

KELLER ULRICH E. JR
 Form 4
 September 01, 2017

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 *
KELLER ULRICH E. JR

 (Last) (First) (Middle)
 18101 VON KARMAN, SUITE 700

 (Street)
 IRVINE, CA 92612

 (City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
First Foundation Inc. [FFWM]

 3. Date of Earliest Transaction
 (Month/Day/Year)
09/01/2017

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

5. Relationship of Reporting Person(s) to Issuer

 (Check all applicable)
 Director 10% Owner
 Officer (give title below) Other (specify below)
 Chairman

 6. Individual or Joint/Group Filing(Check Applicable Line)
 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 (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 \$		
Common stock	09/01/2017		M		13,534 A 5.5 (1)	2,294,704	I by family trust
Common Stock	09/01/2017		S		13,534 D \$ 17	2,281,170	I by family trust
Common Stock						20,000	D
Common Stock						200,000	I by spouse

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

