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STIFEL FINANCIAL CORP  
Form 13F-NT  
February 15, 2013

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

FORM 13F

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: December 31, 2012

Check here if Amendment : Amendment Number:

This Amendment (Check only one):  is a restatement  
 adds new holdings entries

Institutional Investment Manager Filing this Report:

Name: Stifel Financial Corp.  
Address: One Financial Plaza  
501 North Broadway  
St. Louis, Missouri 63102-2102

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: James M. Zemlyak  
Title: Chief Financial Officer  
Phone: (314) 342-2000

Signature, Place and Date of Signing:

/s/ James M. Zemlyak                      St. Louis, Missouri                      February 15, 2013  
-----  
Signature                                      City, State                                      Date

Report Type (Check only one):

- 13F HOLDINGS REPORT (Check here if all holdings of this reporting manager are reported in this report)
- 13F NOTICE (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s))
- 13F COMBINATION REPORT (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s))

List of Other Managers Reporting for this Manager:

Form 13F File Number                      Name  
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028-06972  
028-13899  
028-15069

Stifel Nicolaus & Company, Inc.  
Missouri Valley Partners, Inc.  
Timberline Asset Management LLC