

Goodson Nancy  
Form 4  
March 29, 2019

**FORM 4**

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

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

## OMB APPROVAL

OMB  
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(Print or Type Responses)

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

(Last) (First) (Middle)

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

(Street)

PITTSBURGH, PA 15219

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/14/2019

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

Chief Operating Officer

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**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 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)
			Code	V	Amount (A) or (D)	Price	
Class A common stock	02/14/2019		F		171 <sup>(1)</sup>	D \$ 42.96	56,163 D
Class A common stock	02/14/2019		F		171 <sup>(2)</sup>	D \$ 42.96	55,992 D
Class A common stock	02/17/2019		F		421 <sup>(3)</sup>	D \$ 42.94	55,571 D
Class A	02/17/2019		F		146 <sup>(4)</sup>	D \$	55,425 D

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common stock					42.94		
Class A common stock	02/18/2019	F	183 <u>(5)</u>	D	\$ 42.94	55,242	D
Class A common stock	02/19/2019	F	14 <u>(6)</u>	D	\$ 42.94	55,228	D
Class A common stock	02/21/2019	F	21 <u>(7)</u>	D	\$ 42.94	55,207	D
Class A common stock	02/21/2019	F	10 <u>(7)</u>	D	\$ 42.94	55,197	D
Class A common stock	02/21/2019	F	8 <u>(7)</u>	D	\$ 42.94	55,189	D
Class A common stock	02/21/2019	F	17 <u>(8)</u>	D	\$ 42.94	55,172	D
Class A common stock	02/21/2019	F	8 <u>(8)</u>	D	\$ 42.94	55,164	D
Class A common stock	02/21/2019	F	6 <u>(8)</u>	D	\$ 42.94	55,158	D
Class A common stock	02/21/2019	F	7 <u>(8)</u>	D	\$ 42.96	55,151	D
Class A common stock	02/21/2019	F	7 <u>(8)</u>	D	\$ 42.96	55,144	D
Class A common stock	02/27/2019	F	84 <u>(9)</u>	D	\$ 44.4	55,060	D
Class A common stock	02/27/2019	F	259 <u>(10)</u>	D	\$ 44.4	54,801	D
Class A common stock	02/27/2019	F	18 <u>(11)</u>	D	\$ 42.94	54,783	D
Class A common stock	02/27/2019	F	8 <u>(11)</u>	D	\$ 42.94	54,775	D

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Class A common stock	02/27/2019	F	6 <u>(11)</u>	D	\$ 42.94	54,769	D
Class A common stock	02/27/2019	F	7 <u>(11)</u>	D	\$ 42.96	54,762	D
Class A common stock	02/27/2019	F	7 <u>(11)</u>	D	\$ 42.96	54,755	D
Class A common stock	02/27/2019	F	3 <u>(11)</u>	D	\$ 44.4	54,752	D
Class A common stock	02/27/2019	F	11 <u>(11)</u>	D	\$ 44.4	55,243 <u>(12)</u>	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**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. Nu Deriv Secur Bene Own Follo Repor 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
Goodson Nancy C/O HFF, INC., ONE OXFORD CENTRE, 301 GRANT STREET, SUITE 1100	Chief Operating Officer

PITTSBURGH, PA 15219

## 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 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.
  - (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 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.
  - (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 19, 2016.
  - (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 Omnibus Incentive Compensation 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 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.
  - (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 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.
  - (7) 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 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.
  - (8) 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 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.
  - (9) 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 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.
  - (10) 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 March 1, 2018.
  - (11) 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 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.
  - (12) On February 1, 2019, the Company declared a dividend, payable to all holders of record of Class A common stock on February 11, 2019, of \$1.75 for each share of Class A common stock outstanding. Pursuant to the terms of the Company's 2016 Equity Incentive Plan and the outstanding grants of restricted stock units (RSUs) of Class A common stock, any RSUs of Class A common stock that were unvested (or vested but not settled) as of the dividend record date were entitled, in lieu of any cash dividend, to a stock dividend for each unvested (or vested but not settled) RSU of Class A common stock equal to the per-share cash dividend amount divided by the fair market value of a share of Class A common stock on the dividend date. As a result, as of February 27, 2019, the reporting person received 502 additional RSUs of Class A common stock, subject to the vesting and distribution requirements of the underlying RSUs held by the reporting person.

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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