

STIFEL FINANCIAL CORP  
Form 4  
January 29, 2007

**FORM 4**

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

OMB APPROVAL

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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 \*  
BEDA BRUCE A

(Last) (First) (Middle)

65 E GOETHE ST APT 6W

(Street)

CHICAGO, IL 60610

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
STIFEL FINANCIAL CORP [SF]

3. Date of Earliest Transaction  
(Month/Day/Year)  
01/26/2007

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)
Common Stock	01/26/2007		M	3,267 A	\$ 0 16,673	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
Phantom Stock Units	\$ 0	01/26/2007		M		3,267		<u>(1)</u>	<u>(2)</u>	Common Stock	3,267
Phantom Stock Units	\$ 0							01/02/2002	01/02/2012	Common Stock	200
Phantom Stock Units	\$ 0							01/29/2002	01/29/2012	Common Stock	166
Phantom Stock Units	\$ 0							02/01/2002	02/01/2012	Common Stock	181
Phantom Stock Units	\$ 0							03/01/2002	03/01/2012	Common Stock	174
Phantom Stock Units	\$ 0							04/01/2002	04/01/2012	Common Stock	163
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	126
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							07/23/2002	07/23/2012	Common Stock	161

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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	199
Phantom Stock Units	\$ 0	11/01/2002	11/01/2012	Common Stock	174
Phantom Stock Units	\$ 0	12/02/2002	12/02/2012	Common Stock	177
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	208
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	195
Phantom Stock Units	\$ 0	06/01/2003	06/01/2013	Common Stock	166
Phantom Stock	\$ 0	07/01/2003	07/01/2013	Common Stock	168

