

Note: Broker-dealers are required to disclose any material arrangements with the venues listed in each section below, including, but not limited to, any internalization or payment for order flow arrangements.

AFY
ALLSTATE FINANCIAL SERVICES LLC
2920 SOUTH 84TH STREET
LINCOLN, NE 68506

SEC Rule 606 Quarterly Report for the Quarter Ending September 30, 2014

Securities Listed on New York Stock Exchange

Summary Statistics :

Non-directed orders as percentage of total customer orders	100.00%
Market orders as percentage of total non-directed orders	89.28%
Limit orders as percentage of total non-directed orders	9.32%
Other orders as percentage of total non-directed orders	1.40%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. KCG Americas LLC	37.06%
2. Citadel Securities LLC	27.16%
3. Goldman, Sachs & Co.	10.61%
4. Citigroup Global Markets, Inc.	6.29%
5. Two Sigma Securities, LLC	4.78%
6. Instinet LLC	3.26%
7. UBS Securities, LLC	2.91%
8. Direct Edge Exchange	2.80%
9. National Financial Services LLC	2.68%
10. Nasdaq OMX BX, Inc.	1.28%

Information Concerning Significant Venues :

1. KCG Americas LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	36.16%
Limit orders as percentage of total limit orders	43.75%
Other orders as percentage of total other orders	50.00%

2. Citadel Securities LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	28.46%
Limit orders as percentage of total limit orders	12.50%
Other orders as percentage of total other orders	41.67%

3. Goldman, Sachs & Co.		
	Types of Orders Routed to Venue :	
	Market orders as percentage of total market orders	11.75%
	Limit orders as percentage of total limit orders	1.25%
	Other orders as percentage of total other orders	0.00%
4. Citigroup Global Markets, Inc.		
	Types of Orders Routed to Venue :	
	Market orders as percentage of total market orders	6.79%
	Limit orders as percentage of total limit orders	2.50%
	Other orders as percentage of total other orders	0.00%
5. Two Sigma Securities, LLC		
	Types of Orders Routed to Venue :	
	Market orders as percentage of total market orders	4.96%
	Limit orders as percentage of total limit orders	2.50%
	Other orders as percentage of total other orders	8.33%
6. Instinet LLC		
	Types of Orders Routed to Venue :	
	Market orders as percentage of total market orders	3.66%
	Limit orders as percentage of total limit orders	0.00%
	Other orders as percentage of total other orders	0.00%
7. UBS Securities, LLC		
	Types of Orders Routed to Venue :	
	Market orders as percentage of total market orders	3.00%
	Limit orders as percentage of total limit orders	2.50%
	Other orders as percentage of total other orders	0.00%
8. Direct Edge Exchange		
	Types of Orders Routed to Venue :	
	Market orders as percentage of total market orders	0.00%
	Limit orders as percentage of total limit orders	30.00%
	Other orders as percentage of total other orders	0.00%
9. National Financial Services LLC		
	Types of Orders Routed to Venue :	
	Market orders as percentage of total market orders	2.61%
	Limit orders as percentage of total limit orders	3.75%
	Other orders as percentage of total other orders	0.00%
10. Nasdaq OMX BX, Inc.		
	Types of Orders Routed to Venue :	
	Market orders as percentage of total market orders	1.31%
	Limit orders as percentage of total limit orders	1.25%
	Other orders as percentage of total other orders	0.00%

Securities Listed on The Nasdaq Stock Market

Summary Statistics :

Non-directed orders as percentage of total customer orders	100.00%
Market orders as percentage of total non-directed orders	80.74%
Limit orders as percentage of total non-directed orders	16.88%
Other orders as percentage of total non-directed orders	2.38%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. KCG Americas LLC	32.90%
2. Citadel Securities LLC	27.06%
3. Goldman, Sachs & Co.	11.47%
4. Direct Edge Exchange	9.31%
5. Citigroup Global Markets, Inc.	4.98%
6. Two Sigma Securities, LLC	3.03%
7. Instinet LLC	2.16%
8. National Financial Services LLC	2.16%
9. UBS Securities, LLC	1.73%
10. Nasdaq Stock Market	1.52%

Information Concerning Significant Venues :

1. KCG Americas LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	34.05%
Limit orders as percentage of total limit orders	17.95%
Other orders as percentage of total other orders	100.00%

2. Citadel Securities LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	31.90%
Limit orders as percentage of total limit orders	7.69%
Other orders as percentage of total other orders	0.00%

3. Goldman, Sachs & Co.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	13.94%
Limit orders as percentage of total limit orders	1.28%
Other orders as percentage of total other orders	0.00%

4. Direct Edge Exchange

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	55.13%
Other orders as percentage of total other orders	0.00%

5. Citigroup Global Markets, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	6.17%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

6. Two Sigma Securities, LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	3.49%
Limit orders as percentage of total limit orders	1.28%
Other orders as percentage of total other orders	0.00%

7. Instinet LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	2.41%
Limit orders as percentage of total limit orders	1.28%
Other orders as percentage of total other orders	0.00%

8. National Financial Services LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	2.68%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

9. UBS Securities, LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	1.61%
Limit orders as percentage of total limit orders	2.56%
Other orders as percentage of total other orders	0.00%

10. Nasdaq Stock Market

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	8.97%
Other orders as percentage of total other orders	0.00%

Securities Listed on NYSE MKT or Regional Exchanges

Summary Statistics :

Non-directed orders as percentage of total customer orders	100.00%
Market orders as percentage of total non-directed orders	90.10%
Limit orders as percentage of total non-directed orders	6.77%
Other orders as percentage of total non-directed orders	3.13%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. KCG Americas LLC	42.19%
2. Citadel Securities LLC	30.21%
3. Goldman, Sachs & Co.	7.29%
4. Citigroup Global Markets, Inc.	5.73%
5. UBS Securities, LLC	3.65%
6. Two Sigma Securities, LLC	3.13%
7. Direct Edge Exchange	2.08%
8. Instinet LLC	1.56%
9. NYSE Arca	1.04%
10. National Financial Services LLC	1.04%

Information Concerning Significant Venues :

1. KCG Americas LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	42.20%
Limit orders as percentage of total limit orders	23.08%
Other orders as percentage of total other orders	83.33%

2. Citadel Securities LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	32.37%
Limit orders as percentage of total limit orders	15.38%
Other orders as percentage of total other orders	0.00%

3. Goldman, Sachs & Co.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	8.09%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

4. Citigroup Global Markets, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	6.36%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

5. UBS Securities, LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	3.47%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	16.67%

6. Two Sigma Securities, LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	3.47%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

7. Direct Edge Exchange

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	30.77%
Other orders as percentage of total other orders	0.00%

8. Instinet LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	1.73%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

9. NYSE Arca

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	15.38%
Other orders as percentage of total other orders	0.00%

10. National Financial Services LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	1.16%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

Exchange - Listed Options

Summary Statistics :

Non-directed orders as percentage of total customer orders	0.00%
Market orders as percentage of total non-directed orders	0.00%
Limit orders as percentage of total non-directed orders	0.00%
Other orders as percentage of total non-directed orders	0.00%