

Lawton Matthew D  
Form 4  
March 29, 2019

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
Lawton Matthew D

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)  
02/14/2019

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

Executive Managing Director

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   |  |                                   |
| Class A common stock            | 02/14/2019                           |  | F                              | 426 <sup>(1)</sup> D  | \$ 42.96  | 263,935  | D                                 |
| Class A common stock            | 02/14/2019                           |  | F                              | 992 <sup>(2)</sup> D  | \$ 42.96  | 262,943  | D                                 |
| Class A common stock            | 02/14/2019                           |  | F                              | 317 <sup>(3)</sup> D  | \$ 42.96  | 262,626  | D                                 |
| Class A common stock            | 02/17/2019                           |  | F                              | 1,531 D   | \$  | 261,095  | D                                 |

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|                      |            |   |                  |   |          |         |   |
|----------------------|------------|---|------------------|---|----------|---------|---|
| common stock         |            |   | <u>(4)</u>       |   | 42.94    |         |   |
| Class A common stock | 02/17/2019 | F | 541 <u>(5)</u>   | D | \$ 42.94 | 260,554 | D |
| Class A common stock | 02/17/2019 | F | 2,031 <u>(6)</u> | D | \$ 42.94 | 258,523 | D |
| Class A common stock | 02/18/2019 | F | 791 <u>(7)</u>   | D | \$ 42.94 | 257,732 | D |
| Class A common stock | 02/19/2019 | F | 59 <u>(8)</u>    | D | \$ 42.94 | 257,673 | D |
| Class A common stock | 02/21/2019 | F | 78 <u>(9)</u>    | D | \$ 42.94 | 257,595 | D |
| Class A common stock | 02/21/2019 | F | 28 <u>(9)</u>    | D | \$ 42.94 | 257,567 | D |
| Class A common stock | 02/21/2019 | F | 104 <u>(9)</u>   | D | \$ 42.94 | 257,463 | D |
| Class A common stock | 02/21/2019 | F | 43 <u>(9)</u>    | D | \$ 42.94 | 257,420 | D |
| Class A common stock | 02/21/2019 | F | 61 <u>(10)</u>   | D | \$ 42.94 | 257,359 | D |
| Class A common stock | 02/21/2019 | F | 22 <u>(10)</u>   | D | \$ 42.94 | 257,337 | D |
| Class A common stock | 02/21/2019 | F | 81 <u>(10)</u>   | D | \$ 42.94 | 257,256 | D |
| Class A common stock | 02/21/2019 | F | 34 <u>(10)</u>   | D | \$ 42.94 | 257,222 | D |
| Class A common stock | 02/21/2019 | F | 16 <u>(10)</u>   | D | \$ 42.96 | 257,206 | D |
| Class A common stock | 02/21/2019 | F | 38 <u>(10)</u>   | D | \$ 42.96 | 257,168 | D |

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|                      |            |   |                     |   |          |         |   |
|----------------------|------------|---|---------------------|---|----------|---------|---|
| Class A common stock | 02/21/2019 | F | 12 <sup>(10)</sup>  | D | \$ 42.96 | 257,156 | D |
| Class A common stock | 02/27/2019 | F | 412 <sup>(11)</sup> | D | \$ 44.4  | 256,744 | D |
| Class A common stock | 02/27/2019 | F | 786 <sup>(12)</sup> | D | \$ 44.4  | 255,958 | D |
| Class A common stock | 02/27/2019 | F | 724 <sup>(13)</sup> | D | \$ 44.4  | 255,234 | D |
| Class A common stock | 02/27/2019 | F | 786 <sup>(14)</sup> | D | \$ 44.4  | 254,448 | D |
| Class A common stock | 02/27/2019 | F | 66 <sup>(15)</sup>  | D | \$ 42.94 | 254,382 | D |
| Class A common stock | 02/27/2019 | F | 22 <sup>(15)</sup>  | D | \$ 42.94 | 254,360 | D |
| Class A common stock | 02/27/2019 | F | 87 <sup>(15)</sup>  | D | \$ 42.94 | 254,273 | D |
| Class A common stock | 02/27/2019 | F | 37 <sup>(15)</sup>  | D | \$ 42.94 | 254,236 | D |
| Class A common stock | 02/27/2019 | F | 17 <sup>(15)</sup>  | D | \$ 42.96 | 254,219 | D |
| Class A common stock | 02/27/2019 | F | 41 <sup>(15)</sup>  | D | \$ 42.96 | 254,178 | D |
| Class A common stock | 02/27/2019 | F | 13 <sup>(15)</sup>  | D | \$ 42.96 | 254,165 | D |

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

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

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| 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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares                         |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                             |       |
|---|---------------|-----------|-----------------------------|-------|
|   | Director      | 10% Owner | Officer                     | Other |
| Lawton Matthew D<br>C/O HFF, INC., ONE OXFORD CENTRE,<br>301 GRANT STREET, SUITE 1100<br>PITTSBURGH, PA 15219 |               |           | Executive Managing Director |       |

## Signatures

/s/ Eric O. Conrad, as attorney-in-fact 03/29/2019

\*\*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).
- (1) Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's Class A common stock under the Company's Office Profit Participation Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on February 16, 2017.
  - (2) Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's Class A common stock under the Company's Firm Profit Participation Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on February 16, 2017.
  - (3) Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's Class A common stock under the Company's Executive Bonus Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on February 16, 2017.
  - (4) Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's Class A common stock under the Company's Executive Bonus Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on February 19, 2016.
  - (5) Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's Class A common stock under the Company's Office Profit Participation Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on February 19, 2016.
  - (6) Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's Class A common stock under the Company's Firm Profit Participation Plan, which grant was originally reported on a Form 4 filed with

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the U.S. Securities and Exchange Commission on February 19, 2016.

- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's
- (7) Class A common stock under the Company's Omnibus Incentive Compensation Plan, 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 the Company's
- (8) Class A common stock in connection with the Company dividend, paid on February 19, 2016 to holders of record of the Company's Class A common stock on February 8, 2016.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's
- (9) Class A common stock in connection with the Company dividend, paid on February 21, 2017 to holders of record of the Company's Class A common stock on February 9, 2017.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's
- (10) Class A common stock in connection with the Company dividend, paid on February 21, 2018 to holders of record of the Company's Class A common stock on February 9, 2018.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's
- (11) Class A common stock under the Company's Office Profit Participation Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on March 1, 2018.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's
- (12) Class A common stock under the Company's Firm Profit Participation Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on March 1, 2018.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's
- (13) Class A common stock under the Company's 2016 Equity Incentive Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on March 1, 2018.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's
- (14) Class A common stock under the Company's Executive Bonus Plan, which grant was originally reported on a Form 4 filed with the U.S. Securities and Exchange Commission on March 1, 2018.
- Represents shares transferred to the Company for tax withholding in connection with the grant of restricted stock units of the Company's
- (15) Class A common stock in connection with the Company dividend, paid on February 27, 2019 to holders of record of the Company's Class A common stock on February 11, 2019.

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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