

**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
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <b>WESSEL RICK L</b>  (Last) (First) (Middle) <b>690 E. LAMAR BLVD. #400</b>  (Street) <b>ARLINGTON TX 76011</b>  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <b>FIRST CASH FINANCIAL SERVICES INC [ FCFS ]</b>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <b>Chairman &amp; CEO</b>
	3. Date of Earliest Transaction (Month/Day/Year) <b>11/03/2010</b>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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	11/03/2010		S		15,544 <sup>(1)</sup>	D	\$29.5031	491,256	D	
Common Stock	11/04/2010		S		57,939 <sup>(1)</sup>	D	\$29.503	433,317	D	
Common Stock	11/05/2010		S		26,517 <sup>(1)</sup>	D	\$29.6722	406,800	D	
Common Stock <sup>(2)</sup>								30,000	D	
Common Stock								1,500	I	Owned by son

**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					
Options	\$9.67							01/29/2004	01/29/2014	Common Stock	60,000	60,000	D	
Options	\$12.5							01/28/2005	01/28/2015	Common Stock	82,000	82,000	D	
Options	\$15							01/28/2005	01/28/2015	Common Stock	90,000	90,000	D	
Options	\$17.5							01/28/2005	01/28/2015	Common Stock	90,000	90,000	D	
Options	\$20							01/28/2005	01/28/2015	Common Stock	90,000	90,000	D	
Options	\$15							12/20/2005	12/20/2015	Common Stock	90,000	90,000	D	
Options	\$17							12/20/2005	12/20/2015	Common Stock	90,000	90,000	D	
Options	\$19							12/20/2005	12/20/2015	Common Stock	90,000	90,000	D	
Warrants	\$2.67							04/03/2002	04/03/2012	Common Stock	136,800	136,800	D	
Warrants	\$3.84							05/09/2003	05/09/2013	Common Stock	240,000	240,000	D	

**Explanation of Responses:**

- These shares were sold pursuant to the provisions of a pre-established Rule 10b(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.

**Remarks:**

Shares and per share amounts reflect 2-for-1 stock split effective Feb. 22, 2006.

/s/ Rick L. Wessel

11/05/2010

\*\* 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.**