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#### **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 10	)/01/15	$_{\rm AND~ENDING}$ 09/3	30/16
	MM/DD/YY		MM/DD/YY
A. REGI	STRANT IDENTIFIC	CATION	
A. REGI  NAME OF BROKER-DEALER: INFINITY S  ADDRESS OF PRINCIPAL PLACE OF BUSIN  1624 FRANKLIN STREET, SUITE  OAKLAND  (City)	SECURITIES INC.	Courie.	OFFICIAL USE ONLY
ADDRESS OF PRINCIPAL PLACE OF BUSIN	NESS: (Do not use P.O. B	ox No.)	FIRM I.D. NO.
1624 FRANKLIN STREET, SUITE	≣ 818	A TE TOPE	
	(No. and Street)	C 5 TCX	
OAKLAND	CA	C1 106 3	<b>4</b> 612
(City)	(State)	(Z)	ip Code)
NAME AND TELEPHONE NUMBER OF PER JAMES SIMOS	SON TO CONTACT IN I	REGARD TO THIS REPO	ORT 10-588-8000
		(	Area Code – Telephone Number)
B. ACCO	UNTANT IDENTIFI	CATION	
INDEPENDENT PUBLIC ACCOUNTANT wh	ose opinion is contained i	n this Report*	
Breard & Associates, Inc., Certifie	d Public Accounta	nts	
(1)	Name – if individual, state last, j	first, middle name)	the first of the control of the cont
9221 Corbin Avenue, Suite 170	Northridge	CA	91324
(Address)	(City)	(State)	(Zip Code)
CHECK ONE:			
Certified Public Accountant			
Public Accountant			
Accountant not resident in United	d States or any of its posse	essions.	
F	OR OFFICIAL USE O	NLY	

<sup>\*</sup>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)

### OATH OR AFFIRMATION

I. JAMES	Simos, swear (or affirm) that, to the best of
my knowledge and b	pelief the accompanying financial statement and supporting schedules pertaining to the firm of
of SEPTEMBER 30	, 20 16 , are true and correct. I further swear (or affirm) that
	y nor any partner, proprietor, principal officer or director has any proprietary interest in any account hat of a customer, except as follows:
	Signature  C.FO., Managing Principal
	Title
Notary	y Public
<ul> <li>☑ (a) Facing Page</li> <li>☑ (b) Statement o</li> <li>☑ (c) Statement o</li> <li>☑ (d) Statement o</li> <li>☑ (e) Statement o</li> <li>☑ (f) Statement o</li> <li>☑ (g) Computation</li> <li>☑ (h) Computation</li> <li>☑ (i) Information</li> <li>☑ (i) A Reconciliant</li> <li>☑ (b) A Reconciliant</li> <li>☑ (consolidation)</li> <li>☑ (d) An Oath or</li> <li>☑ (e) Table 1</li> <li>☑ (f) An Oath or</li> <li>☑ (f) Man O</li></ul>	of Financial Condition.  If Income (Loss).  If Changes in Financial Condition.  If Changes in Stockholders' Equity or Partners' or Sole Proprietors' Capital.  If Changes in Liabilities Subordinated to Claims of Creditors.  In of Net Capital.  In for Determination of Reserve Requirements Pursuant to Rule 15c3-3.  If Relating to the Possession or Control Requirements Under Rule 15c3-3.  It ation, including appropriate explanation of the Computation of Net Capital Under Rule 15c3-1 and the Infor Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.  In ation between the audited and unaudited Statements of Financial Condition with respect to methods of the Condition between the audited and unaudited Statements of Financial Condition with respect to methods of the Condition between the audited and unaudited Statements of Financial Condition with respect to methods of the
**For conditions of	confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).
verifies only the document to wh	or other officer completing this certificate e identity of the individual who signed the hich this certificate is attached, and not the ecuracy, or validity of that document.
State of <i>Ca</i> County of <i>_</i>	lifornia Flamedo
Subscribed an Subscribed an Subscribed American Subscribed America	nd sworn to (or affirmed) before me on this 29 day of November, 2016 by Steven Simos proved to me on the basis of satisfactory evidences to be the person d before me.
Notary Public	COMM. # 2167055  NOTARY PUBLIC CALIFORNIA ALAMEDA COUNTY



Report of Independent Registered Public Accounting Firm

Board of Directors Infinity Financial Services

We have audited the accompanying statement of financial condition of Infinity Financial Services as of September 30, 2016, and the related statements of operations, changes in stockholders' equity, and cash flows for the year then ended. These financial statements are the responsibility of Infinity Financial Services's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (United States). 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 also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluation of the overall financial statement presentation. We believe that our audit provides a basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Infinity Financial Services as of September 30, 2016, and the results of its operations and its cash flows for the year then ended, in conformity with accounting principles generally accepted in the United States.

The information contained in Schedule I and II (supplemental information) has been subjected to audit procedures performed in conjunction with the audit of Infinity Financial Services's financial statements. The supplemental information is the responsibility of Infinity Financial Services's management. Our audit procedures included determining whether the supplemental information reconciles to the financial statements or the underlying accounting and other records, as applicable, and performing procedures to test the completeness and accuracy of the information presented in the supplemental information. In forming our opinion on the supplemental information, we evaluated whether the supplemental information, including its form and content, is presented in conformity with 17 C.F.R. § 240.17a-5. In our opinion, Schedules I and II are fairly stated, in all material respects, in relation to the financial statements as a whole.

Breard & Associates, Inc. Certified Public Accountants

Oakland, California November 25, 2016

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## Infinity Financial Services Statement of Financial Condition September 30, 2016

### **Assets**

Cash and cash equivalent	\$	57,483
Receivable from clearing firms	Ψ	250,013
Deposit at clearing firms		25,122
Account receivable		9,761
Prepaid expenes		10,368
Property and equipment		7,622
Total assets	\$	360,369
Liabilities and Stockholders' Equity		
Liabilities		
Account payable and accrued expenses	\$	203,532
Commission payable		67,102
Credit line payable		22,432
Total liabilities		293,066
Commitments and contingencies		
Stockholders' equity		
Common stock, \$1 par value, 1000 shares authorized,		
1000 shares issued and outstanding.		1,000
Additional paid-in capital		75,000
Accumulated deficits		(8,697)
Total stockholders' equity		67,303
Total liabilities and stockholders' equity	<u>\$</u>	360,369

### Infinity Financial Services Statement of Operations For The Year Ended September 30, 2016

### Revenues

Advisory fees	\$	439,840
Commissions and fee incom		2,733,017
Interest and other income		258,616
Total revenues		3,431,473
Expenses		
Employee compensation and benefits		213,414
Commission expenses		2,324,839
Communications		197,547
Professional fees		87,550
Occupancy and equipment rental		39,255
Other operating expenses		600,311
Total expenses		3,462,916
Net income (loss) before income tax provision		(31,443)
Income tax provision	-	800
Net income (loss)	\$	(32,243)

### Infinity Financial Services Statement of Changes in Stockholders' Equity For The Year Ended September 30, 2016

	Comi	non Stock	 tional Paid- Capital	 cumulated deficits		Total
Balance at September 30, 2015	\$	1,000	\$ 75,000	\$ 23,836	\$	99,836
Distributions				(290)		(290)
Net income (loss)		_	 _	 (32,243)	\$	(32,243)
Balance at September 30, 2016	\$	1,000	\$ 75,000	\$ (8,697)	<u>\$</u>	67,303

### Infinity Financial Services Statement of Cash Flows September 30, 2016

Cash flow from operating activities:			
Net income (loss)			\$ (32,243)
Adjustments to reconcile net income (loss) to net			
cash provided by (used in) operating activities:			
Depreciation	\$	6,051	
(Increase) decrease in:			
Receivable from clearing firms		(80,806)	
Account receivable		(4,996)	
Prepaid expenes		(2,665)	
(Decrease) increase in:			
Account payable and accrued expenses		203,203	
Commission payable		(96,270)	
Credit line payable		(7,791)	
Total adjustments	<del></del>		 16,726
Net cash provided by (used in) operating activities			(15,517)
Cash flow from investing activities:			
Purchases of property and equipment		(1,652)	
Net cash provided by (used in) investing activities			(1,652)
Cash flow from financing activities:			
Capital distributions		(290)	
Net cash provided by (used in) financing activities			 (290)
Net increase (decrease) in cash			(17,459)
Cash at September 30, 2015			74,942
Cash at September 30, 2016			\$ 57,483
Supplemental disclosure of cash flow information:			
Cash paid during the year for:			
Interest		-	
Income taxes		1,600	

#### NOTE 1: GENERAL AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

### Organization

Infinity Financial Services (the "Company") was incorporated in the State of California on January 9, 2007. The Company is a registered broker-dealer in securities under the Securities and Exchange Act of 1934. The Company is a member of the Financial Industry Regulatory Authority ("FINRA"), and the Securities Investor Protection Corporation ("SIPC").

The Company is engaged in business as a securities broker-dealer, that provides several classes of services, including engaging in investment advisory and general securities brokerage activities on behalf of its clients. Fee revenues are generated through mutual fund transactions.

Under its membership agreement with FINRA and pursuant to Rule 15c3-3(k)(2)(ii), the Company is exempt from the requirement of Rule 15c3-3 under the Securities Exchange Act of 1934 pertaining to the possession or control of customer assets and reserve requirements.

### Summary of Significant Accounting Policies

The presentation 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 disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

Receivables from clearing organizations represent commissions earned on security transactions. These receivables are stated at face amount with no allowance for doubtful accounts. An allowance for doubtful accounts is not considered necessary because probable uncollectible accounts are immaterial.

Securities transactions and related commission revenues and expenses are recorded on a settlement date basis. Accounting principle generally accepted in the United States of America require transactions to be recorded on a trade date basis, however there is no material difference between trade date and settlement date for the Company.

Property and equipment are stated at cost. Repairs and maintenance to these assets are charged to expense as incurred; major improvements enhancing the function and/or useful life are capitalized. When items are sold or retired, the related cost and accumulated depreciation are removed from the accounts and any gains or losses arising from such transactions are recognized.

### NOTE 1: GENERAL AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

With the consent of its stockholders, the Company has elected to be treated as an S Corporation under Subchapter S of the Internal Revenue Code. Subchapter S of the Code provides that in lieu of corporate income taxes, the stockholders are individually taxed on the Company's taxable income; therefore, no provision or liability for Federal Income Taxes is included in these financial statements.

The Company has adopted authoritative standards of accounting for and the disclosure of events that occur after the balance sheet date but before the financial statements are issued or are available to be issued. These standards require the Company to recognize in the financial statements the effects of all recognized subsequent events that provide additional evidence about conditions that existed at the date of the balance sheet. For non-recognized subsequent events that must be disclosed to keep the financial statements from being misleading, the Company is required to disclose the nature of the event as well as an estimate of its financial effect, or a statement that such estimate cannot be made. In addition, the Company is required to disclose the date through which subsequent events have been evaluated. The Company has evaluated subsequent events through the issuance of their financial statements (See Note 11).

### NOTE 2: DEPOSIT AT CLEARING FIRMS

The Company has a brokerage agreement with its clearing firm to carry its account and the accounts of its clients as customers of the clearing firm. The clearing firm has custody of the Company's cash balances which serve as collateral for any amounts due to the clearing firm as well as collateral for securities sold short or securities purchased on margin. Interest is paid monthly on these cash deposits at the average overnight repurchase rate. The balance at September 30, 2016 was \$25,122.

### NOTE 3: RECEIVABLE FROM CLEARING FIRMS

Pursuant to the clearing agreements, the Company introduces all of its securities transactions to its clearing brokers on a fully disclosed basis. Customers' money balances and security positions are carried on the books of the clearing brokers. In accordance with the clearance agreements, the Company has agreed to indemnify the clearing brokers for losses, if any, which the clearing brokers may sustain from carrying securities transactions introduced by the Company. In accordance with industry practice and regulatory requirements, the Company and the clearing brokers monitor collateral on the customers' accounts. As of September 30, 2016, the receivable from clearing firms of \$250,013 are pursuant to these clearing agreements.

#### **NOTE 4: INCOME TAXES**

As discussed in Note 1 the Company has elected the S Corporate tax status; herefore, no provision or liability for Federal Income Taxes is included in these financial statements.

### NOTE 5: PROPERTY AND EQUIPMENT, NET

Property and equipment are recorded net of accumulated depreciation and summarized by major classification as follows:

	Use	ful Life
Computer equipment	\$ 33,055	5
Computer software	5,229	3
	38,284	
Less: accumulated depreciation	(30,662)	
Property and equipment, net	\$ 7,622	

Depreciation expense for the year ended September 30, 2016 was \$6,051.

### **NOTE 6: OCCUPANCY EXPENSE**

The Company is currently leasing its office space on a month-to-month basis. For the year ended September 30, 2016, the Company recorded \$39,255 in occupancy expense.

#### NOTE 7: PROFIT SHARING PLAN

The Company's profit sharing plan covers all eligible employees of the Company. The plan was effective on February 24, 2014. All contributions to the plan are made at the discretion of the Company's management. Total contributions made for the year ended September 30, 2016 were \$10,983.

#### NOTE 8: COMMITMENTS AND CONTINGENCIES

#### Commitments

In the normal course of business, the Company could be threatened with, or named as a defendant in, lawsuits, arbitrations, and administrative claims. Such matters that are reported to regulators such as the SEC or FINRA and investigated by such regulators, may, if pursued, result in formal arbitration claims being filed against the Company and/or disciplinary action being taken against the Company by regulators. Any such claims or disciplinary actions that are decided against the Company could harm the Company's business. The Company is also subject to periodic regulatory audits and inspections which could result in fines or other disciplinary actions. Unfavorable outcomes, in such matters, may result in a material impact to the Company's financial position, statement of income or cash flows. As of September 30, 2016, management is not aware of any commitments or contingencies that could have a material impact on the financial statements.

#### **NOTE 9: GUARANTEES**

FASB ASC 460, Guarantees, requires the Company to disclose information about its obligations under certain guarantee arrangements. FASB ASC 460 defines guarantees as contracts and indemnification agreements that contingently require a guarantor to make payments to the guaranteed party based on changes in an underlying factor (such as an interest or foreign exchange rate, security or commodity price, an index or the occurrence or nonoccurrence of a specified event) related to an asset, liability or equity security of a guaranteed party. This guidance also defines guarantees as contracts that contingently require the guarantor to make payments to the guaranteed party based on another entity's failure to perform under an agreement as well as indirect guarantees of indebtedness of others.

The Company has issued no guarantees at September 30, 2016 or during the year then ended.

### NOTE 10: CONCENTRATION OF CREDIT RISK

The Company is engaged in various trading and brokerage activities in which counter-parties primarily include broker-dealers, banks, and other financial institutions. In the event counter-parties do not fulfill their obligations, the Company may be exposed to risk. The risk of default depends on the creditworthiness of the counter-party or issuer of the instrument. It is the Company's policy to review, as necessary, the credit standing of each counter-party.

### NOTE 11: SUBSEQUENT EVENTS

The Company has evaluated events subsequent to the balance sheet date for items requiring recording or disclosure in the financial statements. The evaluation was performed through the date the financial statements were available to be issued. Based upon this review, the Company has determined that there were no events which took place that would have a material impact on its financial statements.

### NOTE 12: RECENTLY ISSUED ACCOUNTING STANDARDS

For the year ending September 30, 2016, various ASUs issued by the FASB were either newly issued or had effective implementation dates that would require their provisions to be reflected in the financial statements for the year then ended. The Company has either evaluated or is currently evaluating the implications, if any, of each of these pronouncements and the possible impact they may have on the Company's financial statements. In most cases, management has determined that the pronouncement has either limited or no application to the Company and, in all cases, implementation would not have a material impact on the financial statements taken as a whole.

### NOTE 13: NET CAPITAL REQUIREMENTS

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule (SEC 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. Rule 15c3-1 also provides that equity capital may not be withdrawn or cash dividends paid if the resulting net capital ratio would exceed 10 to 1. Net capital and aggregate indebtedness change day to day, but on September 30, 2016, the Company had net capital of \$39,552 which was \$20,014 in excess of its required net capital of \$19,538; and the Company's ratio of aggregate indebtedness (\$293,066) to net capital was 7.41 to 1.

### INFINITY FINANCIAL SERVICES

### Schedule I - Computation of Net Capital Requirements Pursuant to Rule 15c3-1 As of September 30, 2016

### Computation of net capital

•			
Common Stocks	\$	1,000	
Additional paid-in capital		75,000	
Accumulated deficits		(8,697)	
Total stockholders' equity			\$ 67,303
Less: Non-allowable assets			
Account receivable		(9,761)	
Prepaid expenes		(10,368)	
Property and equipment, net	and an incompanies of the second	(7,622)	
Total non-allowable assets			 (27,751)
Net Capital			39,552
Computation of net capital requirements			
Minimum net capital requirement			
6 2/3 percent of net aggregate indebtedness	\$	19,538	
Minimum dollar net capital required	\$	5,000	
Net capital required (greater of above)			 19,538
Excess net capital			\$ 20,014
Aggregate indebtedness			\$ 293,066
Ratio of aggregate indebtedness to net capital			7.41:1

There was no material difference between net capital computation showned here and the net capital computation shown on the Company's amended Form X-17A-5 reported dated September 30, 2016.

### **INFINITY FINANCIAL SERVICES**

Schedule II - Computation for Determination of the Reserve Requirements and Information Relating to Possession or Control Requirements For Brokers and Dealers Pursuant to SEC Rule 15c3-3

As of September 30, 2016

The Company is exempt from the provision of Rule 15c3-3 under paragraph (k)(2)(ii) in that the Company carries no accounts, does not hold funds or securities for, or owe money or securities to customers. Accordingly, there are no items to report under the requirements of this Rule.

Infinity Financial Services
Report on Exemption Provisions
Report Pursuant to Provisions of 17 C.F.R. § 15c3-3(k)
For The Year Ended September 30, 2016



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### Report of Independent Registered Public Accounting Firm

We have reviewed management's statements, included in the accompanying Assertions Regarding Exemption Provisions, in which (1) Infinity Financial Services identified the following provisions of 17 C.F.R. § 15c3-3(k) under which Infinity Financial Services claimed an exemption from 17 C.F.R. § 240.15c3-3(k)(2)(ii) (the "exemption provisions") and (2) Infinity Financial Services stated that Infinity Financial Services met the identified exemption provisions throughout the most recent fiscal year without exception. Infinity Financial Services's management is responsible for compliance with the exemption provisions and its statements.

Our review was conducted in accordance with the standards of the Public Company Accounting Oversight Board (United States) and, accordingly, included inquiries and other required procedures to obtain evidence about Infinity Financial Services's compliance with the exemption provisions. A review is substantially less in scope than an examination, the objective of which is the expression of an opinion on management's statements. Accordingly, we do not express such an opinion.

Based on our review, we are not aware of any material modifications that should be made to management's statements referred to above for them to be fairly stated, in all material respects, based on the provisions set forth in paragraph (k)(2)(ii) of Rule 15c3-3 under the Securities Exchange Act of 1934.

Breard & Associates, Inc.

Certified Public Accountants

Oakland, California

November 25, 2016



### **Assertions Regarding Exemption Provisions**

We, as members of management of Infinity Financial Services ("the Company"), are responsible for compliance with the annual reporting requirements under Rule 17a-5 of the Securities Exchange Act of 1934. Those requirements compel a broker or dealer to file annuals reports with the Securities Exchange Commission (SEC) and the broker or dealer's designated examining authority (DEA). One of the reports to be included in the annual filing is an exemption report prepared by an independent public accountant based upon a review of assertions provided by the broker or dealer. Pursuant to that requirement, the management of the Company hereby makes the following assertions:

### **Identified Exemption Provision:**

The Company claims exemption from the custody and reserve provisions of Rule 15c3-3 by operating under the exemption provided by Rule 15c3-3, Paragraph (k)(2)(ii).

### Statement Regarding Meeting Exemption Provision:

The Company met the identified exemption provision without exception throughout the period ending October 1, 2015 through September 30, 2016.

Infinity Financial Services

By:

NANAGNG PRINCIPAL (Name and Title)

(Data)

Infinity Financial Services
Report on the SIPC Annual Assessment
Pursuant to Rule 17a-5(e)4
For The Year Ended September 30, 2016



Board of Directors Infinity Financial Services

In accordance with Rule 17a-5(e)(4) under the Securities Exchange Act of 1934 and with the SIPC Series 600 Rules, we have performed the procedures enumerated below, which were agreed to by Infinity Financial Services and the Securities Investor Protection Corporation ("SIPC") with respect to the accompanying General Assessment Reconciliation (Form SIPC-7) of Infinity Financial Services (the "Company") for the year ended September 30, 2016, solely to assist you and SIPC in evaluating Infinity Financial Services's compliance with the applicable instructions of the General Assessment Reconciliation (Form SIPC-7). 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 Public Company Accounting Oversight Board (United States). 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:

- Compared the listed assessment payments in Form SIPC-7 with respective cash disbursement records entries noting no differences;
- Compared the Total Revenue amounts reported on the Annual Audited Report Form X-17A Part III for the year ended September 30, 2016, with the Total Revenue amounts reported in Form SIPC-7 for the year ended September 30, 2016, noting no differences:
- Compared any adjustments reported in Form SIPC-7 with supporting schedules and working papers noting no differences;
- Recalculated the arithmetical accuracy of the calculations reflected in Form SIPC-7 and in the related schedules and working papers supporting the adjustments noting no differences; and
- Compared the amount of any overpayment applied to the current assessment with the Form SIPC-7 on which it was originally computed noting no differences.

We were not engaged to, and did not conduct an examination, the objective of which would be the expression of an opinion on compliance with the applicable instructions of the Form SIPC-7. 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.

Breard & associates, he.

Breard & Associates, Inc. Certified Public Accountants

Oakland, California November 25, 2016

# Infinity Financial Services Schedule of Securities Investor Protection Corporation Assessments and Payments For The Year Ended September 30, 2016

	Amount		
Total assessment	\$	4,569	
SIPC-6 general assessment			
Payment made on April 29, 2016		(2,066)	
SIPC-7 general assessment			
Payment made on November 2, 2016		(2,503)	
Total assessment balance			
(overpayment carried forward)	<u>\$</u>	-	