

OMB APPROVAL	
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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

1. Name and Address of Reporting Person* <u>WESSEL RICK L</u> (Last) (First) (Middle) 690 E. LAMAR BLVD. #400 (Street) ARLINGTON TX 76011 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>FIRST CASH FINANCIAL SERVICES INC</u> [FCFS]	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) Chairman & CEO
	3. Date of Earliest Transaction (Month/Day/Year) 01/25/2011	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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			
Restricted Stock	01/25/2011		A		30,000 ⁽¹⁾	A	\$0	42,000 ⁽¹⁾	D	
Common Stock	01/25/2011		M		100,000	A	(2)	492,905 ⁽³⁾	D	
Common Stock	01/25/2011		M		60,000	A	(2)	552,905	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	Title	Amount or Number of Shares				
Warrants	\$2.67	01/25/2011		M		100,000		04/03/2002	04/03/2012	Common Stock	100,000	(2)	0	D	
Options	\$12.5	01/25/2011		M		60,000		01/28/2005	01/28/2015	Common Stock	60,000	(2)	0	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	\$3.84							05/09/2003	05/09/2013	Common Stock	240,000		240,000	D	

Explanation of Responses:

- Non-vested restricted stock award - future vesting is performance-based pursuant to terms of the Company's shareholder-approved Executive Performance Incentive Plan.
- Issued pursuant to Company equity compensation plan
- Includes 18,000 shares of restricted stock that vested on December 31, 2010 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 01/27/2011
 ** 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.

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