

**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                                 |           |
|--|-----------|
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|  |  |  |   |  |  |   |  |  |
|--|--|--|---|--|--|---|--|--|
| 1. Name and Address of Reporting Person*<br><u>ORR R DOUGLAS</u><br>_____<br>(Last) (First) (Middle)<br><u>690 E. LAMAR BLVD., STE. 400</u><br>_____<br>(Street)<br><u>ARLINGTON TX 76011</u><br>_____<br>(City) (State) (Zip) |  |  | 2. Issuer Name and Ticker or Trading Symbol<br><u>FIRST CASH FINANCIAL SERVICES INC [ FCFS ]</u>  |  |  | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)<br>Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><u>EVP &amp; Chief Financial Officer</u> |  |  |
|  |  |  | 3. Date of Earliest Transaction (Month/Day/Year)<br><u>01/02/2015</u>   |  |  |   |  |  |
|  |  |  | 4. If Amendment, Date of Original Filed (Month/Day/Year)  |  |  |   |  |  |
|  |  |  | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br>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                    | 12/12/2014                           |  | G                              | V | 3,500   | D          | \$0 <sup>(1)</sup> | 44,000  | D  |   |
| Common Stock                    | 12/15/2014                           |  | G                              | V | 1,000   | D          | \$0 <sup>(1)</sup> | 43,000  | D  |   |
| Common Stock                    | 01/02/2015                           |  | M                              |   | 1,300   | A          | \$20               | 44,300  | D  |   |
| Common Stock                    | 01/02/2015                           |  | s <sup>(2)</sup>               |   | 1,300   | D          | \$55.46            | 43,000  | D  |   |
| Restricted Stock <sup>(3)</sup> |                                      |  |                                |   |   |            |                    | 27,500  | 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                                    | \$20   | 01/02/2015                           |  | M                              |   |  | 1,300 | 01/28/2005   | 01/28/2015      | Common Stock  | 1,300                                      | \$0 <sup>(4)</sup>   | 53,700  | D  |       |
| Options                                    | \$19   |                                      |  |                                |   |  |       | 12/20/2005   | 12/20/2015      | Common Stock  | 60,000                                     |  | 60,000  | D  |       |
| Options                                    | \$17   |                                      |  |                                |   |  |       | 12/20/2005   | 12/20/2015      | Common Stock  | 60,000                                     |  | 60,000  | D  |       |

**Explanation of Responses:**

- Bona fide gift to a charitable organization.
- These shares were sold pursuant to the provisions of a Rule 10-b(5)1 Plan.
- Non-vested restricted stock award - future vesting is performance-based pursuant to terms of the Company's shareholder-approved Executive Performance Incentive Plan.
- Issued pursuant to the Company's shareholder approved equity compensation plan.

**Remarks:**

/s/ R. Douglas Orr

01/02/2015

\*\* 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.