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ZEMLYAK	JAMES M											
Form 4	2012											
January 19,										PROVAL		
FORM	FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMMISSION	OMB OMB Number:	3235-0287		
Check th		washington, D.C. 20349						Expires:	January 31,			
if no lon subject to Section Form 4 c	o SIAIEN 16. pr	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES										
Form 5 obligations may continue. See Instruction 1(b). Filed pursuant to Section 16(a) of the Sector Section 17(a) of the Public Utility Holding C 30(h) of the Investment Comp					ding Con	g Company Act of 1935 or Section						
(Print or Type	Responses)											
1. Name and Address of Reporting Person <u>*</u> ZEMLYAK JAMES M			2. Issuer Name and Ticker or Trading Symbol					5. Relationship of Reporting Person(s) to Issuer				
		STIFEL FINANCIAL CORP [SF]					(Check all applicable)					
			3. Date of Earliest Transaction (Month/Day/Year) 01/17/2012					X Director 10% Owner X Officer (give title Other (specify below) below) CHIEF FIN'L & ADMIN OFFCR				
				endment, Da nth/Day/Year	-	l		 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 				
51. LOUIS	, 100 05102-2102	-						Person				
(City)	(State)	(Zip)	Tab	le I - Non-E	Derivative	Securi	ties Acq	uired, Disposed of	, or Beneficial	ly Owned		
1.Title of 2. Transaction Date 2A. Deemed Security (Month/Day/Year) Execution Date (Instr. 3) any (Month/Day/Year)		Date, if	3. Transactio Code (Instr. 8)	4. Securit on(A) or Dis (Instr. 3, 4	sposed	of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
				Code V	Amount	(D)	Price	(Instr. 3 and 4)				
Common Stock	01/17/2012			М	24,015	А	\$0	646,602	D			
Common Stock	01/17/2012			F	10,195	D	\$ 33.39	636,407	D			
Common Stock								2,300	Ι	by Son		

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

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number.

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. Transacti Code (Instr. 8)	orDeri Secu Acqu or D (D)	urities uired (A) isposed of r. 3, 4,	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount Underlying Securitie (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amou or Numb of Sha
Phantom Stock Units	\$ 0	01/17/2012		М		24,015	02/17/2009(1)	<u>(2)</u>	Common Stock	24,0
Restricted Stock Units	\$ 0						<u>(3)</u>	<u>(2)</u>	Common Stock	9,23
Stock Option (Option to Buy)	\$ 5.8						<u>(4)</u>	02/10/2013	Common Stock	60,0

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Oth			
ZEMLYAK JAMES M ONE FINANCIAL PLAZA 501 N. BROADWAY ST. LOUIS, MO 63102-2102	Х		CHIEF FIN'L & ADMIN OFFCR				

Signatures

JAMES M ZEMLYAK 01/19/2012 **Signature of Reporting Date

Person

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) Fully vested.
- (2) No expiration date for these Units.

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- (3) Various exercisable dates.
- (4) Options vest in 20% increments on 2/10/04, 2/10/05, 2/10/06, 2/10/07 and 2/10/08.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.