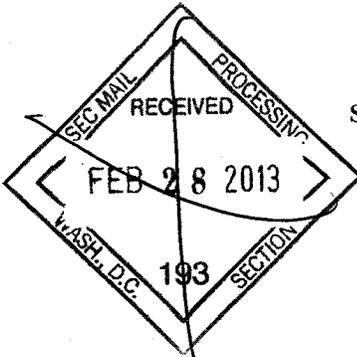


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SECURITIES AND EXCHANGE COMMISSION  
**ANNUAL AUDITED REPORT RECEIVED**  
FORM X-17A-5  
PART III

JUN 07 2013

SEC FILE NUMBER  
8-016164  
8-33429

FACING PAGE 11 REGISTRATIONS BRANCH

**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 January 1, 2012  
MM/DD/YY

AND ENDING December 31, 2012 \*  
MM/DD/YY

**A. REGISTRANT IDENTIFICATION**

NAME OF BROKER-DEALER:  
Transamerica Financial Advisors, Inc.

OFFICIAL USE ONLY  
FIRM ID. NO.

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

St. Petersburg Florida 33716  
(City) (State) (Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT  
William McCauley (727) 299-1692  
Telephone No.) (Area Code)

**B. ACCOUNTANT IDENTIFICATION**

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report\*  
Ernst & Young LLP

801 Grand Avenue, Suite 3000 Des Moines Iowa 50309  
(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**

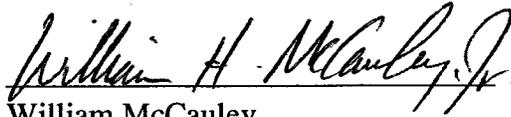
\*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See section 240.17a-5(e)(2).

SEC 1410 (6-02) 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.

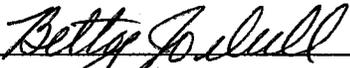
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Oath or Affirmation

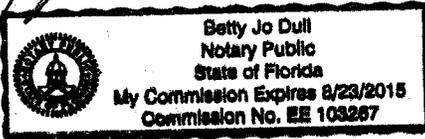
I, William McCauley, affirm that, to the best of my knowledge and belief, the accompanying financial statements and supplemental information pertaining to the firm of Transamerica Financial Advisors, Inc. as of December 31, 2012, are true and correct. I further affirm that neither the Company nor any principal officer or director has any proprietary interest in any account classified solely as that of a customer.



William McCauley  
Vice President & CFO



Notary Public



This report contains:

- (a) Facing page
- (b) Statement of Financial Condition
- (c) Statement of Operations
- (d) Statement of Cash Flows
- (e) Statement of Changes in Stockholders' Equity
- (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) Supplementary Report of Independent Registered Public Accounting Firm on Internal Control Required by SEC Rule 17a-5(g)(1)

Transamerica Financial Advisors, Inc.

Statement of Financial Condition  
(Dollars in thousands, except for share data)

December 31, 2012

**Assets**

Cash and cash equivalents	\$	22,305
Investments in securities, at fair value		27,566
Agent notes receivable, net of allowance (2012: \$57)		578
Commission receivables		7,942
Other receivables		5,553
Deferred tax asset, net		12,446
Prepaid expenses and other assets		2,080
Intangible assets, less accumulated amortization (2012: \$4,176)		2,276
<b>Total assets</b>	<b>\$</b>	<b>80,746</b>

**Liabilities and stockholders' equity**

**Liabilities**

Commission payables	\$	6,434
Payable to parent under tax allocation agreement		744
Due to affiliates, net		4,135
Deferred compensation		27,098
Other liabilities		12,009
<b>Total liabilities</b>		<b>50,420</b>

**Stockholders' equity**

Common stock, \$1 par value, 5,000 shares authorized; 1,938 issued and outstanding		2
Additional paid-in capital		33,507
Retained deficit		(3,183)
<b>Total stockholders' equity</b>		<b>30,326</b>
<b>Total liabilities and stockholders' equity</b>	<b>\$</b>	<b>80,746</b>

See accompanying notes.