

11/29/13

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

SEC  
Mail Processing  
Section

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8-20392

FACING PAGE

Washington, DC

**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 October 1, 2012 AND ENDING September 30, 2013  
MM/DD/YY MM/DD/YY

**A. REGISTRANT IDENTIFICATION**

NAME OF BROKER-DEALER: World First Financial Services, Inc.

OFFICIAL USE ONLY  
FIRM I.D. NO.

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

270 Madison Avenue, Suite 1503

(No. and Street)

New York

New York

10016

(City)

(State)

(Zip Code)

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

James Des Londe

(212) 584-2001

(Area Code - Telephone Number)

**B. ACCOUNTANT IDENTIFICATION**

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

Sobel & Company, LLC

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

293 Eisenhower Parkway Livingston

New Jersey 07039-1711

(Address)

(City)

(State)

(Zip Code)

CHECK ONE:

- Certified Public Accountant
- Public Accountant
- Accountant not resident in United States or any of its possessions.

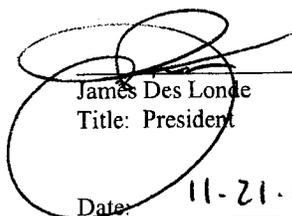
**FOR OFFICIAL USE ONLY**

\*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)

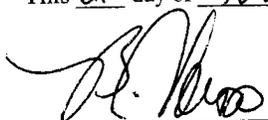
DD  
12/31/13  
JD  
12/3/13

AFFIRMATION

I, James Des Londe, affirm that, to the best of my knowledge and belief, the accompanying financial statements and supporting schedules pertaining to the firm of World First Financial Services, Inc. as of September 30, 2013, are true and correct. I further affirm that neither the Company nor any officer or director has any proprietary interest in any account classified solely as that of a customer.

  
James Des Londe  
Title: President  
Date: 11-21-13

Sworn to and subscribed before me  
This 21<sup>st</sup> day of Nov., 2013



Notary Public



This report contains (check all applicable boxes):

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- |                                     |     |                                                                                                                                                                                               |
|-------------------------------------|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | (a) | Facing Page                                                                                                                                                                                   |
| <input checked="" type="checkbox"/> | (b) | Statement of Financial Condition                                                                                                                                                              |
| <input checked="" type="checkbox"/> | (c) | Statement of Income (Loss)                                                                                                                                                                    |
| <input checked="" type="checkbox"/> | (d) | Statement of Cash Flows                                                                                                                                                                       |
| <input checked="" type="checkbox"/> | (e) | Statement of Changes in Stockholder's Equity                                                                                                                                                  |
| <input checked="" type="checkbox"/> | (f) | Statement of Changes in Liabilities Subordinated to Claims of General Creditors.                                                                                                              |
| <input checked="" type="checkbox"/> | (g) | Notes to Financial Statements                                                                                                                                                                 |
| <input checked="" type="checkbox"/> | (h) | Computation of Net Capital for Brokers and Dealers Pursuant to Rule 15c3-1                                                                                                                    |
| <input checked="" type="checkbox"/> | (i) | Computation for Determination of Reserve Requirements for Brokers and Dealers Pursuant to Rule 15c3-3                                                                                         |
| <input type="checkbox"/>            | (j) | Information Relating to Possession or Control Requirements for Brokers and Dealers under Rule 15c3-3                                                                                          |
| <input type="checkbox"/>            | (k) | A Reconciliation, Including Appropriate Explanations, of the Computation of Net Capital under Rule 15c3-1 and the Computation for Determination of the Reserve Requirements under Rule 15c3-2 |
| <input type="checkbox"/>            | (l) | A Reconciliation between the Audited and Unaudited Statements of Financial Condition with Respect to Methods of Consolidation                                                                 |
| <input checked="" type="checkbox"/> | (m) | An Oath or Affirmation                                                                                                                                                                        |
| <input checked="" type="checkbox"/> | (n) | A Copy of the Securities Investor Protection Corporation Supplemental Report.                                                                                                                 |
| <input type="checkbox"/>            | (o) | A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit                                                                    |
| <input checked="" type="checkbox"/> | (p) | Independent auditors' report on internal control                                                                                                                                              |
| <input type="checkbox"/>            | (q) | Schedule of segregation requirements and funds in segregation-customers' regulated commodity futures account pursuant to Rule 171-5                                                           |

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

**WORLD FIRST FINANCIAL SERVICES, INC.**

FINANCIAL STATEMENTS  
AND SUPPLEMENTARY INFORMATION  
INCLUDING FACING PAGE

SEPTEMBER 30, 2013

SOBEL & CO., LLC

CERTIFIED PUBLIC ACCOUNTANTS and CONSULTANTS

**WORLD FIRST FINANCIAL SERVICES, INC.**

FINANCIAL STATEMENTS  
AND SUPPLEMENTARY INFORMATION  
INCLUDING FACING PAGE

SEPTEMBER 30, 2013

# **WORLD FIRST FINANCIAL SERVICES, INC**

SEPTEMBER 30, 2013

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## **INDEPENDENT AUDITORS' REPORT**

To the Stockholder's and Directors of  
World First Financial Services, Inc.  
New York, New York 10016

We have audited the accompanying statement of financial statements of World First Financial Services, Inc. ("Company"), which comprises the statement of financial condition as of September 30, 2013, and the related statements of income, changes in stockholder's equity, cash flows, and changes in liabilities subordinated to claims of general creditors for the year then ended that are filed pursuant to Rule 17a-5 under the Securities Exchange Act of 1934, and the related notes to the financial statements.

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

Management is responsible for the preparation and fair presentation of these financial statements 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 financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditors' Responsibility**

Our responsibility is to express an opinion on these financial statements 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 financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, 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 financial statements 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

Member of



North  
America

An association of legally independent firms

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 financial statements.

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 financial statements referred to above present fairly, in all material respects, the financial position of World First Financial Services, Inc. as of September 30, 2013, and the results of its operations and its cash flows for the year then ended, in accordance with accounting principles generally accepted in the United States of America.

  
Certified Public Accountants

Livingston, New Jersey  
November 25, 2013

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**STATEMENT OF FINANCIAL CONDITION**  
**SEPTEMBER 30, 2013**

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**ASSETS**

Cash	\$ 232,577
Securities owned	1,158,783
Secured demand notes	500,000
Commissions receivable	175,109
Accrued interest receivable	29,007
Furniture and fixtures, net	72,407
Prepaid expenses	9,709
	<hr/>
Total Assets	<u>\$ 2,177,592</u>

**LIABILITIES AND STOCKHOLDER'S EQUITY**

**LIABILITIES:**

Due to clearing broker	\$ 1,158,783
Accounts payable and other accrued expenses	471,264
Deferred taxes	31,000
	<hr/>
Total Liabilities	<u>1,661,047</u>

**COMMITMENTS AND CONTINGENCIES:**

Subordinated borrowings	<hr/> 500,000
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**STOCKHOLDER'S EQUITY:**

Common stock - no par value; 1,000 shares authorized and issued, 990 outstanding	7,787
Additional paid-in capital	180,216
Accumulated deficit	(168,958)
	<hr/>
	19,045
Less: Treasury stock 10 shares, at cost	(2,500)
	<hr/>
Total Stockholder's Equity	<u>16,545</u>
	<hr/>
Total Liabilities and Stockholder's Equity	<u>\$ 2,177,592</u>

# WORLD FIRST FINANCIAL SERVICES, INC.

## STATEMENT OF INCOME

YEAR ENDED SEPTEMBER 30, 2013

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REVENUE:	
Trading profit	\$ 535,768
Commissions	1,092,423
Interest and ancillary charges	1,360,863
Total Revenue	<u>2,989,054</u>
OPERATING EXPENSES	<u>2,941,030</u>
OTHER EXPENSE:	
Interest expense	<u>35,000</u>
INCOME BEFORE PROVISION FOR INCOME TAXES	13,024
PROVISION FOR INCOME TAXES	<u>3,509</u>
NET INCOME	<u><u>\$ 9,515</u></u>

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**STATEMENT OF CHANGES IN STOCKHOLDER'S EQUITY**  
**YEAR ENDED SEPTEMBER 30, 2013**

	<b>Total Equity</b>	<b>Common Shares</b>	<b>Common Stock</b>	<b>Paid in Capital</b>	<b>Accumulated Deficit</b>	<b>Treasury Stock</b>
Balance, Beginning of year	\$ 62,465	990	\$ 7,787	\$ 235,651	\$ (178,473)	\$ (2,500)
Less: Repayment of capital	(55,435)			(55,435)		
Net income	9,515	-	-	-	9,515	-
Balance, End of year	\$ 16,545	990	\$ 7,787	\$ 180,216	\$ (168,958)	\$ (2,500)

*The accompanying notes are an integral part of these financial statements.*

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**STATEMENT OF CASH FLOWS**  
**YEAR ENDED SEPTEMBER 30, 2013**

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CASH FLOWS PROVIDED BY (USED FOR):

OPERATING ACTIVITIES:

Net income	\$ 9,515
Adjustments to reconcile net income to net cash used for operating activities:	
Depreciation	15,798
Deferred taxes	(7,000)
Changes in operating assets and liabilities:	
Securities owned	862,840
Commission receivable	(89,180)
Accrued interest receivable	(28,556)
Prepaid expenses	2,522
Due to clearing broker	(862,840)
Accounts payable and other accrued expenses	95,547
Net Cash Used for Operating Activities	<u>(1,354)</u>

FINANCING ACTIVITIES:

Repayment of capital	<u>(55,435)</u>
Net Cash Used for Financing Activities	<u>(55,435)</u>

NET DECREASE IN CASH (56,789)

CASH:

Beginning of year	<u>289,366</u>
End of year	<u>\$ 232,577</u>

SUPPLEMENTAL DISCLOSURE OF CASH FLOWS INFORMATION:

Cash paid for:	
Taxes	<u>\$ 5,986</u>
Interest	<u>\$ 35,000</u>

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**STATEMENT OF CHANGES IN LIABILITIES**  
**SUBORDINATED TO CLAIMS OF GENERAL CREDITORS**  
**YEAR ENDED SEPTEMBER 30, 2013**

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Subordinated borrowings - Beginning of year	\$ 500,000
Increase - Secured note collateral agreements	-
Decrease - Payment of subordinated notes	<u>-</u>
Subordinated borrowings - End of year	<u><u>\$ 500,000</u></u>

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**SEPTEMBER 30, 2013**

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**NOTE 1 - ORGANIZATION:**

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***Organization:***

World First Financial Services, Inc. (the "Company") is a broker-dealer registered with the Securities and Exchange Commission (SEC) and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC) and Municipal Securities Rulemaking Board (MSRB).

The Company commenced regular brokerage activity in August 2010 when the Company hired brokers.

The Company changed its name from Marquette De Bary Co., Inc. to World First Financial Services, Inc. on January 9, 2012 upon FINRA approval.

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:**

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***Basis of Accounting:***

The accompanying financial statements have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

***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 disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Significant estimates include payroll, commissions and payroll benefits. Actual results could differ from those estimates.

***Securities Owned:***

Marketable securities owned consist primarily of New York, Florida, Illinois, Puerto Rico and the U.S. Virgin Islands municipal bonds. Securities owned are recorded on the balance sheet at fair value where municipal bonds are classified as level 2 investments.

***Secured Demand Notes:***

Non-marketable securities owned consist primarily of notes secured by investments in pledged assets. The borrowings are covered by agreements approved by the Financial Industry Regulatory Authority.

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**SEPTEMBER 30, 2013**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)**

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***Fair Value Measurements:***

Fair value measurements establish a framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (level 1 measurements) and the lowest priority to unobservable inputs (level 3 measurements).

The three levels of the fair value hierarchy are described below:

**Level 1:** Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Company has the ability to access.

**Level 2:** Inputs to the valuation methodology include:

- Quoted prices for similar assets or liabilities in active markets;
- Quoted prices for identical or similar assets or liabilities in inactive markets;
- Inputs other than quoted prices that are observable for the asset or liability; and
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

**Level 3:** Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

***Commissions Receivable:***

The Company's commissions receivable is recorded at amounts billed to customers and is presented on the balance sheet net of the allowance for doubtful accounts, if required. The allowance is determined by a variety of factors, including the age of the receivables, current economic conditions, historical losses and other information management obtains regarding the financial condition of customers. The policy for determining the past due status of receivables is based on how recently payments have been received. Receivables are charged off when they are deemed uncollectible, which may arise when customers file for bankruptcy or are otherwise deemed unable to repay the amounts owed to the Company. No allowance is deemed necessary by management.

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**SEPTEMBER 30, 2013**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)**

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***Fixed Assets:***

Fixed assets are recorded at cost. The straight-line method of depreciation is used based on the estimated useful lives of the assets. Maintenance and repairs are charged to the expense when the expense is incurred.

***Revenue Recognition:***

Commission income is recorded when earned. Security transactions are accounted for on the trade date (the date that the order to buy or sell is executed) and the net realized gain or loss on sales of securities is determined by the use of the first-in, first-out (FIFO) method. Interest and ancillary charges are recorded when earned on a monthly basis. The revenue is based on the amount of money under management at the third party broker-dealer (First Clearing, LLC).

***Income Taxes:***

The Company utilizes accounting for income taxes, which requires an asset and liability approach to financial accounting and reporting for income taxes. Deferred income tax assets and liabilities are computed annually for differences between the financial statement basis and tax basis of assets and liabilities that will result in taxable or deductible amounts in the future based on enacted tax laws and rates applicable to the periods in which the differences are expected to affect taxable income. Income tax expense is the tax payable or refundable for the period plus or minus the change during the period in deferred tax assets and liabilities.

***Accounting for Uncertain Tax Positions:***

The Company follows the Income Taxes Topic of the FASB Accounting Standards Codification, which provides clarification on accounting for uncertainty in income taxes recognized in an enterprise's financial statements. The guidance prescribes a recognition threshold and measurement attribute for the financial statement recognition and measurement of a tax position taken or expected to be taken in a tax return, and also provides guidance on derecognition, classification, interest and penalties, disclosure and transition. At September 30, 2013, no significant income tax uncertainties have been included in the Company's statement of financial condition. The Company's policy is to recognize interest and penalties on unrecognized tax benefits in income tax expense in the statements of income. No interest and penalties are present for periods open. Tax returns for the years 2010 and forward are subject to audit by federal and state jurisdictions.

***Subsequent Events:***

The Company has evaluated its subsequent events and transactions occurring after September 30, 2013, through November 25, 2013, the date that the financial statements were available to be issued. The Company is not aware of any subsequent events, which would require recognition or disclosure in the financial statements.

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**SEPTEMBER 30, 2013**

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**NOTE 3 - SECURITIES OWNED:**

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At September 30, 2013, marketable securities owned and held in the principal trading account of the Company consist of State and Municipal Obligations in the amount \$1,158,783. The Company's state and municipal bonds owned consisted of the following geographic concentrations:

New York	5%
Illinois	1%
Puerto Rico	2%
U.S. Virgin Islands	92%

**NOTE 4 - FAIR VALUE OF SECURITIES:**

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The Company has categorized its investments based on the priority of the inputs to the valuation technique, into a three-level fair value hierarchy. If the inputs used to measure the investments fall within different levels of the hierarchy, the categorization is based on the lowest level input that is significant to the fair value measurement of the investment.

**FAIR VALUE MEASUREMENTS**  
**AS OF SEPTEMBER 30, 2013**

	<b>LEVEL 1</b>	<b>LEVEL 2</b>	<b>LEVEL 3</b>	<b>NETTING ADJ.</b>	<b>TOTAL</b>
State and Municipal Obligations	-	\$1,158,783	-	-	\$1,158,783

**NOTE 5 - FURNITURE AND FIXTURES:**

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At September 30, 2013, furniture and fixtures are comprised as follows:

	<b>Estimated Useful Life</b>	<b>2013</b>
Furniture and fixtures	7 yrs	\$ 110,584
Less: Accumulated depreciation		<u>(38,177)</u>
Furniture and Fixtures, Net		<u>\$ 72,407</u>

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**SEPTEMBER 30, 2013**

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**NOTE 6 - CLEARING BROKER:**

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The Company has entered into a Fully Disclosed Clearing Agreement with First Clearing, LLC (the "Clearing Broker"). The Clearing Broker carries cash and margin accounts of the customers introduced by the Company and clears transactions on a fully disclosed basis for such accounts. In addition, the Clearing Broker is responsible for carrying, maintaining and preserving such books and records pertaining to its function as a Clearing Broker pursuant to the requirements of rules 17a-3 and 17a-4 of the Securities Exchange Commission Act.

At September 30, 2013, the amount due to the Clearing Broker was \$1,158,783. All amounts due to the Clearing Broker are collateralized by the marketable securities held by the Company. The Clearing Broker charges and other costs vary monthly. Clearing charges amounted to \$240,459 for the year ended September 30, 2013.

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**NOTE 7 - PROVISION FOR INCOME TAXES:**

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At September 30, 2013, the provision for income taxes was \$3,509. Reconciliation between the amount of income tax expense attributable to continuing operations and the amount determined by applying the applicable U.S. statutory income tax rate to pre-tax (loss) income is as follows:

<b>Current:</b>	
Federal	\$ 5,228
State	6,845
Prior year over accrual	(1,564)
<b>Deferred:</b>	
Federal	(5,000)
State	(2,000)
Income Tax (Benefit) Provision	<u>\$ 3,509</u>

Deferred income taxes reflect the net tax effects of temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for income tax purposes. The major temporary differences that give rise to the deferred tax assets and liabilities are depreciation and amortization and net operating loss carry forwards.

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**SEPTEMBER 30, 2013**

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**NOTE 7 - PROVISION FOR INCOME TAXES: (Continued)**

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At September 30, 2013, deferred tax assets are comprised of the following:

	<u>Federal</u>	<u>State/City</u>	<u>Total</u>
Benefit from net operating loss			
Depreciation	(25,000)	(6,000)	(31,000)
Total	<u>\$ (25,000)</u>	<u>\$ (6,000)</u>	<u>\$ (31,000)</u>

The Company has a net operating loss carry forward for \$307,279 to offset future Federal taxable income, expiring through September 30, 2028. The Company also has a net operating loss carry forward in the amount of approximately \$439,301 available to offset future State of New York and the City of New York taxable income, expiring through December 31, 2028. A valuation allowance has been recorded in the amount of \$250,754 due to the limitation of usage as result of change in ownership.

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**NOTE 8 - COMMITMENTS:**

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The Company leased office space with monthly payments of \$7,000 until September 1, 2013 and will commence on a month-to-month basis, thereafter.

Total rent expense under the operating lease amounted to \$94,603. The Company has a month-to-month agreement for equipment rental and there are no future commitments. The total equipment rental expense amounted to \$54,506 for the year ended September 30, 2013.

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**NOTE 9 - SUBORDINATED BORROWINGS:**

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The borrowings under subordination agreements at September 30, 2013 are listed as follows:

Secured demand note collateral agreements, 7% percent, \$500,000 due August 2016. The demand notes are collateralized by certain assets, which are pledged by individuals. The total fair market value of the assets pledged is \$550,008. If the pledged assets fair market value minus any required regulatory deductions decreases below the value of the stated notes, the Company has the right to either require additional pledged assets to bring the value of the total pledged assets up to an amount that exceeds the \$500,000, or lower the amount of the face value of the notes.

Interest accrued on the loans at September 30, 2013, is \$8,750 and is included in accounts payable and accrued expenses. Interest expense amounted to \$35,000 for the year ended September 30, 2013.

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**SEPTEMBER 30, 2013**

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**NOTE 10 - PENSION EXPENSE**

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The Company participates in the Simple IRA Plan. All Employees are eligible to participate upon the later of the Plan's effective date or the employee's date of hire. The maximum amount of contributions is limited to the lesser of the percentage of employee compensation indicated in the deferral Form or the applicable annual dollar limitation described in the adoption agreement.

The matching contribution is contributed to each eligible participant in accordance with the non-discriminatory formula determined by the employer. For the year ended September 30, 2013, the Company contributed \$14,549 to the Plan.

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**NOTE 11 - NET CAPITAL REQUIREMENT**

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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 15 to 1 (and the rule of the "applicable" exchange also provides that equity capital may not be withdrawn or cash dividends paid if the resulting net capital ratio would exceed 10 to 1).

Pursuant to the net capital provisions of Rule 15c 3-1 of the Securities and Exchange Commission, the Company is required to maintain a minimum net capital balance. Net capital and the related net capital ratio may fluctuate on a daily basis. At September 30, 2013, the Company had net capital of \$340,103, which was \$240,103 in excess of its minimum dollar net capital requirement of \$100,000.

The Company is not required to furnish the "computation of reserve requirements" under rule 15c3-3 of the Securities Exchange Act of 1934 due to the fact that it qualifies for, and complies with, the exemptive provision k(2)(ii) of Rule 15c3-3.

This provision exempts brokers or dealers, who clear all transactions on behalf of customers with a Clearing Broker on a fully disclosed basis, from having to furnish the "computation of reserve requirements".

As of September 30, 2013, the Company was in compliance with all minimum net capital requirements.

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**NOTE 12 - CONCENTRATION OF RISK:**

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At September 30, 2013 and at various times throughout the year the Company maintained balances at financial institutions, which may exceed insured limits.

**INDEPENDENT AUDITORS' REPORT ON SUPPLEMENTARY  
INFORMATION REQUIRED BY RULE 17a-5 UNDER THE SECURITIES  
EXCHANGE ACT OF 1934**

To the Stockholder's and Directors of  
World First Financial Services, Inc.  
New York, New York 10016

We have audited the financial statements of World First Financial Services, Inc. as of and for the year ended September 30, 2013 and have issued our report thereon, dated November 25, 2013, which contained an unmodified opinion on those financial statements. Our audit was performed for the purpose of forming an opinion on the financial statements as a whole. The supplementary information contained on pages 16-17, required by Rule 17a-5 under the Securities Exchange Act of 1934, is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information contained on page 16 has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

  
Certified Public Accountants

November 25, 2013

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**SUPPLEMENTARY INFORMATION**  
**COMPUTATION OF NET CAPITAL UNDER RULE 15c3-1 OF THE**  
**SECURITIES AND EXCHANGE COMMISSION**  
**SEPTEMBER 30, 2013**

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NET CAPITAL:	
Total stockholder's equity qualified for net capital	\$ 16,545
Additions:	
Subordinated borrowing allowable in computation of net capital	500,000
Total capital and allowable subordinated liabilities	<u>516,545</u>
Deductions and charges:	
Non-allowable assets	<u>(82,116)</u>
Net Capital Before Haircuts on Securities Position	434,429
Haircuts on securities:	
Haircuts on securities owned	78,816
Undue concentration haircut	<u>15,510</u>
NET CAPITAL	<u><u>\$ 340,103</u></u>
AGGREGATE INDEBTEDNESS:	
Items included in statements of financial condition:	
Accounts payable, other accrued expenses, deferred taxes	<u>\$ 502,264</u>
TOTAL AGGREGATE INDEBTEDNESS	<u><u>\$ 502,264</u></u>
COMPUTATION OF BASIC NET CAPITAL REQUIREMENTS:	
Net capital requirement	\$ 100,000
Excess net capital	<u>\$ 240,103</u>
Excess net capital at 120%	<u>\$ 220,103</u>
Ratio: aggregate indebtedness to net capital	<u>1.5 to 1</u>
RECONCILIATION WITH COMPANY'S COMPUTATION:	
Included in Part IIA of Form X-17A-5 as of	
September 30, 2013:	
Net capital, as reported in Company's	
(Unaudited) FOCUS report Part IIA	<u>\$ 340,103</u>
NET CAPITAL PER ABOVE	<u><u>\$ 340,103</u></u>

*See independent auditors' report on supplementary information.*

**WORLD FIRST FINANCIAL SERVICES, INC.**  
**SUPPLEMENTARY INFORMATION**  
**COMPUTATION FOR DETERMINATION OF RESERVE REQUIREMENTS**  
**UNDER RULE 15c3-3 OF THE SECURITIES AND EXCHANGE COMMISSION**  
**AS OF SEPTEMBER 30, 2013**

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World First Financial Services, Inc. is not required to furnish this schedule due to its compliance with the exemptive provision k(2)(ii) of Rule 15c3-3. All customer transactions have cleared through another broker-dealer (First Clearing, LLC) on a fully disclosed basis.

**WORLD FIRST FINANCIAL SERVICES, INC.**

INDEPENDENT AUDITORS' REPORT ON INTERNAL  
CONTROL REQUIRED BY SEC RULE 17a-5

SEPTEMBER 30, 2013

**INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL  
REQUIRED BY SEC RULE 17a-5(g)(1) FOR A BROKER-DEALER  
CLAIMING AN EXEMPTION FROM SEC RULE 15c3-3**

To the Stockholders and Directors of  
World First Financial Services, Inc.  
New York, New York 10016

In planning and performing our audit of the financial statements and supplementary information of World First Financial Services, Inc. ("Company"), as of and for the year ended September 30, 2013, in accordance with auditing standards generally accepted in the United States of America, we considered the Company's internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we do not express an opinion on the effectiveness of the Company's internal control.

Also, as required by Rule 17a-5(g)(1) of the Securities and Exchange Commission ("SEC"), we have made a study of the practices and procedures followed by the Company including consideration of control activities for safeguarding securities. This study included tests of such practices and procedures that we considered relevant to the objectives stated in Rule 17a-5(g) in making the periodic computations of aggregate indebtedness (or aggregate debits) and net capital under Rule 17a-3(a)(11) and for determining compliance with the exemptive provisions of Rule 15c3-3. Because the Company does not carry securities accounts for customers or perform custodial functions relating to customer securities, we did not review the practices and procedures followed by the Company in any of the following:

1. Making the quarterly securities examinations, counts, verifications, and comparisons and recordation of differences required by Rule 17a-13
2. Complying with the requirements for prompt payment for securities under Section 8 of Federal Reserve Regulation T of the Board of Governors of the Federal Reserve System

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The management of the Company is responsible for establishing and maintaining internal control and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of controls and of the practices and procedures referred to in the preceding paragraph and to assess whether those practices and procedures can be expected to achieve the SEC's previously mentioned objectives. Two of the objectives of internal control and the practices and procedures are to provide management with reasonable but not absolute assurance that assets for which the Company has responsibility are safeguarded against loss from unauthorized use or disposition and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in conformity with accounting principles generally accepted in the United States of America. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

Because of inherent limitations in internal control or the practices and procedures referred to above, error or fraud may occur and not be detected. Also, projection of any evaluation of them to future periods is subject to the risk that they may become inadequate because of changes in conditions or that the effectiveness of their design and operation may deteriorate.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis. A significant deficiency is a deficiency, or combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

A material weakness is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the Company's financial statements will not be prevented, or detected and corrected, on timely basis.

Our consideration of internal control was for the limited purpose described in the first and second paragraphs and would not necessarily identify all deficiencies in internal control that might be material weaknesses. We did not identify any deficiencies in internal control and control activities for safeguarding securities that we consider to be material weaknesses, as defined previously.

We understand that practices and procedures that accomplish the objectives referred to in the second paragraph of this report are considered by the SEC to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company's practices and procedures, as described in the second paragraph of this report, were adequate at September 30, 2013, to meet the SEC's objectives.

This report is intended solely for information and use of Board of Directors, management, the SEC, and other regulatory agencies that rely on Rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers, and is not intended to be and should not be used by anyone other than these specified parties.

  
Certified Public Accountants

Livingston, New Jersey  
November 25, 2013



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**INDEPENDENT AUDITORS' REPORT ON APPLYING AGREED-UPON  
PROCEDURES RELATED TO AN ENTITY'S SIPC ASSESSMENT  
RECONCILIATION**

To the Stockholders and Directors of  
World First Financial Services, Inc.  
New York, New York 10016

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 [General Assessment Reconciliation (Form SIPC-7)] to the Securities Investor Protection Corporation (SIPC) for the year ended September 30, 2013, which were agreed to by World First Financial Services, Inc. and the Securities and Exchange Commission, Financial Industry Regulatory Authority, Inc., and SIPC, solely to assist you and the other specified parties in evaluating World First Financial Services, Inc.'s compliance with the applicable instructions of the General Assessment Reconciliation (Form SIPC-7). World First Financial Services, Inc.'s management is responsible for World First Financial Services, Inc.'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 and our findings are as follows:

1. Compared the listed assessment payments in Form SIPC-7 with respective cash disbursement records entries, noting no differences;
2. Compared the amounts reported on Form X-17A-5 for the year ended September 30, 2013, as applicable, with the amounts reported in Form SIPC-7 for the year ended September 30, 2013, noting no differences;
3. Compared any adjustments reported in Form SIPC-7 with supporting schedules and working papers, noting no differences;
4. Proved the arithmetical accuracy of the calculations reflected in Form SIPC-7 and in the related schedules and working papers supporting the adjustments; if any, noting no differences; and
5. Compared the amount of any overpayment applied to the current assessment with the Form SIPC-7 or which it was originally computed, noting no differences.

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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.

  
Certified Public Accountants

Livingston, New Jersey  
November 25, 2013

**SIPC-7**

(33-REV 7/10)

SECURITIES INVESTOR PROTECTION CORPORATION  
P.O. Box 92185 Washington, D.C. 20090-2185  
202-371-8300

**General Assessment Reconciliation**

**SIPC-7**

(33-REV 7/10)

For the fiscal year ended 9/30/2013

(Read carefully the instructions in your Working Copy before completing this Form)

**TO BE FILED BY ALL SIPC MEMBERS WITH FISCAL YEAR ENDINGS**

1. Name of Member, address, Designated Examining Authority, 1934 Act registration no. and month in which fiscal year ends for purposes of the audit requirement of SEC Rule 17a-5:

020392 FINRA SEP  
WORLD FIRST FINANCIAL SERVICES INC  
270 MADISON AVE RM 1503  
NEW YORK NY 10016-0601

Note: If any of the information shown on the mailing label requires correction, please e-mail any corrections to form@sipc.org and so indicate on the form filed.

Name and telephone number of person to contact respecting this form.

Jamy DeLonde 212 504.2001

2. A. General Assessment (item 2e from page 2)

\$ 6784  
3818

B. Less payment made with SIPC-6 filed (exclude interest)

4-16-13

Date Paid

C. Less prior overpayment applied

( 125 )  
2841

D. Assessment balance due or (overpayment)

E. Interest computed on late payment (see instruction E) for \_\_\_\_\_ days at 20% per annum

0

F. Total assessment balance and interest due (or overpayment carried forward)

\$ 2841

G. PAID WITH THIS FORM:

Check enclosed, payable to SIPC  
Total (must be same as F above)

\$ 2841

H. Overpayment carried forward

\$( 0 )

Subsidiaries (S) and predecessors (P) included in this form (give name and 1934 Act registration number):

The SIPC member submitting this form and the person by whom it is executed represent thereby that all information contained herein is true, correct and complete.

World First Financial Services, Inc  
(Name of Corporation, Partnership or other organization)

(Authorized Signature)

Dated the 24th day of October, 20 13.

[Signature]  
President CEO  
(Title)

This form and the assessment payment is due 60 days after the end of the fiscal year. Retain the Working Copy of this form for a period of not less than 6 years, the latest 2 years in an easily accessible place.

SIPC REVIEWER

Dates: Postmarked Received Reviewed  
Calculations \_\_\_\_\_ Documentation \_\_\_\_\_ Forward Copy \_\_\_\_\_  
Exceptions:  
Disposition of exceptions:

**DETERMINATION OF "SIPC NET OPERATING REVENUES"  
AND GENERAL ASSESSMENT**

Amounts for the fiscal period  
beginning 10/1/2012  
and ending 9/30/2013

Item No.  
2a. Total revenue (FOCUS Line 12/Part IIA Line 9, Code 4030)

Eliminate cents  
\$ 2989054

2b. Additions:

- (1) Total revenues from the securities business of subsidiaries (except foreign subsidiaries) and predecessors not included above.
- (2) Net loss from principal transactions in securities in trading accounts.
- (3) Net loss from principal transactions in commodities in trading accounts.
- (4) Interest and dividend expense deducted in determining item 2a.
- (5) Net loss from management of or participation in the underwriting or distribution of securities.
- (6) Expenses other than advertising, printing, registration fees and legal fees deducted in determining net profit from management of or participation in underwriting or distribution of securities.
- (7) Net loss from securities in investment accounts.

0  
0  
0  
0  
0  
0  
0

Total additions

2c. Deductions:

- (1) Revenues from the distribution of shares of a registered open end investment company or unit investment trust, from the sale of variable annuities, from the business of insurance, from investment advisory services rendered to registered investment companies or insurance company separate accounts, and from transactions in security futures products.
- (2) Revenues from commodity transactions.
- (3) Commissions, floor brokerage and clearance paid to other SIPC members in connection with securities transactions.
- (4) Reimbursements for postage in connection with proxy solicitation.
- (5) Net gain from securities in investment accounts.
- (6) 100% of commissions and markups earned from transactions in (i) certificates of deposit and (ii) Treasury bills, bankers acceptances or commercial paper that mature nine months or less from issuance date.
- (7) Direct expenses of printing advertising and legal fees incurred in connection with other revenue related to the securities business (revenue defined by Section 16(9)(L) of the Act).
- (8) Other revenue not related either directly or indirectly to the securities business. (See Instruction C):

0  
0  
240459  
0  
0  
0  
0  
0

(Deductions in excess of \$100,000 require documentation)

(9) (i) Total interest and dividend expense (FOCUS Line 22/PART IIA Line 13, Code 4075 plus line 2b(4) above) but not in excess of total interest and dividend income.

\$ 35000

(ii) 40% of margin interest earned on customers securities accounts (40% of FOCUS line 5, Code 3960).

\$ 0

Enter the greater of line (i) or (ii)

Total deductions

35000  
275459  
2713595  
6784

2d. SIPC Net Operating Revenues

\$ 2713595

2e. General Assessment @ .0025

\$ 6784

(to page 1, line 2.A.)