

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 10-QSB

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(D) OF THE
SECURITIES EXCHANGE ACT OF 1934

FOR THE QUARTERLY PERIOD ENDED SEPTEMBER 30, 1996

COMMISSION FILE NUMBER 0-12666

AMERICAN FINANCIAL HOLDING, INC.
(Exact name of registrant as specified in charter)

DELAWARE 87-0458888
(State or other jurisdiction of (I.R.S. Employer
incorporation or organization) Identification No.)

225 SOUTH 200 WEST, SUITE 302, FARMINGTON, UTAH 84025
(Address of principal executive offices)

(801) 451-9580
(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes [] No [X]

APPLICABLE ONLY TO CORPORATE ISSUERS:

The Company had 4,279,000 shares of common stock, par value \$.01 per share, issued and outstanding as of November 15, 1996.

ITEM 1. FINANCIAL STATEMENTS

SPECIAL NOTE

THIS REPORT ON FORM 10-QSB FOR THE INTERIM PERIOD ENDED SEPTEMBER 30, 1995, OF AMERICAN FINANCIAL HOLDING, INC. (THE "COMPANY"), IS BEING FILED IN DECEMBER 1996, SUBSTANTIALLY AFTER ITS DUE DATE. THIS REPORT SHOULD BE READ IN CONJUNCTION WITH OTHER PERIODIC REPORTS REPORTING EVENTS OCCURRING AFTER DECEMBER 31, 1995. SUCH OTHER PERIODIC REPORTS AND THE INFORMATION SET FORTH THEREIN SHOULD BE READ IN CONJUNCTION WITH THE COMPANY'S ANNUAL REPORT ON FORM 10-KSB, WHICH CONTAINS INFORMATION AS OF DECEMBER 31, 1995, AND THIS QUARTERLY REPORT ON FORM 10-QSB UNLESS OTHERWISE INDICATED.

The consolidated condensed financial statements included herein have been prepared by the Company without audit, pursuant to the rules and regulations of the Securities and Exchange Commission. Certain information and footnote disclosures normally included in financial statements prepared in accordance with generally accepted accounting principles have been condensed or omitted. However, in the opinion of management, all adjustments (which include only normal recurring accruals) necessary to present fairly the financial position and results of operations for the periods presented have been made. These consolidated condensed financial statements should be read in conjunction with the financial statements and notes thereto included in the Company's annual report on Form 10-KSB for the year ended December 31, 1995.

AMERICAN FINANCIAL HOLDING, INC. AND SUBSIDIARIES
CONDENSED CONSOLIDATED BALANCE SHEETS
(UNAUDITED)

ASSETS

	SEPTEMBER 30, 1996	DECEMBER 31, 1995
CURRENT ASSETS		
Cash	\$677,857	\$988,904
Marketable securities	57,517	88,100
Commissions receivable	91,055	170,014
Interest receivable	5,112	1,414
Other receivable	21,000	-
Real estate contract receivable	161,151	-
	-----	-----
TOTAL CURRENT ASSETS	1,013,692	1,248,432
	-----	-----
PROPERTY AND EQUIPMENT		
Automobiles	128,142	97,852
Equipment	48,875	48,238
Furniture and fixtures	22,133	22,133
	199,150	168,223
Less: accumulated depreciation	(88,549)	(65,622)
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NET PROPERTY AND EQUIPMENT	110,601	102,601
	-----	-----
OTHER ASSETS		
Investment in real estate	-	102,955
Net deferred tax asset	195,560	195,560
Deposits	31,856	26,804
	-----	-----
TOTAL OTHER ASSETS	227,416	325,319
	-----	-----
TOTAL ASSETS	\$1,351,709	\$1,676,352
	=====	=====

See the accompanying notes to condensed consolidated financial statements.

AMERICAN FINANCIAL HOLDING, INC. AND SUBSIDIARIES
CONDENSED CONSOLIDATED BALANCE SHEETS (CONTINUED)
(UNAUDITED)

LIABILITIES AND STOCKHOLDERS' DEFICIT

	SEPTEMBER 30, 1996	DECEMBER 31, 1995
CURRENT LIABILITIES		
Accounts payable	\$412,587	\$317,277
Commissions payable	69,447	170,014
Short-term borrowings	20,471	53,478
Accrued liabilities	308,822	281,528
Income taxes payable	268,241	256,241
Preferred dividends payable	22,471	24,064
Current portion of long-term debt	21,449	57,738
Obligation to redeem preferred stock of subsidiary	224,000	-
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TOTAL CURRENT LIABILITIES	1,347,488	1,160,340
	-----	-----
LONG-TERM DEBT, net of current portion	587,198	522,403
	-----	-----
MINORITY INTEREST (preferred stock in consolidated subsidiary)	231,986	437,938
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STOCKHOLDERS' DEFICIT		
Common stock - \$.01 par value, 20,000,000 shares authorized, 4,279,449 and 4,232,399 shares issued and outstanding at September 30, 1996 and December 31, 1995, respectively	42,794	42,324
Additional paid-in capital	7,431,370	7,378,424
Stockholders' notes receivable, net of reserve of \$1,171,609		

and \$869,255 at 1996 and December 31, 1995, respectively	(383,966)	(383,966)
Unrealized loss on marketable securities	(27,291)	(53,412)
Accumulated deficit	(7,877,870)	(7,427,699)
	-----	-----
TOTAL STOCKHOLDERS' DEFICIT	(814,963)	(444,329)
	-----	-----
TOTAL LIABILITIES AND STOCKHOLDERS' DEFICIT	\$1,351,709	\$1,676,352

See the accompanying notes to condensed consolidated financial statements.

AMERICAN FINANCIAL HOLDING, INC. AND SUBSIDIARIES
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(UNAUDITED)

Certifying Accountants

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

AMERICAN FINANCIAL HOLDING, INC.
(Registrant)

Dated: December 3, 1996

By /s/ Kenton L. Stanger, President
(Chief Financial and Accounting Officer)

<ARTICLE> 5

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THIS SCHEDULE CONTAINS SUMMARY FINANCIAL INFORMATION EXTRACTED FROM THE BALANCE SHEET AS OF SEPTEMBER 30, 1996, AND STATEMENTS OF OPERATIONS FOR THE NINE MONTHS ENDED SEPTEMBER 30, 1996, AND IS QUALIFIED IN ITS ENTIRETY BY REFERENCE TO SUCH FINANCIAL STATEMENTS.

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