

Cekovich Ronald L  
 Form 4  
 July 10, 2012

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Cekovich Ronald L

2. Issuer Name and Ticker or Trading Symbol  
 FRANKLIN FINANCIAL SERVICES CORP /PA/ [FRAF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 20 S MAIN STREET, PO BOX 6010  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 12/29/2011

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 SVP

CHAMBERSBURG, PA 17201  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Price		
Franklin Financial Services Corp - Common Stock	12/29/2011		P	V 4 <u>(1)</u>	A \$ 12.5 876	D	
Franklin Financial Services Corp - Common Stock	01/12/2012		P	V 3 <u>(1)</u>	A \$ 13.41 879	D	

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Franklin Financial Services Corp - Common Stock	01/26/2012	P	V	3 <u>(1)</u>	A	\$ 14.9	883	D
Franklin Financial Services Corp - Common Stock	02/09/2012	P	V	3 <u>(1)</u>	A	\$ 14.73	886	D
Franklin Financial Services Corp - Common Stock	02/23/2012	P	V	3 <u>(1)</u>	A	\$ 15.15	905 <u>(2)</u>	D
Franklin Financial Services Corp - Common Stock	03/08/2012	P	V	3 <u>(1)</u>	A	\$ 14.12	908	D
Franklin Financial Services Corp - Common Stock	03/22/2012	P	V	6 <u>(1)</u>	A	\$ 15.73	914	D
Franklin Financial Services Corp - Common Stock	04/12/2012	P	V	6 <u>(1)</u>	A	\$ 15.53	921	D
Franklin Financial Services Corp - Common Stock	04/26/2012	P	V	6 <u>(1)</u>	A	\$ 14.45	928	D
Franklin Financial Services Corp - Common	05/10/2012	P	V	7 <u>(1)</u>	A	\$ 13.33	935	D

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Stock

Franklin  
Financial  
Services  
Corp -  
Common  
Stock

05/24/2012

P V 7 <sup>(1)</sup>

A

\$  
13.38

955 <sup>(3)</sup>

D

Franklin  
Financial  
Services  
Corp -  
Common  
Stock

06/14/2012

P V 7 <sup>(1)</sup>

A

\$  
13.43

962

D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Franklin Financial Services Corp - Common Stock	\$ 16.75	07/10/2012		E	V 322	07/01/2011 06/30/2012	Franklin Financial - ESPP	322
Franklin Financial Services Corp - Common Stock	\$ 12.64	07/10/2012		A	V 444	07/01/2012 06/30/2013	Franklin Financial - ESPP	444
Franklin	\$ 20	07/10/2012		E	V 1,875	04/23/2002 04/23/2012	Franklin	1,875

Financial  
Services  
Corp -  
Common  
Stock

Financial  
- ISOP

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cekovich Ronald L 20 S MAIN STREET PO BOX 6010 CHAMBERSBURG, PA 17201			SVP	

## Signatures

Ronald L. Cekovich by Catherine C. Angle, Corporate  
Secretary

07/10/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares purchased through Franklin Financial's Stock Purchase Program. Fractional shares are included in total
- (2) Includes 15.2833 shares purchased through Franklin Financial's Dividend Reinvestment Program on 2/24/12.
- (3) Includes 12.0650 shares purchased through Franklin's Dividend Reinvestment Program on 5/24/12.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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