ANNUAL AUDITED REPORT
PART III

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 JANUARY 1, 2013 AND ENDING DECEMBER 31, 2013

A. REGISTRANT IDENTIFICATION

NAME OF BROKER DEALER: FIRST FLORIDA SECURITIES, INC.

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

11660 NIGHT HERON DRIVE
(No. and Street)

NAPLES  FLORIDA  34119
(City)  (State)  (Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT
DENNIS SCHROEDER  (239) 596-2806

(Area Code - Telephone No.)

B. ACCOUNTANT DESIGNATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report*

OHAB AND COMPANY, PA

100 E. SYBELIA AVENUE, SUITE 130, MAITLAND  FLORIDA  32751

(Address and City)  (State)

CHECK ONE:
☒ Certified Public Accountant
☐ Public Accountant
☐ Accountant not resident in United States or any of its Possessions

*Claims for exemption from the requirement that the annual audit 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 required to respond unless the form displays a current valid OMB control number.

SEC 1410 (06-02)
OATH OR AFFIRMATION

I, DENNIS SCHROEDER, swear or affirm that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm or FIRST FLORIDA SECURITIES, INC. as of December 31, 2013 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:

______________________
Signature

CEO
Title

2-17-14

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 Proprietor's 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 15c3-1.
☐ (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).
# Statement of Financial Condition

**December 31, 2013**

**Assets**

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$17,127</td>
</tr>
<tr>
<td>Other assets</td>
<td>1,692</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$18,819</strong></td>
</tr>
</tbody>
</table>

**Liabilities and Stockholder's Equity**

<table>
<thead>
<tr>
<th>Liability</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$1,364</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>1,364</strong></td>
</tr>
</tbody>
</table>

**Stockholder's equity**

<table>
<thead>
<tr>
<th>Equity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common stock, voting, $1 par value per share; 7,500 shares authorized, 100 issued and outstanding</td>
<td>100</td>
</tr>
<tr>
<td>Additional paid-in capital</td>
<td>124,000</td>
</tr>
<tr>
<td>Accumulated deficit</td>
<td>(106,645)</td>
</tr>
<tr>
<td><strong>Total liabilities and stockholder's equity</strong></td>
<td><strong>$18,819</strong></td>
</tr>
</tbody>
</table>

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