KELLER ULRICH E. JR

Form 4

September 10, 2018

FORM	4
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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

Number:

3235-0287

Expires:

January 31, 2005

0.5

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if no longer subject to Section 16. Form 4 or Form 5

obligations

may continue.

See Instruction

Check this box

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

1(b).

(Print or Type Responses)

09/10/2018

Stock

Stock

Stock

Common

Common

1. Name and Address of Reporting Person ** KELLER ULRICH E. JR		Issuer Name and Ticker or Trading Symbol					ng	5. Relationship of Reporting Person(s) to Issuer				
			First Foundation Inc. [FFWM]				(Check all applicable)					
(Last)	(First)	(Middle)	3. Date of Earliest Transaction			(1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1						
18101 VON	N KARMAN, SU	TITE 700	(Month/Day/Year) 09/10/2018			X Director 10% Owner Selfont (give title Other (specify below) Chairman						
(Street) 4. I			4. If Ame	4. If Amendment, Date Original					6. Individual or Joint/Group Filing(Check			
	Filed(Month/Day/Year)				Applicable Line)							
IRVINE, C	A 92612								_X_ Form filed by 0 Form filed by M Person	One Reporting Pe. More than One Re		
(City)	(State)	(Zip)	Tabl	e I - Noi	n-De	erivative :	Secur	ities Acq	uired, Disposed o	f, or Beneficial	ly Owned	
1.Title of	2. Transaction Da	te 2A. Dee	med	3.		4. Securit	ties A	cquired	5. Amount of	6. Ownership	7. Nature of	
Security	(Month/Day/Year) Execution	on Date, if	Transa	ctio	n(A) or Di	spose	d of (D)	Securities	Form: Direct	Indirect	
(Instr. 3)		any		Code		(Instr. 3,	4 and	5)	Beneficially	(D) or	Beneficial	
		(Month/	Day/Year)	(Instr. 3	8)				Owned	Indirect (I)	Ownership	
				Code	v	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	(Instr. 4)	(Instr. 4)	
Common	09/10/2018			Ç (1)		9.400	D	\$	2 201 770	T	by family	

9,400

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

 $S^{(1)}$

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control

2,201,770

200,000

20,000

17.01

I

Ι

D

trust

by spouse

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number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Titl	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	onNumber	Expiration D	ate	Amou	nt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e		Securi	ities	(Instr. 5)	Bene
	Derivative				Securities	3		(Instr.	3 and 4)		Owne
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									A		
									Amount		
						Date	Expiration	TT:41	or		
						Exercisable	Date	Title	Number		
				G 1 17	(1) (D)				of		
				Code V	(A) (D)				Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
•	Director	10% Owner	Officer	Other			
KELLER ULRICH E. JR							
18101 VON KARMAN	X		Chairman				
SUITE 700	2.		Chamman				
IRVINE, CA 92612							

Signatures

'/s/ John M Michel attorney in fact for Ulrich E Keller, Jr."

**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) The sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on October 30, 2017 Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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