

FIRST CASH FINANCIAL SERVICES INC

Form 4

November 10, 2010

**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 \*

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)

11/08/2010

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)  
Chairman & CEO

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)  | Price   |  |   |
| Common Stock                    | 11/08/2010                           |  | S                              | D   | \$ 94,818 (1)<br>30.2966  | D  |   |
| Common Stock                    | 11/09/2010                           |  | S                              | D   | \$ 7,349 (1)<br>30.2724   | 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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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) | 8. I. De. Sec. (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

Reporting Owners

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

## Signatures

/s/ Rick L.  
Wessel

11/10/2010

\_\_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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