

Goodson Nancy  
Form 4  
February 11, 2019

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Goodson Nancy

2. Issuer Name and Ticker or Trading Symbol  
HFF, Inc. [HF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
02/06/2019

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

Chief Operating Officer

C/O HFF, INC., ONE OXFORD CENTRE,, 301 GRANT STREET, SUITE 1100

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

PITTSBURGH, PA 15219

(City) (State) (Zip)

**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 Ownership (Instr. 4)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A common stock	02/06/2019		F	548 <sup>(1)</sup>	D	\$ 41.36	50,476	D
Class A common stock	02/06/2019		F	26 <sup>(2)</sup>	D	\$ 41.36	50,450	D
Class A common stock	02/06/2019		F	43 <sup>(3)</sup>	D	\$ 41.36	50,407	D
Class A common stock	02/06/2019		F	32 <sup>(4)</sup>	D	\$	50,375	D

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common stock							41.36	
Class A common stock	02/06/2019	F	24 <sup>(5)</sup>	D	\$	50,351	41.36	D

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

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**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 Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 6)
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**Reporting Owners**

Reporting Owner Name / Address	Relationships
Goodson Nancy C/O HFF, INC., ONE OXFORD CENTRE, 301 GRANT STREET, SUITE 1100 PITTSBURGH, PA 15219	Director 10% Owner Officer Other  Chief Operating Officer

**Signatures**

/s/ Eric O. Conrad, as attorney-in-fact 02/11/2019  
 \*\*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).

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- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of Class A
- (1) common stock, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on February 5, 2014.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of Class A
- (2) common stock, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on February 20, 2015.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of Class A
- (3) common stock, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on February 7, 2017.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of Class A
- (4) common stock, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on May 2, 2017.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of Class A
- (5) common stock, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on April 4, 2018.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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