

BAER ROBERT J
Form 4
January 05, 2005

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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

(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 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.

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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)

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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)	Amount or Number of Shares
				Code V (A) (D)		Date Exercisable Expiration Date	Title	
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 ⁽²⁾	⁽³⁾	Common Stock	2,255
Stock Option (Option to Buy)	\$ 8.7	⁽⁴⁾	01/30/2013	Common Stock	1,066
Stock Option (Option to Buy)	\$ 10.9125	⁽⁵⁾	05/09/2012	Common Stock	4,001
Stock Option (Option to Buy)	\$ 13.89	⁽⁶⁾	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
Date: 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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