

FIRST INDUSTRIAL REALTY TRUST INC  
Form SC 13G  
February 11, 2011

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934**

**(Amendment No.   )\***

First Industrial Realty Trust Inc.  
(Name of Issuer)

Series J Cumulative Preferred Stock  
(Title of Class of Securities)

32054K798  
(CUSIP Number)

December 31, 2010  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

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The information required in the remainder of this cover page shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 (“Act”) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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NAME OF REPORTING PERSONS

**1** I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY) 2<sup>nd</sup> Market Capital Advisory Corp

**2** CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) [ ] (b) [x]

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION U.S.

NUMBER OF  
5 SOLE VOTING POWER 361,790

SHARES  
BENEFICIALLY

6 SHARED VOTING POWER

OWNED BY  
EACH

7 SOLE DISPOSITIVE POWER 361,790

REPORTING  
PERSON

8 SHARED DISPOSITIVE POWER

WITH

**9** AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY EACH REPORTING PERSON 361,790

**10** CHECK BOX IF THE AGGREGATE  
AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

**11** PERCENT OF CLASS REPRESENTED  
BY AMOUNT IN ROW 9 6.03%

**12** TYPE OF REPORTING PERSON IA

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Item 1(a). Name of Issuer:

First Industrial Realty Trust Inc

Item 1(b). Address of Issuer's Principal Executive Offices:

311 S. Wacker Drive, Ste 3900  
Chicago, IL 60606

Item 2(a). Name of Person Filing:

2<sup>nd</sup> Market Capital Advisory Corp

Item 2(b). Address of Principal Business Office or, if None, Residence:

650 N. High Point Road  
Madison, WI 53717

Item 2(c). Citizenship:

U.S.

Item 2(d). Title of Class of Securities:

Series J Preferred Stock

Item 2(e). CUSIP Number:

32054K798

Item 3. If This Statement is Filed Pursuant to §§240.13d-1(b), or 240.13d-2(b) or (c), Check Whether the Person Filing is a:

- (a)  Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o).
- (b)  Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c)  Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d)  Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e)  An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);



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- (f) o An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
- (g) o A parent holding company or control person in accordance with §240.13d-1(b)(ii)(G);
- (h) o A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) o A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act (15 U.S.C. 80a-3);
- (j) o Group, in accordance with §240.13d-1(b)(1)(ii)(J).

Item 4. Ownership.

Ownership information is provided as of:

- (a) Amount beneficially owned:

361,790

- (b) Percent of class:

6.03%

- (c) Number of shares as to which such person has:

- (i) Sole power to vote or to direct the vote

361,790

- (ii) Shared power to vote or to direct the vote

- (iii) Sole power to dispose or to direct the disposition of

361,790

- (iv) Shared power to dispose or to direct the disposition of

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Item 5. Ownership of Five Percent or Less of a Class.

n/a

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

n/a

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

n/a

Item 8. Identification and Classification of Members of the Group.

n/a

Item 9. Notice of Dissolution of Group.

n/a

Item  
10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 11, 2011

Signature: /s/ Ross T. Bowler, President

Name: Ross T. Bowler

