

CONNS INC  
Form SC 13D/A  
July 20, 2017

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**WASHINGTON, D.C. 20549**

**SCHEDULE 13D**  
**UNDER THE SECURITIES EXCHANGE ACT OF 1934**  
**(Amendment No. 9)\***

**Conn s, Inc.**

**(Name of Issuer)**

**Common Stock, par value \$.01 per share**

**(Title of Class of Securities)**

**208242107**

**(CUSIP Number)**

**Ronald M. Clark**

**The Stephens Group, LLC**

**100 Morgan Keegan Drive, Suite 500**

**Little Rock, AR 72202**

**(501) 377-2356**

**(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)**

**July 14, 2017**

**(Date of Event which Requires Filing of this Statement)**

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box.

**NOTE:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See s.240.13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

The Stephens Group, LLC

20-4948475

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. AF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 0  
8. Shared Voting Power.

OWNED BY

EACH

4,305,343(1)  
REPORTING 9. Sole Dispositive Power

PERSON

WITH: 0

10. Shared Dispositive Power.

4,305,343(1)

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

4,305,343

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

13.88%\*

14. Type of Reporting Person (See Instructions).

HC OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

(1) Represents total shares held by SG-1890, LLC. Mr. Stephens, Jr. is a member of the Executive Committee of The Stephens Group, LLC, the manager of SG-1890, LLC.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Snow Lake Holdings, Inc.

71-0816760

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. WC  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Nevada

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 54,163  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 0  
9. Sole Dispositive Power

PERSON

WITH: 54,163

10. Shared Dispositive Power.

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

54,163

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.17%\*

14. Type of Reporting Person (See Instructions).

CO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

SG-1890, LLC

26-1566670

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. AF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 0

8. Shared Voting Power.

OWNED BY

EACH

4,305,343

REPORTING 9. Sole Dispositive Power

PERSON

WITH: 0

10. Shared Dispositive Power.

4,305,343

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

4,305,343

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

13.88%\*

14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.



CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Wilton R. Stephens, Jr.

N/A

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. PF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 152,645(1)  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 4,305,343(2)  
9. Sole Dispositive Power

PERSON

Edgar Filing: CONNS INC - Form SC 13D/A

WITH: 152,645(1)  
10. Shared Dispositive Power.

4,305,343(2)  
11. Aggregate Amount Beneficially Owned by Each Reporting Person.

4,457,988  
12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

14.30%\*  
14. Type of Reporting Person (See Instructions).

IN

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

- (1) Represents total shares held by W.R. Stephens, Jr. Revocable Trust over which Mr. Stephens, Jr. acts as Trustee.
- (2) Represents total shares held by SG-1890, LLC. Mr. Stephens, Jr. is a member of the Executive Committee of The Stephens Group, LLC, the manager of SG-1890, LLC.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Elizabeth Stephens Campbell

N/A

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. PF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 0  
8. Shared Voting Power.

OWNED BY

EACH

4,305,343(1)  
REPORTING 9. Sole Dispositive Power

PERSON

WITH: 0

10. Shared Dispositive Power.

4,305,343(1)

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

4,305,343

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

13.88%\*

14. Type of Reporting Person (See Instructions).

IN

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

(1) Represents total shares held by SG-1890, LLC. Ms. Campbell is a member of the Executive Committee of The Stephens Group, LLC, the manager of SG-1890, LLC.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Arden Jewell Stephens 2012 Trust

N/A

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

AF

5. Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 50,755  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 0  
9. Sole Dispositive Power

PERSON

WITH: 50,755

10. Shared Dispositive Power.

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

50,755

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.16%\*

14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

W. R. Stephens III 2012 Trust

N/A

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

AF

5. Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 50,755  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 0  
9. Sole Dispositive Power

PERSON

WITH: 50,755

10. Shared Dispositive Power.

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

50,755

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.16%\*

14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.



CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Arden Jewell Stephens Trust dtd 10/20/99

71-6179371

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. PF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 373  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 0  
9. Sole Dispositive Power

PERSON

WITH: 373

10. Shared Dispositive Power.

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

373

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.00%\*

14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

W. R. Stephens III Trust dtd 7/2/01

73-6339125

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. PF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 373  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 0  
9. Sole Dispositive Power

PERSON

WITH: 373

10. Shared Dispositive Power.

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

373

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.00%\*

14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Elizabeth Chisum Campbell 2012 Trust

N/A

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

AF

5. Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 49,655

8. Shared Voting Power.

OWNED BY

EACH

0

REPORTING 9. Sole Dispositive Power

PERSON

WITH: 49,655

10. Shared Dispositive Power.

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

49,655

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.16%\*

14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Susan Stephens Campbell 2012 Trust

N/A

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. AF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 49,655  
8. Shared Voting Power.

OWNED BY

EACH

0  
REPORTING 9. Sole Dispositive Power

PERSON

WITH: 49,655

10. Shared Dispositive Power.

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

49,655

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.16%\*

14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.



CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Craig Dobbs Campbell, Jr. 2012 Trust

N/A

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

AF

5. Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 49,655  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 0  
9. Sole Dispositive Power

PERSON

WITH: 49,655  
10. Shared Dispositive Power.

0  
11. Aggregate Amount Beneficially Owned by Each Reporting Person.

49,655  
12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.16%\*  
14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Elizabeth S. Campbell Trust A

26-6173592

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. PF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 53,017  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 0  
9. Sole Dispositive Power

PERSON

WITH: 53,017  
10. Shared Dispositive Power.

0  
11. Aggregate Amount Beneficially Owned by Each Reporting Person.

53,017  
12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.17%\*  
14. Type of Reporting Person (See Instructions).

OO

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

CUSIP No. 208242107

1. Name of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Carol M. Stephens

N/A

2. Check the Appropriate Box If a Member of a Group (See Instructions).

3. (a) (b)  
SEC Use Only.

4. Source of Funds (See Instructions).

5. PF  
Check If Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e).

6. Citizenship or Place of Organization.

Arkansas

NUMBER OF 7. Sole Voting Power.

SHARES

BENEFICIALLY 12,720  
8. Shared Voting Power.

OWNED BY

EACH

REPORTING 0  
9. Sole Dispositive Power

PERSON

WITH: 12,720

10. Shared Dispositive Power.

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person.

12,720

12. Check Box If the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions).

13. Percent of Class Represented by Amount in Row (11).

0.04%\*

14. Type of Reporting Person (See Instructions).

IN

\* Based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017.

## ITEM 1. SECURITY AND ISSUER.

This Amendment No. 9 to the Statement of Beneficial Ownership on Schedule 13D (this Amendment) relates to shares of common stock, par value \$0.01 per share (Common Stock) of Conns, Inc., a Delaware corporation (the Company) and is being filed pursuant to Rule 13d-2 under the Securities Exchange Act of 1934, as amended (the Exchange Act). The address of the principal executive offices of the Company is 4055 Technology Forest Blvd., Ste. 210, The Woodlands, TX 77381. This Amendment amends the Statement of Beneficial Ownership on Schedule 13D (the Statement) filed by the Reporting Persons (as defined below) on February 6, 2009, as amended on February 12, 2010, October 26, 2010, November 23, 2010, December 14, 2012, March 28, 2013, June 12, 2013, April 17, 2014 and July 15, 2015.

## ITEM 2. IDENTITY AND BACKGROUND.

This Amendment is filed jointly by and for the entities and persons listed below, all of whom together are referred to as the Reporting Persons or individually as a Reporting Person.

In accordance with the provisions of General Instruction C to Schedule 13D, information concerning the board of directors or board of managers, as applicable, of each of the applicable Reporting Persons (collectively, the Listed Persons), required by Item 2 of Schedule 13D is provided on Schedule I and is incorporated by reference herein.

(i) The Stephens Group, LLC (The Stephens Group)

The Stephens Group is an Arkansas manager-managed limited liability company. It is managed by a Board of Managers consisting of the following individuals: Wilton R. Stephens, Jr., Elizabeth S. Campbell, Craig D. Campbell, Carol M. Stephens, Ronald M. Clark, Robert L. Schulte, C. Ray Gash, William S. Walker, Emon A. Mahony, Jr., and Gary D. Boland. The Board has appointed a two person Executive Committee that may exercise all powers granted to the Board. The Executive Committee of the Board consists of the following individuals: Wilton R. Stephens, Jr. and Elizabeth S. Campbell. The Stephens Group is the Manager of SG-1890 (as defined below).

(ii) Snow Lake Holdings, Inc. (Snow Lake)

Snow Lake is a Nevada corporation. It is managed by a Board of Directors consisting of the following individuals: Elizabeth S. Campbell, Craig D. Campbell, Robert L. Schulte, and Hal Joseph Kemp.

(iii) SG-1890, LLC (SG-1890)

SG-1890 is an Arkansas manager-managed limited liability company. The sole manager is The Stephens Group, which has the ability to make decisions for SG-1890.

(iv) Wilton R. Stephens, Jr.

Wilton R. Stephens, Jr. is a member of the Executive Committee of The Stephens Group as well as a Manager.

(v) Elizabeth S. Campbell

Elizabeth S. Campbell is a member of the Executive Committee of The Stephens Group as well as a Manager.

(vi) Arden Jewell Stephens 2012 Trust

Arden Jewell Stephens 2012 Trust is an irrevocable trust governed under the laws of the State of Arkansas. The trustees of the trust are Robert L. Schulte and Ronald M. Clark.



(vii) W. R. Stephens III 2012 Trust

W. R. Stephens III 2012 Trust is an irrevocable trust governed under the laws of the State of Arkansas. The trustees of the trust are Robert L. Schulte and Ronald M. Clark.

(viii) Arden Jewell Stephens Trust dtd 10/20/99

Arden Jewell Stephens Trust dtd 10/20/99 is an irrevocable trust governed under the laws of the State of Arkansas. The trustees of the trust are Robert L. Schulte, Carol M. Stephens and Emon A. Mahony, Jr.

(ix) W. R. Stephens III Trust dtd 7/2/01

W. R. Stephens III Trust dtd 7/2/01 is an irrevocable trust governed under the laws of the State of Arkansas. The trustees of the trust are Robert L. Schulte and Emon A. Mahony, Jr.

(x) Elizabeth Chisum Campbell 2012 Trust

Elizabeth Chisum Campbell 2012 is an irrevocable trust governed under the laws of the State of Arkansas. The trustees of the trust are Robert L. Schulte and Ronald M. Clark.

(xi) Susan Stephens Campbell 2012 Trust

Susan Stephens Campbell 2012 Trust is an irrevocable trust governed under the laws of the State of Arkansas. The trustees of the trust are Robert L. Schulte and Ronald M. Clark.

(xii) Craig Dobbs Campbell, Jr. 2012 Trust

Craig Dobbs Campbell, Jr. 2012 Trust is an irrevocable trust governed under the laws of the State of Arkansas. The trustees of the trust are Robert L. Schulte and Ronald M. Clark.

(xiii) Elizabeth S. Campbell Trust A

Elizabeth S. Campbell Trust A is an irrevocable trust governed under the laws of the State of Arkansas. The trustees of the trust are Elizabeth S. Campbell, C. Ray Gash and Robert L. Schulte.

(xiv) Carol M. Stephens

Carol M. Stephens is a Manager of The Stephens Group.

The Stephens Group, Snow Lake, SG-1890, Arden Jewell Stephens 2012 Trust, W. R. Stephens III 2012 Trust, Arden Jewell Stephens Trust dtd 10/22/99, W. R. Stephens III Trust dtd 7/2/01, Elizabeth Chisum Campbell 2012 Trust, Susan Stephens Campbell 2012 Trust, Craig Dobbs Campbell, Jr. 2012 Trust and Elizabeth S. Campbell Trust A are each in the business of managing or holding investments. Each of the individual persons listed above is a citizen of the United States of America. The business address of each Reporting Person and their respective managers, directors and

officers, as applicable, is 100 Morgan Keegan Drive, Suite 500 Little Rock, Arkansas 72202.

The Reporting Persons and Listed Persons have not, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

The Reporting Persons and Listed Persons have not, during the last five years, been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, Federal or state securities laws or finding any violation with respect to such laws.

**ITEM 3. SOURCE AND AMOUNT OF FUNDS OR OTHER CONSIDERATION.**

The W.R. Stephens, Jr. Revocable Trust used personal fund to purchase 12,000 shares of the Common Stock in the open market on July 14, 2017 at an average price of \$18.848 per share.

**ITEM 4. PURPOSE OF TRANSACTION.**

The transaction described in Item 3 of this Amendment No. 9 was made for investment purposes. The W.R. Stephens, Jr. Revocable Trust does not have any plans or proposals which relate to or would result in any of the actions set forth in subsections (a) through (j) of Item 4.

**ITEM 5. INTEREST IN SECURITIES OF THE ISSUER.**

(a) and (b) The following table discloses the beneficial ownership of the Common Stock by the Reporting Persons as of the date of this Statement. The following disclosure is based on 31,004,000 shares of Common Stock outstanding as of April 30, 2017. See Schedule I for the information applicable to the Listed Persons.

| Name                                     | Number of                 | Percent               | Voting Power |           | Dispositive Power |           |
|------------------------------------------|---------------------------|-----------------------|--------------|-----------|-------------------|-----------|
|                                          | Beneficially Owned Shares | of Outstanding Shares | Sole         | Shared    | Sole              | Shared    |
| The Stephens Group, LLC                  | 4,305,343                 | 13.88%                | 0            | 4,305,343 | 0                 | 4,305,343 |
| SG-1890, LLC                             | 4,305,343                 | 13.88%                | 0            | 4,305,343 | 0                 | 4,305,343 |
| Snow Lake Holdings, Inc.                 | 54,163                    | 0.17%                 | 54,163       | 0         | 54,163            | 0         |
| Wilton R. Stephens, Jr.                  | 4,457,988                 | 14.30%                | 152,645(1)   | 4,305,343 | 152,645           | 4,305,343 |
| Elizabeth S. Campbell                    | 4,305,343                 | 13.88%                | 0            | 4,305,343 | 0                 | 4,305,343 |
| Arden Jewell Stephens 2012 Trust         | 50,755                    | 0.16%                 | 50,755       | 0         | 50,755            | 0         |
| W. R. Stephens III 2012 Trust            | 50,755                    | 0.146%                | 50,755       | 0         | 50,755            | 0         |
| Arden Jewell Stephens Trust dtd 10/20/99 | 373                       | 0.00%                 | 373          | 0         | 373               | 0         |
| W. R. Stephens III Trust dtd 7/2/01      | 373                       | 0.00%                 | 373          | 0         | 373               | 0         |
| Elizabeth Chisum Campbell 2012 Trust     | 49,655                    | 0.16%                 | 49,655       | 0         | 49,655            | 0         |
| Susan Stephens Campbell 2012 Trust       | 49,655                    | 0.16%                 | 49,655       | 0         | 49,655            | 0         |
| Craig Dobbs Campbell, Jr. 2012 Trust     | 49,655                    | 0.16%                 | 49,655       | 0         | 49,655            | 0         |
| Elizabeth S. Campbell Trust A            | 53,017                    | 0.17%                 | 53,017       | 0         | 53,017            | 0         |
| Carol M. Stephens                        | 12,720                    | 0.04%                 | 12,720       | 0         | 12,720            | 0         |

(1) Represents total shares held by W.R. Stephens, Jr. Revocable Trust over which Mr. Stephens, Jr. acts as Trustee.

(c) Except as described in this Statement, the Reporting Persons have not effected any transaction in shares of the Company's Common Stock during the 60 days preceding the date hereof.

(d) Not applicable

(e) Not applicable.

**ITEM 6. CONTRACTS, ARRANGEMENTS, UNDERSTANDINGS OR RELATIONSHIPS WITH RESPECT TO SECURITIES OF THE ISSUER.**

None, other than as described in this Statement.

**ITEM 7. MATERIAL TO BE FILED AS EXHIBITS.**

Exhibit 1 Agreement to File Joint Schedule 13D

Exhibit 2 Power of Attorney executed by Reporting Persons

**SIGNATURES**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: July 20, 2017

By: /s/ Ronald M. Clark  
Name: Ronald M. Clark

Attorney-in-Fact for:

THE STEPHENS GROUP, LLC (1)  
SNOW LAKE HOLDINGS, INC. (1)  
SG-1890, LLC (1)  
WILTON R. STEPHENS, JR. (1)  
ELIZABETH S. CAMPBELL (1)  
ARDEN JEWELL STEPHENS 2012 TRUST (1)  
W. R. STEPHENS III 2012 TRUST (1)  
ARDEN JEWELL STEPHENS TRUST DTD 10/22/99 (1)  
W. R. STEPHENS III TRUST DTD 7/2/01 (1)  
ELIZABETH CHISUM CAMPBELL 2012 TRUST (1)  
SUSAN STEPHENS CAMPBELL 2012 TRUST (1)  
ELIZABETH S. CAMPBELL TRUST A (1)  
CAROL M. STEPHENS (1)

(1) A Power of Attorney authorizing Ronald M. Clark to act on behalf of this person or entity has been previously filed with the Securities and Exchange Commission.

---

**SCHEDULE I**
**MANAGERS/DIRECTORS AND EXECUTIVE OFFICERS OF CERTAIN REPORTING PERSONS****The Stephens Group, LLC**

The Stephens Group, LLC is an Arkansas manager-managed limited liability company ( The Stephens Group ). It is managed by a Board of Managers. The following sets forth the name and position, if any, of each manager of The Stephens Group. Each such person is a citizen of the United States of America. The business address of each manager is 100 Morgan Keegan Drive, Suite 500 Little Rock, Arkansas 72202.

| Name                    | Position                                                               |
|-------------------------|------------------------------------------------------------------------|
| Wilton R. Stephens, Jr. | Chief Executive Officer and Co-Chairman, Member of Executive Committee |
| Elizabeth S. Campbell   | Co-Chairman, Member of Executive Committee                             |
| Craig D. Campbell       | Vice Chairman                                                          |
| Carol M. Stephens       | Manager                                                                |
| Ronald M. Clark         | Chief Operating Officer & General Counsel                              |
| Robert L. Schulte       | Chief Financial Officer                                                |
| C. Ray Gash             | Manager                                                                |
| William S. Walker       | Manager                                                                |
| Emon A. Mahony, Jr.     | Manager                                                                |
| Gary D. Boland          | Manager                                                                |

The authority of the Board of Managers has been delegated to an Executive Committee, which consists of the following members: Wilton R. Stephens, Jr. and Elizabeth S. Campbell.

**Snow Lake Holdings, Inc.**

Snow Lake Holdings, Inc. is a Nevada corporation ( Snow Lake ). It is managed by a Board of Directors. The following sets forth the name and position, as applicable, of each executive officer and director of Snow Lake. Each such person is a citizen of the United States of America. The business address of each officer and director is 100 Morgan Keegan Drive, Suite 500 Little Rock, Arkansas 72202.

| Name                    | Position                 |
|-------------------------|--------------------------|
| Elizabeth S. Campbell   | Director                 |
| Craig D. Campbell       | Director                 |
| Robert L. Schulte       | Director, Vice President |
| Hal Joseph Kemp         | President, Director      |
| Christopher E. Kauffman | Secretary, Treasurer     |

**SG-1890, LLC**

SG-1890, LLC is an Arkansas manager-managed limited liability company ( SG-1890 ). The sole Manager is The Stephens Group. Wilton R. Stephens, Jr. and Elizabeth S. Campbell, as members of the Executive Committee of The Stephens Group, have the ability to make decisions for SG-1890 on behalf of The Stephens Group.

**EXHIBIT INDEX**

- \*Exhibit 1 Agreement to File Joint Schedule 13D
- \*Exhibit 2 Power of Attorney executed by Reporting Persons
  
- \* Filed Previously