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SECURITIES AND EXCHANGE COMMISSION  
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DIVISION OF TRADING & MARKETS

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

**MISSION OMB APPROVAL**  
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 JANUARY 1, 2012 AND ENDING DECEMBER 31, 2012 \*

**A. REGISTRANT IDENTIFICATION**

NAME OF BROKER-DEALER: OFFICIAL USE ONLY

PRINCETON SECURITIES GROUP, INC. FIRM ID. NO.

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

2115 LINWOOD AVENUE - Suite 430

FORT LEE, NEW JERSEY 07024

(City) (State) (Zip Code)

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

MOSHE ENGELSOHN, CEO (201) 944 - 1005

(Area Code - Telephone No.)

**B. ACCOUNTANT IDENTIFICATION**

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

LERNER & SIPKIN, CPAs, LLP

132 Nassau Street, Suite 1023 New York NY 10038

Certified Public Accountant

**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).

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.

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**PRINCETON SECURITIES GROUP, INC.**  
**STATEMENT OF FINANCIAL CONDITION**  
**FOR THE YEAR ENDED DECEMBER 31, 2012**

**ASSETS**

|  |                            |
|--|----------------------------|
| Cash and cash equivalents                    | \$ 96                      |
| Due from broker                              | 1,038,795                  |
| Securities - at market value (Note 3)        | 2,980                      |
| Equipment and leasehold improvements         |                            |
| -net of accumulated depreciation of \$33,556 | 46,431                     |
| Other assets                                 | <u>76,867</u>              |
| Total assets                                 | <u><u>\$ 1,165,169</u></u> |

**LIABILITIES AND STOCKHOLDERS' EQUITY**

**Liabilities:**

|                                       |                   |
|---------------------------------------|-------------------|
| Accounts payable and accrued expenses | <u>\$ 568,638</u> |
| Total liabilities                     | <u>568,638</u>    |

**Commitments and Contingencies (Note 5 and 6)**

**Stockholders' equity (Notes 7 and 8)**

|  |                            |
|--|----------------------------|
| Common stock, no par value, 200 shares       |                            |
| authorized, 20 shares issued and outstanding | 10,000                     |
| Additional paid-in capital                   | 595,000                    |
| Retained earnings                            | <u>1,531</u>               |
|  | 606,531                    |
| Less: Stock subscription receivable          | <u>(10,000)</u>            |
| Total stockholders' equity                   | <u>596,531</u>             |
| Total liabilities and stockholders' equity   | <u><u>\$ 1,165,169</u></u> |

*The accompanying notes are an integral part of this statement.*

**PRINCETON SECURITIES GROUP, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED DECEMBER 31, 2012**

**Note 1 -**

**Nature of Business**

Princeton Securities Group, Inc. (The "Company") is a New York corporation formed for the purpose of conducting business as a broker on the floor of the New York Stock Exchange ("NYSE"). The Company is registered as a broker-dealer with the Securities and Exchange Commission ("SEC").

The Company operates under the provisions of Paragraph (k) (2) (ii) of Rule 15c3-3 of the Securities and Exchange Commission and, accordingly, is exempt from the remaining provisions of that rule. Essentially, the requirements of Paragraph (k) (2) (ii) provide that the Company clears all transactions on behalf of customers on a fully disclosed basis with a clearing broker/dealer, and promptly transmits all customer funds and securities to the clearing broker/dealer. The clearing broker/dealer carries all of the accounts of the customers and maintains and preserves all related books and records as are customarily kept by a clearing broker/dealer.

**Note 2 -**

**Summary of Significant Accounting Policies**

*a) Revenue Recognition*

Securities transactions (and the recognition of related income and expenses) are recorded on a trade date basis. Commission income and related expense are recorded on a settlement date basis. There is no material difference between settlement date and trade date.

*b) Income Taxes*

The Company has elected to be treated as an "S" Corporation under the provisions of the Internal Revenue Code and New York State tax regulations. Under the provisions, the Company does not pay federal or state corporate income taxes on its taxable income. Instead, the stockholder is liable for individual income taxes on his respective share of the Company's taxable income.

*c) Cash and Cash Equivalents*

The Company considers demand deposited money market funds to be cash equivalents. The Company maintains cash in bank accounts which, at times, may exceed federally insured limits or where no insurance is provided. The Company has not experienced any losses in such accounts and does not believe it is exposed to any significant credit risk on cash and cash equivalents.

*d) Equipment*

Equipment is carried at cost and is depreciated over a useful life of 5-7 years using accelerated methods.

*e) Use of Estimates*

Management uses estimates and assumptions in preparing financial statements. Those estimates and assumptions affect the reported amounts of assets and liabilities, and the reported amounts of revenues and expenses.

**PRINCETON SECURITIES GROUP, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED DECEMBER 31, 2012**

**Note 2 - Summary of Significant Accounting Policies**

*f) Fair Value Measurements*

The Company carries its investments at fair value. ASC 820, *Fair Value Measurements and Disclosure*, defines fair value as the price that would be received to sell an asset or paid to transfer a liability (i.e., the “exit price”) in an orderly transaction between market participants at the measurement date. ASC 820 establishes a fair value hierarchy for inputs used in measuring fair value that maximizes the use of observable inputs and minimizes the use of unobservable inputs by requiring that the most observable inputs be used when available.

The fair value hierarchy is categorized into three levels based on the inputs as follows:

Level 1 - Fair values derived from unadjusted quoted prices of identical assets in active markets.

Level 2 - Fair values derived from quoted prices of similar assets in active markets, quoted prices for identical or similar assets in markets that are not active and model driven valuations in which all significant inputs are observable in active markets.

Level 3 - Fair values derived from inputs which are not observable in markets.

The following table represents the Company’s fair value hierarchy for those assets and liabilities measured at fair value on a recurring basis as at December 31, 2012:

|          | Fair Value Measurements Using |  |   |  |
|----------|-------------------------------|--|---|--|
|          | Total                         | Quoted Price<br>in Active<br>Markets for<br>Identical<br>Assets<br>(Level 1) | Significant<br>Other<br>Observable<br>Inputs<br>(Level 2) | Significant<br>Unobservable<br>Inputs<br>(Level 3) |
| Equities | \$2,980                       | \$2,980  | \$-0-   | \$-0-  |

*g) Subsequent Events*

The Company has evaluated events and transactions that occurred between December 31, 2012 and February 19, 2013, which is the date the financial statements were available to be issued, for possible disclosure and recognition in the financial statements.

**Note 3- Marketable Securities Owned and Sold not yet Purchased**

Marketable securities consist of securities at quoted market values, as illustrated below:

|          |              |                                    |
|----------|--------------|------------------------------------|
|          | <u>Owned</u> | <u>Sold, not yet<br/>Purchased</u> |
| Equities | \$2,980      | \$-0-                              |

**PRINCETON SECURITIES GROUP, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED DECEMBER 31, 2012**

**Note 4 - Profit Sharing Plan**

The Company is a sponsor of a defined contribution profit sharing plan for its eligible employees.

Contributions to the plan if any are determined by the employer and come out of its current accumulated profits. The employer's contribution for any fiscal year shall not exceed the maximum allowable as a deduction to the employer under the provisions of the IRS Code Section 404, as amended, or replaced from time to time. The Company made no contribution for the year ended December 31, 2012.

The Company also has a 401(k) profit sharing plan covering all eligible employees. Under the Plan agreement, employer matching contributions are discretionary and are determined on an annual basis by the Company. For the year ended December 31, 2012, the Company made no contribution.

**Note 5 - Commitments**

*Office Space*

The Company leases two premises for office space. The Company's main premise is under a lease which will expire May 31, 2013. The second premise is under a lease which will expire December 15, 2013. The future minimum rental commitment through termination is:

| <u>Year</u> | <u>Amount</u> |
|-------------|---------------|
| 2013        | \$98,274      |

The Company shares the main office space with an affiliated entity. In 2012, none of the rent was paid by the entity.

**Note 6 - Financial Instruments with Off-Balance Sheet Credit Risk**

As a securities broker, the Company is engaged in buying and selling securities for a diverse group of institutional and individual investors. The Company introduces these transactions for clearance to another broker-dealer on a fully disclosed basis.

The Company's exposure to credit risk associated with non-performance of customers in fulfilling their contractual obligations pursuant to securities transactions can be directly impacted by volatile trading markets which may impair customers' ability to satisfy their obligations to the Company and the Company's ability to liquidate the collateral at an amount equal to the original contracted amount. The agreement between the Company and its clearing broker provides that the Company is obligated to assume any exposure related to such non-performance by its customers. The Company seeks to control the aforementioned risks by requiring customers to maintain margin collateral in

**PRINCETON SECURITIES GROUP, INC.**  
**OTHER INFORMATION**  
**DECEMBER 31, 2012**

**Note 6 - Financial Instruments with Off-Balance Sheet Credit Risk (continued)**

compliance with various regulatory requirements and the clearing broker's internal guidelines. The Company monitors its customer activity by reviewing information it receives from its clearing broker on a daily basis, and requiring customers to deposit additional collateral, or reduce positions, when necessary.

**Note 7 - Stock Subscription Receivable**

On March 3, 2008, the Company entered into a stock purchase agreement. Pursuant to that agreement, the Company issued 10 shares of voting common stock in return for a demand note from a shareholder, in the principal amount of \$10,000. The note bears no interest. In lieu of repayment, the shareholder has the option of satisfying his obligations in full under the note by surrendering his shares. The note is guaranteed by the shareholder.

**Note 8 - Net Capital Requirement**

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule (Rule 15c3-1), which requires the maintenance of minimum net capital and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 1500%. At December 31, 2012, the Company had net capital of \$410,869 which was \$310,869 in excess of its required net capital of 100,000. The Company's net capital ratio was 138.40%.



**LERNER & SIPKIN**  
CERTIFIED PUBLIC ACCOUNTANTS LLP

132 Nassau Street, New York, NY 10038 Tel 212.571.0064 / Fax 212.571.0074  
E-mail: LS@lernerpsipkin.com

INDEPENDENT AUDITORS' REPORT

To the Stockholders of  
Princeton Securities Group, Inc.  
2115 Linwood Avenue -4<sup>th</sup> Floor  
Fort Lee, NJ 07024

**Report on the Financial Statements**

We have audited the accompanying statement of financial condition of Princeton Securities Group, Inc., (the Company) as of December 31, 2012.

***Management's Responsibility for the Financial Statements***

Management is responsible for the preparation and fair presentation of the statement of financial condition in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the statement of financial condition that is free from material misstatement, whether due to fraud or error.

***Auditor's Responsibility***

Our responsibility is to express an opinion on the statement of financial condition based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the statement of financial condition is free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the statement of financial condition. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the statement of financial condition, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the statement of financial condition in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the statement of financial condition.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

***Opinion***

In our opinion, the statement of financial condition referred to above presents fairly, in all material respects, the financial position of Princeton Securities Group, Inc., as of December 31, 2012 in accordance with accounting principles generally accepted in the United States of America.

*Lerner & Sipkin CPAs LLP*  
Lerner & Sipkin, CPAs, LLP  
Certified Public Accountants (NY)

New York, NY  
February 19, 2013

**PRINCETON SECURITIES GROUP, INC.**

**Schedule of the Determination of SIPC Net Operating Revenues and  
General Assessment**

**For the year ended December 31, 2012**



**LERNER & SIPKIN**  
CERTIFIED PUBLIC ACCOUNTANTS LLP

132 Nassau Street, New York, NY 10038 Tel 212.571.0064 / Fax 212.571.0074

Jay Lerner, C.P.A.  
jlerner@lernerstipkin.com

Joseph G. Sipkin, C.P.A.  
jsipkin@lernerstipkin.com

To the Stockholders of  
Princeton Securities Group, Inc.  
2115 Linwood Avenue – Suite 430  
Fort Lee, NJ 07024

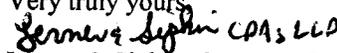
Gentlemen:

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 to the Securities Investor Protection Corporation (“SIPC”) for the year ended December 31, 2012, which were agreed to by Princeton Securities Group, Inc. (“Company”) and the Securities and Exchange Commission (“SEC”), Financial Industry Regulatory Authority, Inc. (“FINRA”) and SIPC., solely to assist you in evaluating the Company’s compliance with Rule 17a-5(e)(4). 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 are as follows:

- 1- Compared the listed assessment payments with respective cash disbursement records entries, noting no exceptions;
- 2- Compared the amounts reported on the audited Form X-17A-5 for the year ended December 31, 2012, with the amounts reported in the General Assessment Reconciliation (amended Form SIPC-7) for the year ended December 31, 2012, noting no exceptions;
- 3- Compared any adjustments reported in amended Form SIPC-7 with supporting schedules and working papers, noting no exceptions;
- 4- Proved the arithmetical accuracy of the calculations reflected in amended Form SIPC-7 and in the related schedules and working papers supporting the adjustments, noting no exceptions; and
- 5- Compared the amount of any overpayment applied with the amended Form SIPC-7 on which it was computed, noting no exceptions.

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.

Very truly yours,  
  
Lerner & Sipkin, CPAs, LLP (NY)  
February 19, 2013

**PRINCETON SECURITIES GROUP, INC.**

Schedule of the Determination of SIPC Net Operating Revenues and General Assessment  
For the year ended December 31, 2012

**Determination of SIPC Net Operating Revenues:**

|   |                     |
|---|---------------------|
| Total Revenues (FOCUS line 12/ Part IIA line 9) | \$ 3,448,217        |
| Additions                                       | 66,879              |
| Deductions                                      | <u>(104,763)</u>    |
| SIPC Net Operating Revenues                     | <u>\$ 3,410,333</u> |

**Determination of General Assessment:**

|                              |                     |
|------------------------------|---------------------|
| SIPC Net Operating Revenues: | <u>\$ 3,410,333</u> |
| General Assessment @ .0025   | <u>8,526</u>        |

**Assessment Remittance:**

|  |                 |
|--|-----------------|
| Less: Payment made with Form SIPC-6 in October, 2012 | <u>(4,552)</u>  |
| Assessment Balance Due                               | <u>\$ 3,974</u> |

**Reconciliation with the Company's Computation of SIPC Net Operating Revenues for the year ended December 31, 2012:**

|   |                  |
|---|------------------|
| SIPC Net Operating Revenues as computed by the Company on Amended form SIPC-7 | \$ 3,410,333     |
| SIPC Net Operating Revenues as computed above                                 | <u>3,410,333</u> |
| Difference  | <u>\$ -</u>      |

**PRINCETON SECURITIES GROUP, INC.**

**Schedule of the Determination of SIPC Net Operating Revenues and  
General Assessment**

**For the year ended December 31, 2012**



**LERNER & SIPKIN**  
CERTIFIED PUBLIC ACCOUNTANTS LLP

132 Nassau Street, New York, NY 10038 Tel 212.571.0064 / Fax 212.571.0074

Jay Lerner, C.P.A.  
jlerner@lernersipkin.com

Joseph G. Sipkin, C.P.A.  
jsipkin@lernersipkin.com

To the Stockholders of  
Princeton Securities Group, Inc.  
2115 Linwood Avenue – Suite 430  
Fort Lee, NJ 07024

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Very truly yours,  
  
Lerner & Sipkin, CPAs, LLP (NY)  
February 19, 2013

**PRINCETON SECURITIES GROUP, INC.**

Schedule of the Determination of SIPC Net Operating Revenues and General Assessment  
For the year ended December 31, 2012

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**Reconciliation with the Company's Computation of SIPC Net Operating Revenues for the year ended December 31, 2012:**

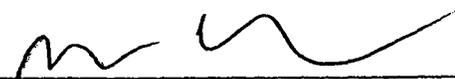
|   |                  |
|---|------------------|
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| SIPC Net Operating Revenues as computed above                                 | <u>3,410,333</u> |
| Difference  | <u>\$ -</u>      |

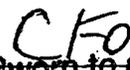
**PRINCETON SECURITIES GROUP, INC.**  
**STATEMENT OF FINANCIAL CONDITION**  
December 31, 2012

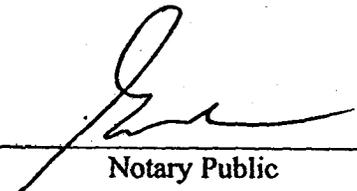
OATH OR AFFIRMATION

I, **MOSHE ENGELSOHN**, swear (or affirm) that, to the best of my knowledge and belief, the accompanying financial statement and supporting schedules pertaining to the firm of **PRINCETON SECURITIES GROUP INC. as of Dec 31, 2012**, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, member, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

NONE

X   
Signature

  
Sworn to and subscribed  
before me this  
21 day of February 2013

X   
Notary Public

This report\*\* contains (check all applicable boxes):

- (x) (a) Facing page.
- (x) (b) Statement of Financial Condition.
- (x) (c) Statement of Operations.
- (x) (d) Statement of Cash Flows.
- (x) (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietor's Capital.
- (x) (f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
- (x) (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.
- (x) (l) An Oath or Affirmation.
- (x) (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.
- (x) (o) Independent Auditors' Report.

**Gerard Tonner**  
Notary Public of New Jersey  
Commission Expires 10/2/2015

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