

BAER ROBERT J  
Form 4  
January 05, 2005

**FORM 4**

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

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
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burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
BAER ROBERT J

(Last) (First) (Middle)

UNIGROUP INC, ONE PREMIER  
DR

(Street)

FENTON, MO 63026

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

STIFEL FINANCIAL CORP [SF]

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

01/03/2005

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)			
				Code V Amount (D) Price			
Common Stock					4,265	D	

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

**Persons who respond to the collection of  
information contained in this form are not  
required to respond unless the form  
displays a currently valid OMB control  
number.**

SEC 1474  
(9-02)

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

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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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Option to Buy)	\$ 20.22	01/03/2005		A		1,000		<u>(1)</u>	01/03/2015	Common Stock	1,000
Phantom Stock Units	\$ 0							05/01/2002	05/01/2012	Common Stock	156
Phantom Stock Units	\$ 0							05/09/2002	05/09/2012	Common Stock	92
Phantom Stock Units	\$ 0							06/01/2002	06/01/2012	Common Stock	154
Phantom Stock Units	\$ 0							07/01/2002	07/01/2012	Common Stock	165
Phantom Stock Units	\$ 0							08/01/2002	08/01/2012	Common Stock	172
Phantom Stock Units	\$ 0							09/03/2002	09/03/2012	Common Stock	161
Phantom Stock Units	\$ 0							10/01/2002	10/01/2012	Common Stock	165
Phantom Stock Units	\$ 0							10/28/2002	10/28/2012	Common Stock	109
Phantom Stock Units	\$ 0							11/01/2002	11/01/2012	Common Stock	174
Phantom Stock	\$ 0							12/02/2002	12/02/2012	Common Stock	177

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Units						
Phantom Stock Units	\$ 0		01/02/2003	01/02/2013	Common Stock	189
Phantom Stock Units	\$ 0		01/30/2003	01/30/2013	Common Stock	115
Phantom Stock Units	\$ 0		02/03/2003	02/03/2013	Common Stock	177
Phantom Stock Units	\$ 0		03/03/2003	03/03/2013	Common Stock	175
Phantom Stock Units	\$ 0		04/01/2003	04/01/2013	Common Stock	179
Phantom Stock Units	\$ 0		05/01/2003	05/01/2013	Common Stock	172
Phantom Stock Units	\$ 0		05/12/2003	05/12/2013	Common Stock	106
Phantom Stock Units	\$ 0		06/01/2003	06/01/2013	Common Stock	166
Phantom Stock Units	\$ 0		07/01/2003	07/01/2013	Common Stock	168
Phantom Stock Units	\$ 0		08/01/2003	08/01/2013	Common Stock	171
Phantom Stock Units	\$ 0		08/06/2003	08/06/2013	Common Stock	340
Phantom Stock Units	\$ 0		09/01/2003	09/01/2013	Common Stock	161
Phantom Stock Units	\$ 0		10/01/2003	10/01/2013	Common Stock	785
Phantom Stock Units	\$ 0		01/01/2004	01/01/2014	Common Stock	562

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Phantom Stock Units	\$ 0	04/01/2004 <sup>(2)</sup>	<sup>(3)</sup>	Common Stock	2,255
Stock Option (Option to Buy)	\$ 8.7	<sup>(4)</sup>	01/30/2013	Common Stock	1,066
Stock Option (Option to Buy)	\$ 10.9125	<sup>(5)</sup>	05/09/2012	Common Stock	4,001
Stock Option (Option to Buy)	\$ 13.89	<sup>(6)</sup>	02/03/2014	Common Stock	1,333

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BAER ROBERT J UNIGROUP INC ONE PREMIER DR FENTON, MO 63026	X			

## Signatures

By: Forrest M. Smith For: Robert J. Baer 01/05/2005

\_\_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) Options vest in 20 percent increments on 1/3/06, 1/3/07, 1/3/08, 1/3/09 and 1/3/10.

(2) Units vest quarterly over a one year period.

(3) No expiration date for these Units.

(4) Options vest in 20% increments on 1/3/04, 1/3/05, 1/3/06, 1/3/07 and 1/3/08.

(5) Stock Options vest in 20% increments on 5/9/03, 5/9/04, 5/9/05, 5/9/06 and 5/9/07.

(6) Options vest in 20% increments yearly from the grant date.

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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