

BAER ROBERT J
Form 4
July 23, 2009

FORM 4

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

OMB APPROVAL

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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 *
BAER ROBERT J

2. Issuer Name and Ticker or Trading Symbol
STIFEL FINANCIAL CORP [SF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

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

UNIGROUP INC, ONE PREMIER DR

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

(Street)

FENTON, MO 63026

(City) (State) (Zip)

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)
			Code	V	Amount	(A) or (D)			
Common Stock	07/22/2009		M		142	A	\$ 0 142	D	
Common Stock	07/22/2009		M		624	A	\$ 0 766	D	
Common Stock	07/22/2009		M		67	A	\$ 0 833	D	
Common Stock	07/22/2009		M		575	A	\$ 0 1,408	D	
Common Stock	07/22/2009		M		12,693	A	\$ 0 14,101	D	

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

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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	Amount or Number of Shares
Phantom Stock Units	\$ 0	07/22/2009		M	142	10/01/2003	10/01/2013	Common Stock	142
Phantom Stock Units	\$ 0	07/22/2009		M	624	01/01/2004	01/01/2014	Common Stock	624
Phantom Stock Units	\$ 0	07/22/2009		M	67	01/01/2004	01/01/2014	Common Stock	67
Phantom Stock Units	\$ 0	07/22/2009		M	575	04/01/2004	<u>(1)</u>	Common Stock	575
Phantom Stock Units	\$ 0	07/22/2009		M	12,693	04/01/2004 ⁽²⁾	<u>(1)</u>	Common Stock	12,693
Stock Option (Option to Buy)	\$ 8.7					<u>(3)</u>	01/30/2013	Common Stock	1,199
Stock Option (Option to Buy)	\$ 10.9125					<u>(4)</u>	05/09/2012	Common Stock	2,701
Stock Option (Option to Buy)	\$ 13.89					<u>(5)</u>	02/03/2014	Common Stock	1,599

