FIRST CASH FINANCIAL SERVICES INC
Form 4
November 05, 2010

FORM 4

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

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

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).

(Print or Type Responses)

1. Name and Address of Reporting Person *
WESSEL RICK L

(Last) (First) (Middle)

690 E. LAMAR BLVD. #400

(Street)

ARLINGTON, TX 76011

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
FIRST CASH FINANCIAL SERVICES INC [FCFS]

3. Date of Earliest Transaction (Month/Day/Year)
11/03/2010

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

__X__ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
Chairman & CEO

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/03/2010		S		15,544 (1)	D	$ 29.5031	491,256	D	
Common Stock	11/04/2010		S		57,939 (1)	D	$ 29.503	433,317	D	
Common Stock	11/05/2010		S		26,517 (1)	D	$ 29.6722	406,800	D	
Common Stock (2)								30,000	D	
Common Stock								1,500	I	Owned by son

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)		8. D Se (In
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Options	$ 9.67							01/29/2004	01/29/2014	Common Stock	60,000	
Options	$ 12.5							01/28/2005	01/28/2015	Common Stock	82,000	
Options	$ 15							01/28/2005	01/28/2015	Common Stock	90,000	
Options	$ 17.5							01/28/2005	01/28/2015	Common Stock	90,000	
Options	$ 20							01/28/2005	01/28/2015	Common Stock	90,000	
Options	$ 15							12/20/2005	12/20/2015	Common Stock	90,000	
Options	$ 17							12/20/2005	12/20/2015	Common Stock	90,000	
Options	$ 19							12/20/2005	12/20/2015	Common Stock	90,000	
Warrants	$ 2.67							04/03/2002	04/03/2012	Common Stock	136,800	
Warrants	$ 3.84							05/09/2003	05/09/2013	Common Stock	240,000	

Reporting Owners

Reporting Owner Name / Address	Relationships

	Director	10% Owner	Officer	Other
WESSEL RICK L 690 E. LAMAR BLVD. #400 ARLINGTON, TX 76011	X		Chairman & CEO	

Signatures

/s/ Rick L. Wessel	11/05/2010
**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) These shares were sold pursuant to the provisions of a pre-established Rule 10b(5)-1 Plan.

(2) Non-vested restricted stock award - future vesting is performance-based pursuant to terms of the Company's shareholder-approved Executive Performance Incentive Plan.

Remarks:

Shares and per share amounts reflect 2-for-1 stock split effective Feb. 22, 2006.

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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