

FORM BD
UNIFORM APPLICATION FOR BROKER-DEALER REGISTRATION

Primary Business Name: WORLD FINANCIAL CAPITAL MARKETS INC.

BD Number: 47747

BD - AMENDMENT

11/20/2003

BD - APPLICANT INFORMATION

OMB Number3235-0012

Expires.....
Estimated average burden hours per:
Response.....2.75
Amendment.....0.33

WARNING: Failure to keep this form current and to file accurate supplementary information on a timely basis, or the failure to keep accurate books and records or otherwise to comply with the provisions of law applying to the conduct of business as a broker-dealer would violate the Federal securities laws and the laws of the *jurisdictions* and may result in disciplinary, administrative, injunctive or criminal action.

INTENTIONAL MISSTATEMENTS OR OMISSIONS OF FACTS MAY CONSTITUTE CRIMINAL VIOLATIONS.

APPLICATION AMENDMENT

1. Exact name, principal business address, mailing address, if different, and telephone number of *applicant*:

A. **Full name of *applicant***(if sole proprietor, state last, first and middle name):
WORLD FINANCIAL CAPITAL MARKETS INC.

B. **IRS Empl. Ident. No.:**
13-4150341

C. (1) Name under which broker-dealer business primarily is conducted, if different from Item 1A.
WORLD FINANCIAL CAPITAL MARKETS INC.

(2) List on Schedule D, Page 1, Section I, Other Business Names any other name by which the firm conducts business and where it is used.

D. If this filing makes a name change on behalf of the *applicant*, enter the new name and specify whether the name change is of the

***applicant* name (1A)** or **business name (1C):**

Please check above.

E. **Firm main address: (Do not use a P.O. Box)**

Number and Street 1: 13 CROSBY ST		Number and Street 2: SUITE 303	
City: NEW YORK	State: New York	Country: UNITED STATES	Zip/Postal Code: 10013

F. **Mailing Address, if different:**

Number and Street 1: 13 CROSBY ST		Number and Street 2: SUITE 303	
City: NEW YORK	State: New York	Country: UNITED STATES	Zip/Postal Code: 10013

G. **Business Telephone Number:**
212-219-0277

H. Contact Employee:

Name:
GARY S ARTZT

Title:
PRESIDENT

Telephone Number:
(646)414-1648

BD - EXECUTION

EXECUTION:

For the purposes of complying with the laws of the State(s) designated in Item 2 relating to either the offer or sale of securities or commodities, the undersigned and *applicant* hereby certify that the *applicant* is in compliance with applicable state surety bonding requirements and irrevocably appoint the administrator of each of those State(s) or such other person designated by law, and the successors in such office, attorney for the *applicant* in said State(s), upon whom may be served any notice, process, or pleading in any action or *proceeding* against the *applicant* arising out of or in connection with the offer or sale of securities or commodities, or out of the violation or alleged violation of the laws of those State(s), and the *applicant* hereby consents that any such action or *proceeding* against the *applicant* may be commenced in any court of competent jurisdiction and proper venue within said State(s) by service of process upon said appointee with the same effect as if *applicant* were a resident in said State(s) and had lawfully been served with process in said State(s).

The *applicant* consents that service of any civil action brought by or notice of any *proceeding* before the Securities and Exchange Commission or any *self-regulatory organization* in connection with the *applicant's* broker-dealer activities, or of any application for a protective decree filed by the Securities Investor Protection Corporation, may be given by registered or certified mail or confirmed telegram to the *applicant's* contact employee at the main address, or mailing address if different, given in Items 1E and 1F.

The undersigned, being first duly sworn, deposes and says that he/she has executed this form on behalf of, and with the authority of, said *applicant*. The undersigned and *applicant* represent that the information and statements contained herein, including exhibits attached hereto, and other information filed herewith, all of which are made a part hereof, are current, true and complete. The undersigned and *applicant* further represent that to the extent any information previously submitted is not amended such information is currently accurate and complete.

Date MM/DD/YYYY
11/20/2003

Name of Applicant
WORLD FINANCIAL CAPITAL MARKETS INC.

Authorized Signatory
GARY S. ARTZT

Title
PRESIDENT

Subscribed and sworn before me this _____ day of _____, _____ by _____
Year

Notary Public

My commission expires _____ County of _____ State of _____

BD - SECURITIES AND EXCHANGE COMMISSION

No Information Filed

BD - SRO / JURISDICTION

No Information Filed

BD - LEGAL STATUS

No Information Filed

BD - SUCCESSION

No Information Filed

BD - ARRANGEMENTS

No Information Filed

BD - BUSINESS AFFILIATES
No Information Filed

BD - DISCLOSURE QUESTIONS
No Information Filed

BD - TYPES OF BUSINESS
No Information Filed

BD - DIRECT OWNERS/EXECUTIVE OFFICERS
No Information Filed

BD - INDIRECT OWNERS
No Information Filed

BD Schedule C - Amendments to Schedules A & B

In the Type of Amd. column, indicate "A" (addition), "D" (deletion), or "C" (change of information about the same *person*).

Ownership Codes are: NA - less than 5% B - 10% but less than 25% D - 50% but less than 75% F - Other General Partners
A - 5% but less than 10% C - 25% but less than 50% E - 75% or more

List below all changes to Schedule A: (DIRECT OWNERS AND EXECUTIVE OFFICERS)

Full Legal Name	DE/FE/I	Type of Amd.	Title or Status	Date Acquired	Own. Code	Control Person	PR	CRD # (or SSN, IRS Tax #, Emp. ID)
BELL, FRANK RICHARD	I	D	BELL, FRANK RICHARD	05/2002	NA	N	N	1425780

List below all changes to Schedule B: (INDIRECT OWNERS)

Full Legal Name	DE/FE/I	Type of Amd.	Entity in Which Interest is Owned	Status	Date Acquired	Own. Code	Control Person	PR	CRD # (or SSN, IRS Tax #, Emp. ID)
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No Information Filed

BD - OTHER BUSINESS NAMES
No Information Filed

BD - OTHER BUSINESS
No Information Filed

BD - SUCCESSIONS
No Information Filed

BD - ARRANGEMENTS / CONTROL PERSONS / FINANCING
No Information Filed

BD - AFFILIATES

No Information Filed

BD - BRANCHES

No Information Filed

BD - CRIMINAL DRP

No Information Filed

BD - REGULATORY ACTION DRP

No Information Filed

BD - CIVIL JUDICIAL DRP

No Information Filed

BD - BANKRUPTCY DRP

No Information Filed

BD - BOND DRP

No Information Filed

BD - JUDGMENT LIEN DRP

No Information Filed