

STIFEL FINANCIAL CORP
 Form 4
 January 23, 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 *
LEFTON ROBERT E

(Last) (First) (Middle)

61 LADUE ESTATES DRIVE

(Street)

ST. LOUIS, MO 63141

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
01/19/2007

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	01/19/2007		M	649 A	\$ 0 16,021	D	

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

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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)	8. Title	9. Amount or Number of Shares
Phantom Stock Units	\$ 0	01/19/2007		M	649	04/01/2004 ⁽¹⁾ ⁽²⁾	Common Stock	649	
Phantom Stock Units	\$ 0					01/29/2002 01/29/2012	Common Stock	128	
Phantom Stock Units	\$ 0					05/09/2002 05/09/2012	Common Stock	97	
Phantom Stock Units	\$ 0					10/28/2002 10/28/2012	Common Stock	199	
Phantom Stock Units	\$ 0					01/30/2003 01/30/2013	Common Stock	208	
Phantom Stock Units	\$ 0					03/03/2003 03/03/2013	Common Stock	541	
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	

Units						
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	425	
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	863	
Phantom Stock Units	\$ 0	01/01/2004	01/01/2014	Common Stock	618	
Stock Option (Option to Buy)	\$ 7.8	<u>(3)</u>	01/02/2012	Common Stock	1,333	
Stock Option (Option to Buy)	\$ 8.7	<u>(4)</u>	01/30/2013	Common Stock	1,333	
Stock Option (Option to Buy)	\$ 13.89	<u>(5)</u>	02/03/2014	Common Stock	1,333	
Stock Option (Option to Buy)	\$ 20.22	<u>(6)</u>	01/03/2015	Common Stock	1,000	
Stock Option (Option to Buy)	\$ 38.25	<u>(7)</u>	01/03/2016	Common Stock	1,000	
Stock Option (Option to Buy)	<u>(8)</u>	<u>(1)</u>	<u>(9)</u>	Common Stock	7,006	

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

LEFTON ROBERT E
61 LADUE ESTATES DRIVE X
ST. LOUIS, MO 63141

Signatures

By: Forrest M. Smith For: Robert E. 01/23/2007
Lefton

__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) Currently exercisable.
- (2) No expiration date for these Units.
- (3) Options vest in 20% increments on 1/2/03, 1/2/04, 1/2/05, 1/2/06 and 1/2/07.
- (4) Options vest in 20% increments on 1/3/04, 1/3/05, 1/3/06, 1/3/07 and 1/3/08.
- (5) Options vest in 20% increments yearly from the grant date.
- (6) Options vest in 20 percent increments on 1/3/06, 1/3/07, 1/3/08, 1/3/09 and 1/3/10.
- (7) Options vest in 20% increments on 1/3/07, 1/3/08, 1/3/09, 1/3/10 and 1/3/11.
- (8) Various exercise prices.
- (9) Various expiration dates.

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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