

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

FORM 8-K

Current Report
Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

September 5, 2006
(Date of Report - Date of Earliest Event Reported)

First Cash Financial Services, Inc.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

0-19133
(Commission File Number)

75-2237318
(IRS Employer Identification No.)

690 East Lamar Blvd., Suite 400, Arlington, Texas 76011
(Address of principal executive offices, including zip code)

(817) 460-3947
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 Other Events

First Cash Financial Services, Inc. has made available on its corporate website (www.firstcash.com) its most recent investor presentation. This presentation is included herein as Exhibit 99.1.

The information provided in this Item 8.01 shall not be deemed "filed" for purposes of the Securities Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by the specific reference in such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits:

99.1 First Cash Financial Services, Inc. Investor Presentation

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated: September 5, 2006

FIRST CASH FINANCIAL SERVICES, INC.
(Registrant)

/s/ R. DOUGLAS ORR
R. Douglas Orr
Chief Accounting Officer

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Document</u>
99.1	First Cash Financial Services, Inc. Investor Presentation

FIRST CASH FINANCIAL SERVICES



FCFS
NASDAQ
LISTED

INVESTOR PRESENTATION - SEPTEMBER 2006

Safe Harbor Statement

- Certain statements included in this presentation which are not historical in nature, including statements regarding the Company's and/or management's strategies, beliefs, expectations, plans for new stores, projections of earnings and revenues, expected effect of regulatory pronouncements, potential legislation, or other predictions of the future are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, and are intended to be covered by the Safe Harbor provisions for forward-looking statements contained in such Act.
- Forward-looking statements are made based on assumptions involving certain known and unknown risks and uncertainties, many of which are beyond the Company's control, and other important factors that could cause actual results, performance or achievements to differ materially from expectations expressed or implied by such forward-looking statements. These risk factors and uncertainties are listed from time to time in the Company's filings with the Securities and Exchange Commission, including, but not limited to, our annual reports on Form 10-K for the years ending December 31, 2004 and 2005, our reports on Form 10-Q for the periods ended March 31 and June 30, 2006, and on various Form 8-K filings in 2006.

FIRST CASH FINANCIAL SERVICES

First Cash Financial Services

- Leading provider of specialty consumer finance products
 - Pawn Loans & Related Retail
 - Short-term/Payday Advances
 - Buy-Here/Pay-Here Automotive Retail & Finance
- Superior earnings performance and financial position
- Significant future growth through store expansion



FIRST CASH FINANCIAL SERVICES

Company History

1988

Founded – 3 pawn stores in Texas

Early 90's

Goes public; multi-state pawn store roll-up acquisitions

Late 90's

Payday lending acquisitions; introduction of payday product in pawn stores
First pawn stores opened in Mexico



2001 to present

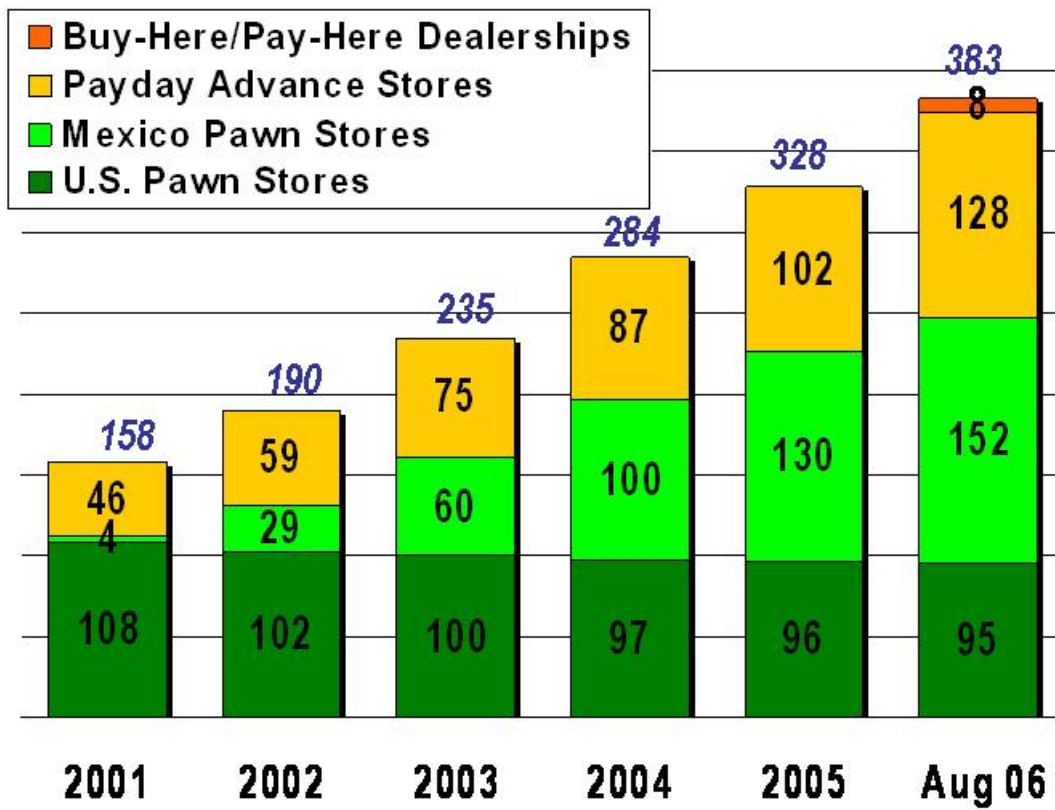
Expansion through new store openings:
U.S. payday & Mexico pawn

2006

Auto Master Buy-Here/Pay-Here
automotive acquisition

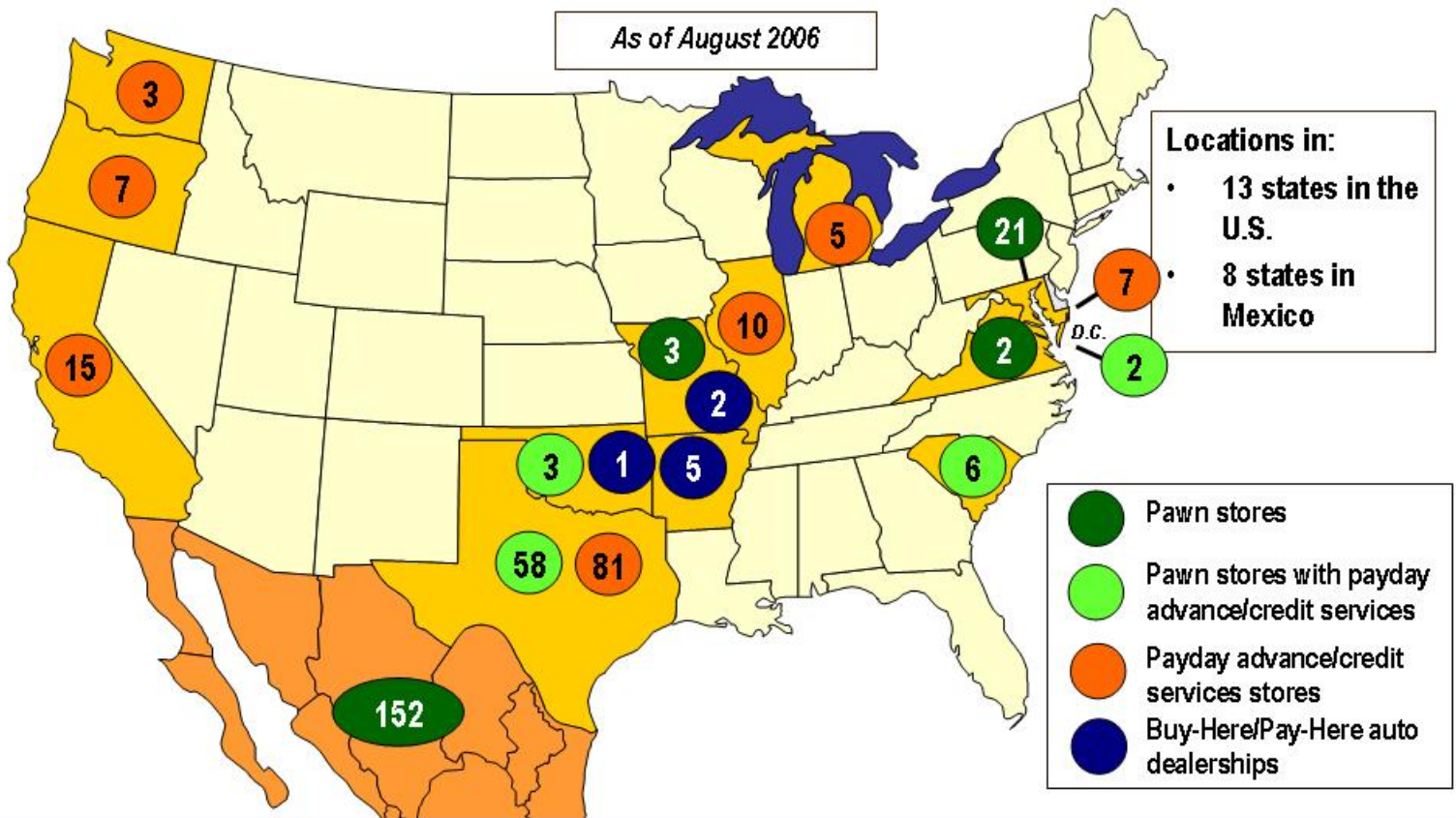
FIRST CASH FINANCIAL SERVICES

Store Count Growth



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Geographic Markets & Product Offerings

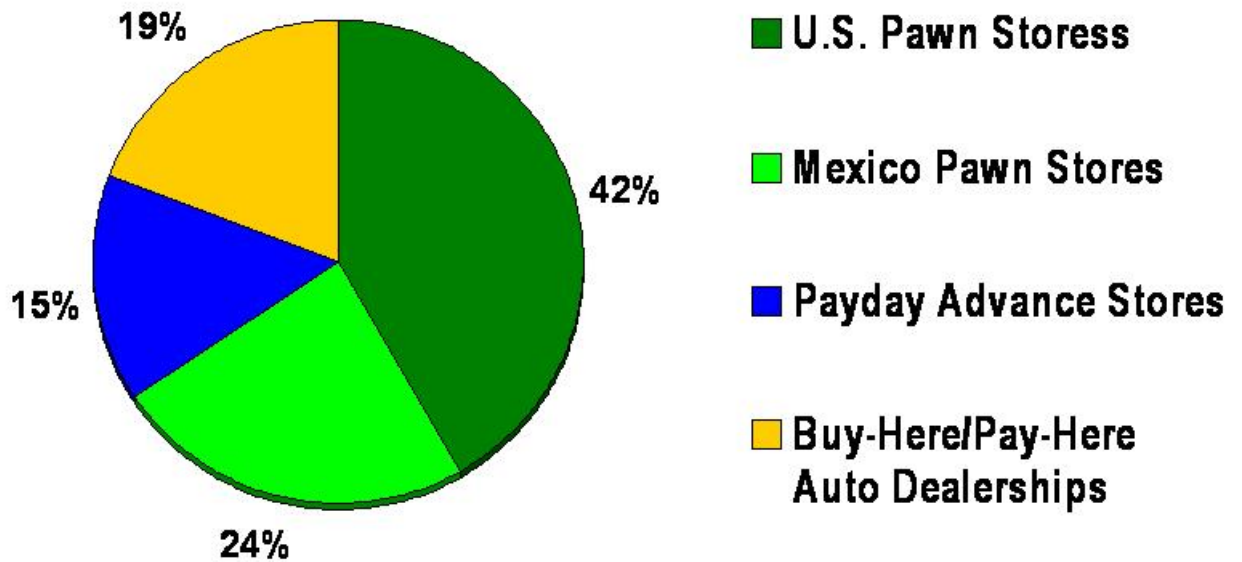


FIRST CASH FINANCIAL SERVICES

Revenue Mix

Trailing Twelve Months

(Including Pro Forma Revenues from Auto Master Acquisition)



As of June 30, 2006, unaudited

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Pawn Loan Product

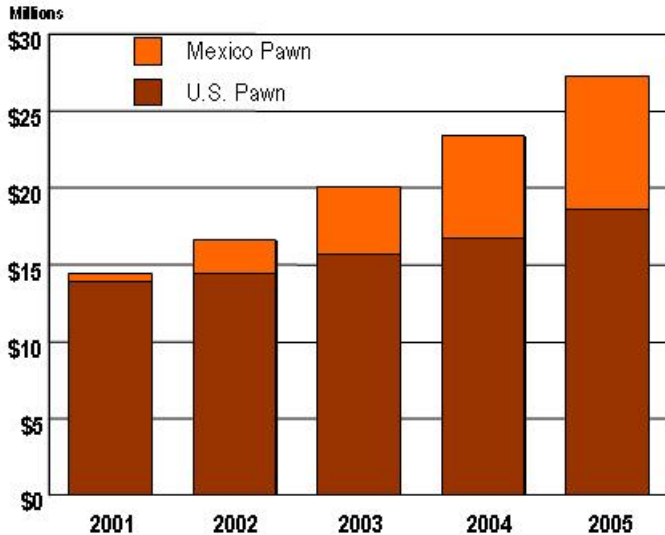
- Short-term loan secured by pledged personal property
 - No credit check
 - No bank account required
- Regulations vary by state - typically provide for:
 - 30 day term
 - 10% to 20% monthly service fee



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Pawn Customer Demographics

First Cash Pawn Loan Growth

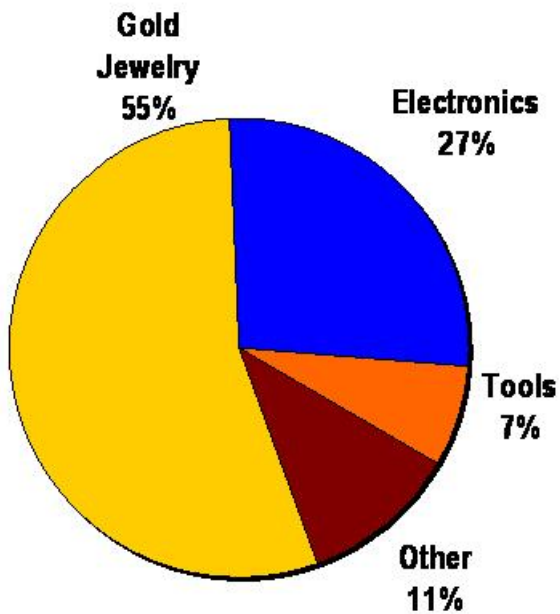


- Many un-banked or under-banked customers
- Both in the U.S. and...
- In Mexico, where:
 - 88% of retail transactions are in cash
 - An estimated 80% of the population is un-banked

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Pawn-Related Retail Sales

Composition of Retail Inventories



- Retail inventories are primarily acquired via forfeited pawn loan collateral
- Gold jewelry represents 55% of the retail inventory

Retail Metrics (most recent trailing 12 Months)

- Total merchandise margins 40%
- Retail margins (excludes scrap jewelry sales) 44%
- Inventory turns 3.2x

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Pawn Growth - Focused in Mexico



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Short-term/Payday Advance Products

- Loan size: \$100 to \$1,000
- Term: 7 to 31 days
- Typical service charge per advance: 15%
- Proof of employment and active bank account required
- Advance secured by personal check held until due date



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Short-term/Payday Advance Expansion



- Accelerated new store openings
 - First Cash Advance mono-line format
 - **26** stores opened YTD thru August 2006 compared to 15 opened all of 2005
- Expansion Markets
 - Continued expansion in all **Texas** markets
 - First stores opened in **Michigan** opened in Q2 of 2006

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Auto Master Acquisition

- FCFS has acquired **Auto Master**, a Buy-Here/Pay-Here automotive dealer
 - Transaction closed on August 25, 2006
- Transaction details (unaudited)
 - Purchase price of \$33.7 million
 - Purchase price and retirement of existing Auto Master debt (\$15 million) funded through:
 - Cash on balance sheet (\$12 million)
 - Note payable to sellers (\$10 million)
 - FCFS credit-facility (\$26 million)



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Buy-Here/Pay-Here Automotive Industry

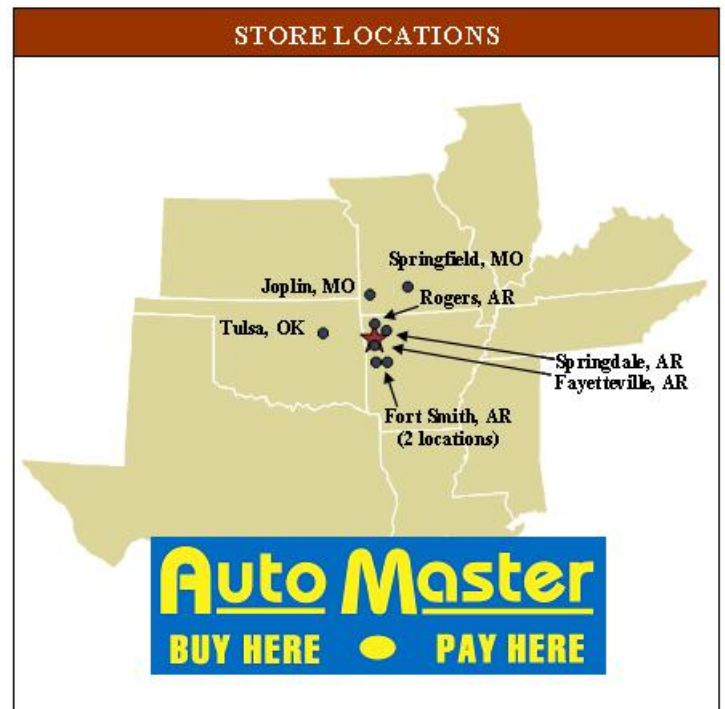


- Large Buy-Here/Pay-Here Market
 - Estimated \$100 Billion Market
 - 45 Million consumers with credit scores < 600
- Fragmented Competition
 - Thousands of operators, one or two locations each
- Nondiscretionary Customer Base
 - Need-driven purchases, rather than price driven
 - Price negotiation is rarely a part of the typical transaction

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Auto Master Overview

- Founded 1989
- Based in Northwest Arkansas, near Bentonville
- Eight current dealership locations:
 - Arkansas (5)
 - Missouri (2)
 - Oklahoma (1)
- Seasoned, professional management team
 - Fully retained with acquisition



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Auto Master – Centralized Vehicle Acquisition and Reconditioning

- **Vehicle acquisition**
 - Full-time purchasing staff
 - Purchase from auctions, wholesalers and new vehicle dealers in 10-state area
- **Reconditioning Center**
 - All vehicles sent to central facility in NW Arkansas
 - In-house inspection, repairs and detailing



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Auto Master Operating Metrics

(unaudited)

- Average retail price per vehicle \$9,000
- Typical gross profit % per vehicle,
net of loss provision 30%
- Typical yield % on net receivables 9% to 11%
- Revenues
 - Calendar 2005 \$44 million
 - Projected calendar 2006 \$53 to \$55 million

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Auto Master - Future Growth

- Expand footprint within 300-mile radius of Bentonville hub
 - Five-state market
 - Capacity for up to 30 lots
- 3 to 5 total lot openings for remainder of 2006 & 2007
- Future hubs in other regions



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Financial & Growth Metrics

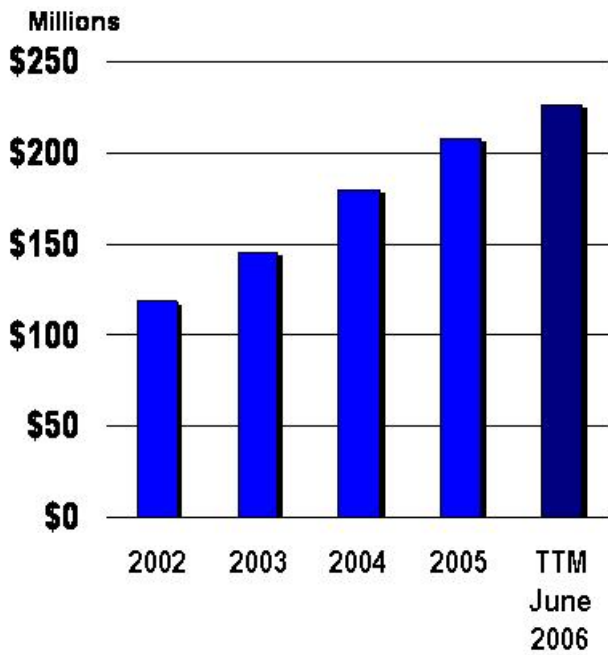


- **Operating Results**
 - Industry leading performance metrics
 - Long-term, consistent growth
 - Increasing profit margins
- **Financial Position**
 - Strong cash flows
 - Strong balance sheet
 - Continued investment in stock repurchases & new stores

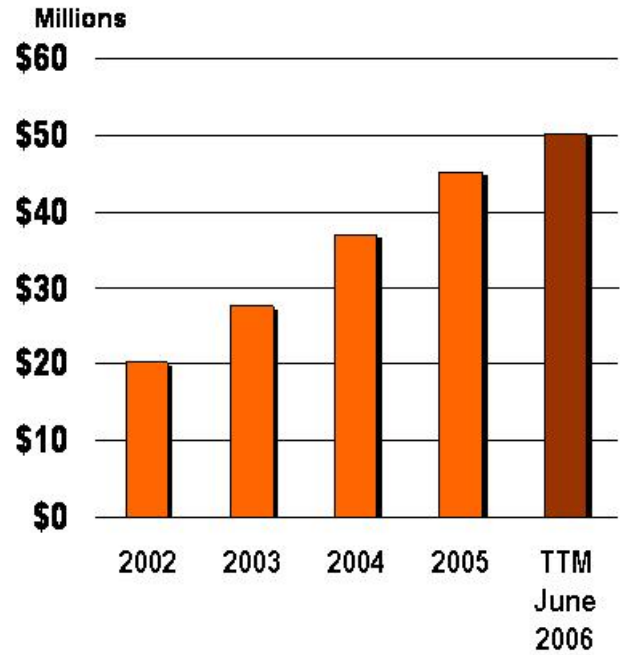
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Revenue & EBITDA Growth

Revenues



EBITDA



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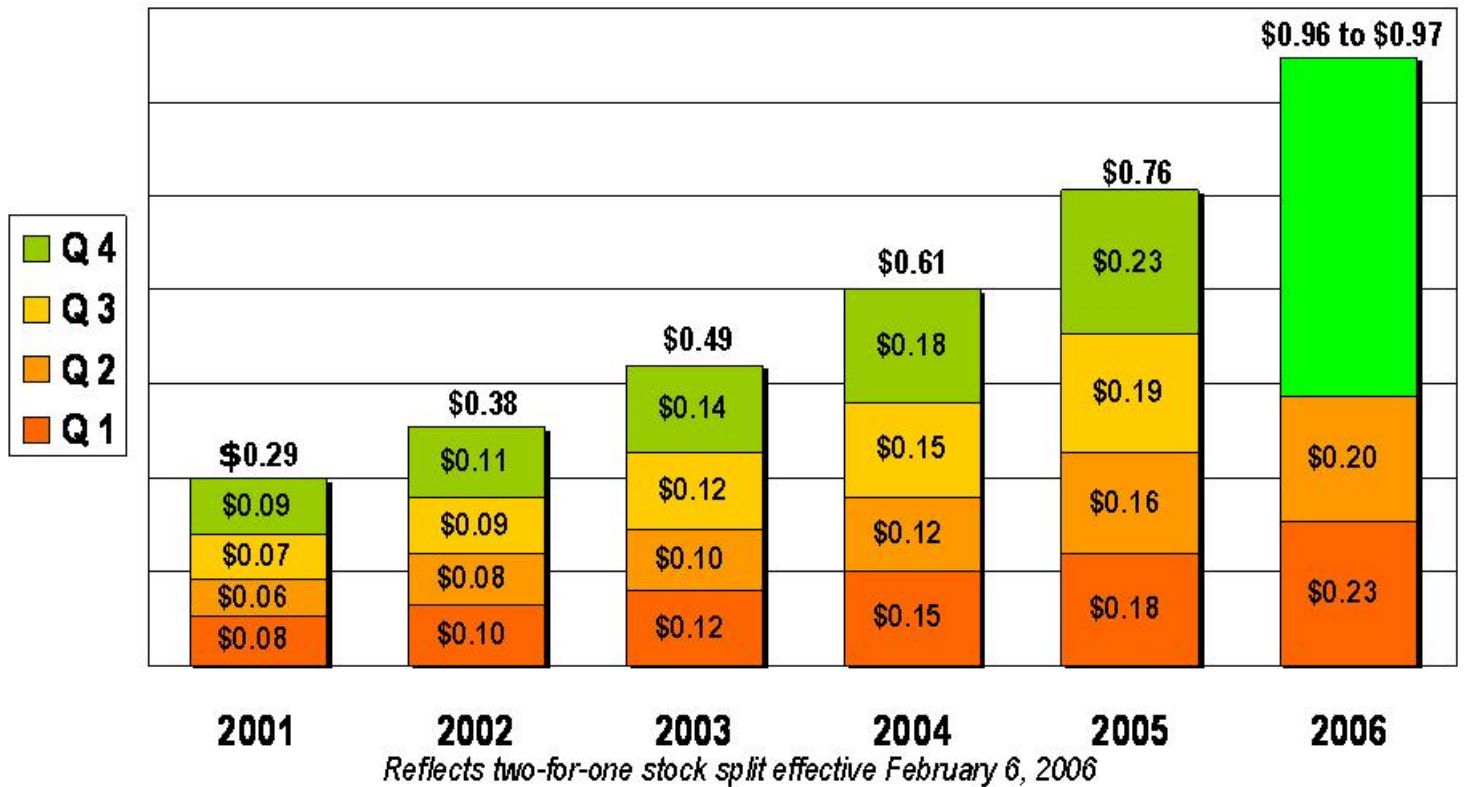
2006 - Second Quarter Highlights

- Q2 diluted EPS of \$0.20
 - Up 25% over prior year
 - 22nd consecutive quarter of double-digit EPS growth
- Other highlights:
 - Quarterly revenues up 22%, to \$56 million
 - Same-store revenues up 15%
 - 23 new stores opened, a record number for a single quarter; 43 stores opened YTD

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Earnings Per Share Growth

2006 Estimate:



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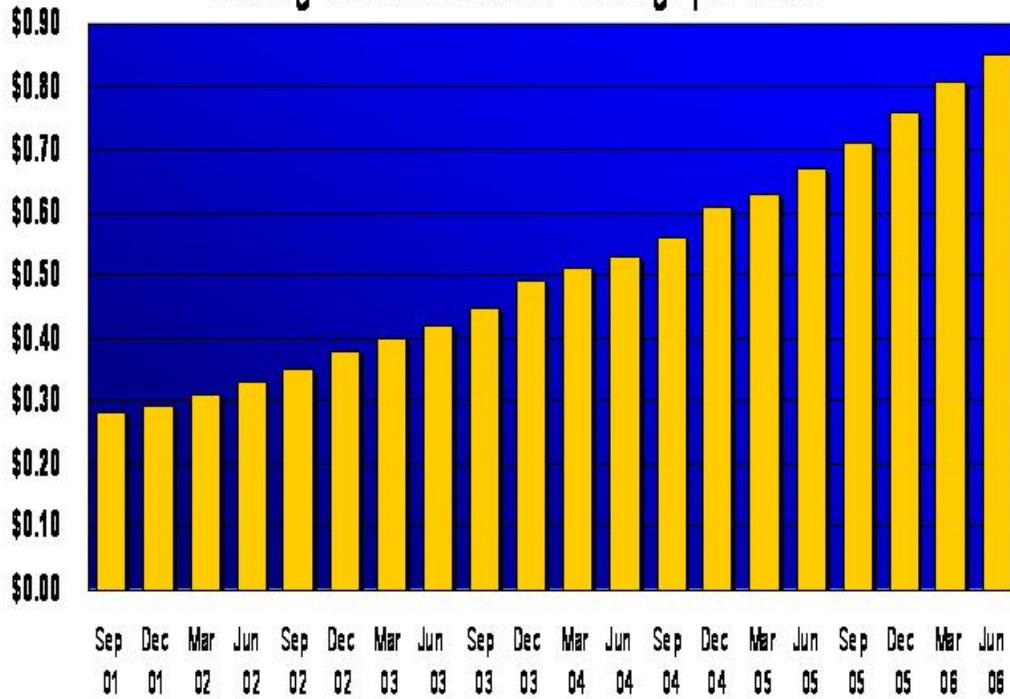
2006 Earnings Estimate Increased; Guidance Initiated for 2007



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Consistency of Growth & Earnings

Trailing 12 Months Diluted Earnings per Share



Reflects two-for-one stock split effective February 6, 2006



Forbes 200 Best
Small
Companies
4 straight years



Fortune Small
Business 100
2 straight years

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Balance Sheet Strength

Millions



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Utilization of Cash Flows

- All store openings funded from current cash flows
 - Loan growth at new & existing stores
 - Capital expenditures for new stores
 - Start-up costs for new stores
- Stock repurchases of \$48 million over past two years
- Auto Master acquisition

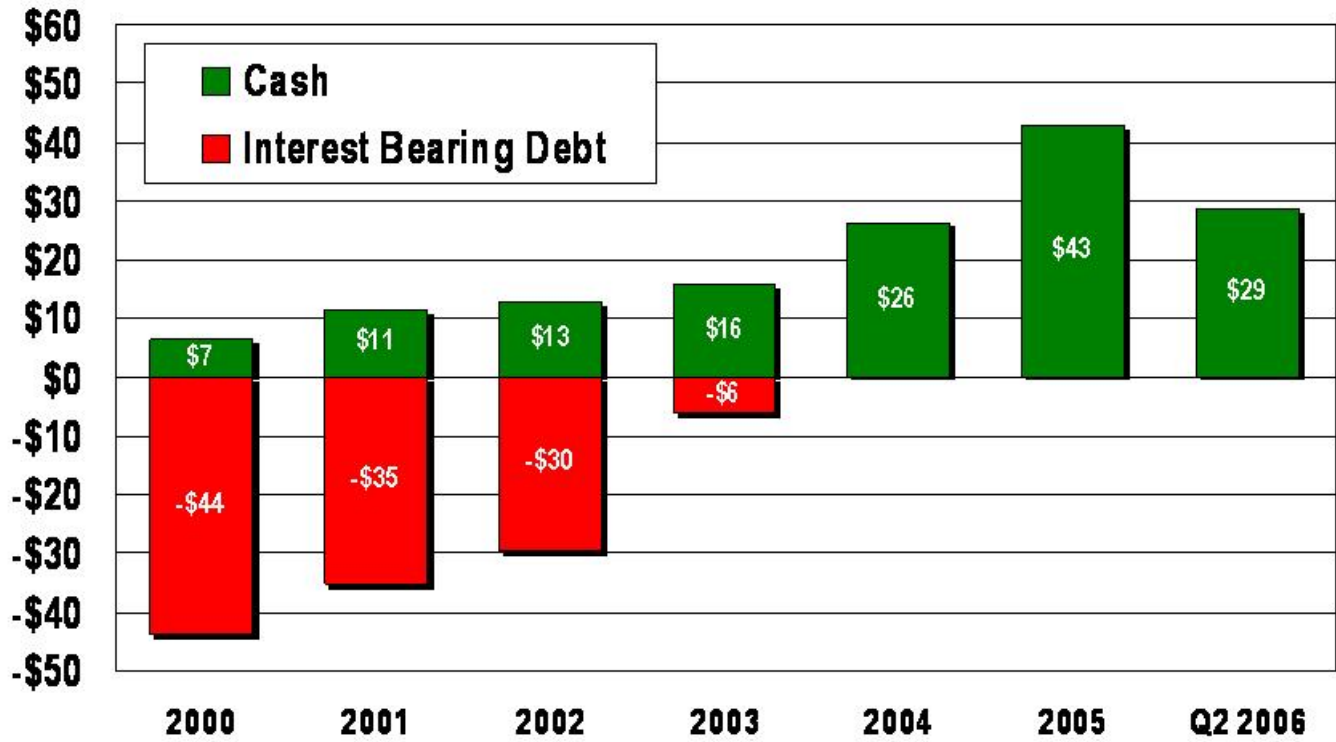


New location under construction in Tijuana, Mexico

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Net Cash Position

Millions



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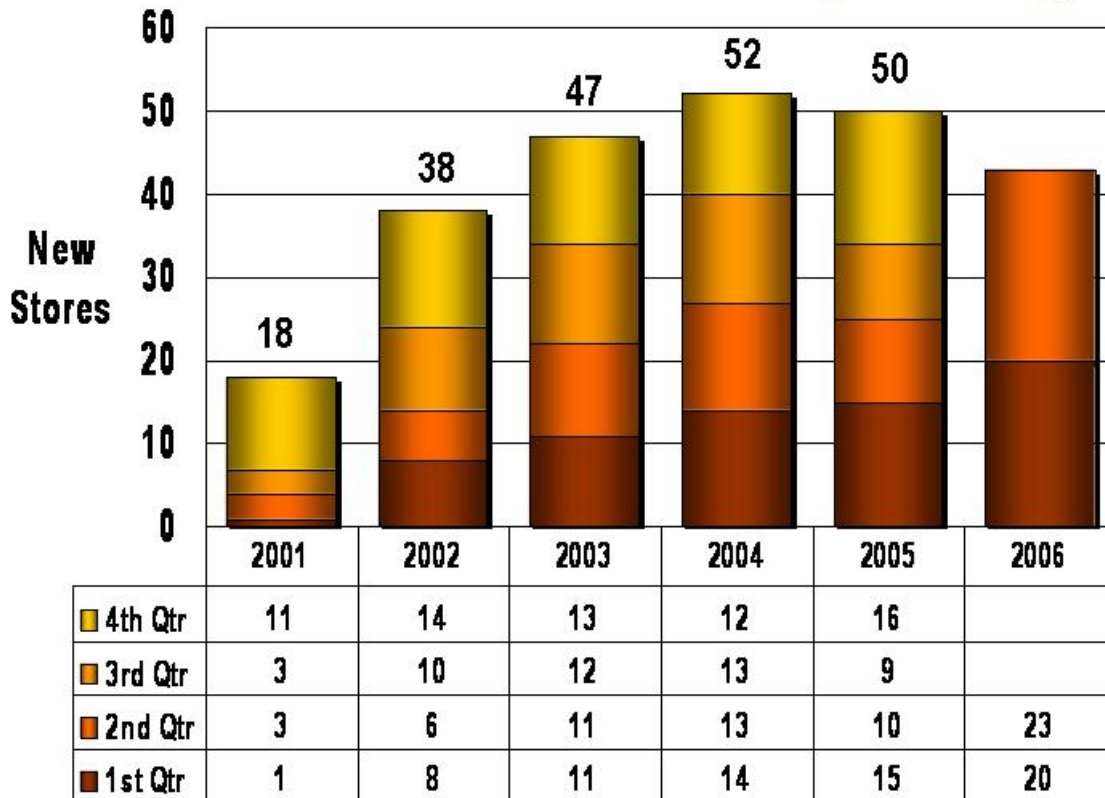
Diversified Growth Strategy

- New store openings in multiple markets
 - United States
 - Mexico
- Diversified product line
 - Pawn loans & related retail
 - Payday advances/Credit services
 - Buy-Here/Pay-Here auto sales & finance



FIRST CASH FINANCIAL SERVICES

New Store Openings



2006 Projection:

**60 to 70
New Stores
(equal pawn &
payday)**

2007 Projection:

**70 to 75
New Stores**

**3 to 5
Dealerships**

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New Store Financial Model

	Payday ↔ MX Pawn
Cap Ex - Leasehold improvements - Computer & security equipment	\$80,000 to \$150,000
Working Capital (first year) - Operating cash - Loan funding - Inventory (pawn only)	\$80,000 to \$150,000
Start-up Losses - Pre-opening - First six months of operation	\$40,000 to \$60,000
Totals	\$200,000 to \$360,000

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Summary

- **Industry leader in a growth sector**
 - Constant-demand products: pawn, payday advance and buy-here/pay-here auto
 - Superior financial metrics
 - 22 consecutive quarters (over five years) of double-digit EPS growth
 - Strong balance sheet & cash flows
- **Well-defined expansion strategy**
 - Diversified growth platform: Multiple products in multiple markets
 - Significant opportunity & headroom for new locations

FIRST CASH FINANCIAL SERVICES



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