

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>Moore Sean</u>  (Last) (First) (Middle) 690 E. LAMAR BLVD., STE. 400  (Street) ARLINGTON TX 76011  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>FIRST CASH FINANCIAL SERVICES INC [ FCFS ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) <u>SVP Store Development</u>
	3. Date of Earliest Transaction (Month/Day/Year) 11/21/2014	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	
		6. Individual or Joint/Group Filing (Check Applicable Line) X 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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/21/2014		M		10,000	A	\$17.5	11,098	D	
Common Stock	11/21/2014		S		10,000	D	\$58.25	1,098	D	
Common Stock	11/21/2014		M		1,969	A	\$20	3,067	D	
Common Stock	11/21/2014		S		1,969	D	\$58.25	1,098	D	
Common Stock	11/24/2014		M		8,031	A	\$20	9,129	D	
Common Stock	11/24/2014		S		8,031	D	\$58.25	1,098	D	
Common Stock <sup>(1)</sup>								737 <sup>(1)</sup>	D	
Restricted Stock <sup>(2)</sup>								900 <sup>(2)</sup>	D	

**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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Options	\$17.5	11/21/2014		M		10,000		01/28/2005	01/28/2015	Common Stock	10,000	\$17.5	0	D	
Options	\$20	11/21/2014		M		1,969		01/28/2005	01/28/2015	Common Stock	1,969	\$20	8,031	D	
Options	\$20	11/24/2014		M		8,031		01/28/2005	01/28/2015	Common Stock	8,031	\$20	0	D	
Options	\$19							12/20/2005	12/20/2015	Common Stock	10,000		10,000	D	
Options <sup>(3)</sup>	\$40							07/01/2016 <sup>(3)</sup>	12/31/2020	Common Stock	50,000		50,000	D	

**Explanation of Responses:**

- Shares held in the First Cash 401(k) Profit Sharing Plan.
- Restricted stock award granted in 2010. Vesting is time-based with 200 shares vesting on January 31, 2011 and 300 shares vesting on January 31 of each year from 2012 through 2017. Shares reported are the remaining unvested restricted stock awards.
- Vesting of these options is time-based with 20% of the award vesting on July 1, 2016, 20% of the award vesting on July 1, 2017, 20% of the award vesting on July 1, 2018, 20% of the award vesting on July 1, 2019 and 20% of the award vesting on July 1, 2020. Shares reported are the remaining unvested and/or unexercised option awards.

**Remarks:**

/s/ Sean D. Moore 11/24/2014  
 \*\* Signature of Reporting Person Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.