SEC	Form	4
-----	------	---

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL
OMB Number: 3235-0287
Estimated average burden

0.5

hours per response:

	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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

			01 360		resument Con	ipany Act of 1940				
1. Name and Address of Reporting Person* Stephens Jeffrey Russell (Last) (First) (Middle) 38 NORTHRIDGE WAY				r Name and Ticker J <u>RITY NATI</u> P [SNFCA] of Earliest Transact 2016	ONAL FI	<u>NANCIAL</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title Other (specify below) Gen. Counsel & Corp. Sec.			
(Street) SANDY (City)	UT (State)	84092 (Zip)	4. If Am	endment, Date of C	Driginal Filed (Month/Day/Year)	6. Indiv Line) X	vidual or Joint/Group Form filed by One Form filed by Mo Person	e Reporting Pers	on
		Table I - Nor	n-Derivative S	ecurities Acqu	ired, Disp	osed of, or Benefi	cially	Owned		
1. Title of Secu	ırity (Instr. 3)		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any	3. Transaction Code (Instr.	4. Securities Acquired (A Disposed Of (D) (Instr. 3,		5. Amount of Securities Beneficially	6. Ownership Form: Direct (D) or Indirect	7. Nature of Indirect Beneficial

	(Month/Day/Year)	if any (Month/Day/Year)	Code (Instr. 8)					Beneficially Owned Following Reported		Beneficial Ownership (Instr. 4)	
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1150.4)	
Class A Common Stock	02/05/2016		J ⁽¹⁾	v	38	A	\$ <mark>5.8</mark>	807 ⁽²⁾	D		

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. Transa Code (8)		Derivative		6. Date Exercis Expiration Dat (Month/Day/Ye	e	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	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		Transaction(s) (Instr. 4)		
Employee Stock Option (right to buy)	\$1.27 ⁽³⁾	04/13/2012		A		3,039 ⁽³⁾		07/13/2012	04/13/2022	Class A Common Stock	3,039 ⁽³⁾	\$1.27 ⁽³⁾	3,039 ⁽³⁾	D	
Employee Stock Option (right to buy)	\$4.16 ⁽⁴⁾	12/06/2013		A		2,894 ⁽⁴⁾		03/06/2014	12/06/2023	Class A Common Stock	2,894 ⁽⁴⁾	\$4.16 ⁽⁴⁾	2,894 ⁽⁴⁾	D	
Employee Stock Option (right to buy)	\$3.88 ⁽⁵⁾	07/02/2014		A		2,756 ⁽⁵⁾		10/02/2014	07/02/2024	Class A Common Stock	2,756 ⁽⁵⁾	\$3.88 ⁽⁵⁾	2,756 ⁽⁵⁾	D	
Employee Stock Option (right to buy)	\$4.53 ⁽⁶⁾	12/05/2014		A		5,513 ⁽⁶⁾		03/05/2015	12/05/2024	Class A Common Stock	5,513 ⁽⁶⁾	\$4.53 ⁽⁶⁾	5,513 ⁽⁶⁾	D	
Employee Stock Option (right to buy)	\$6.38 ⁽⁷⁾	12/04/2015		A		5,250 ⁽⁷⁾		03/04/2016 ⁽⁷⁾	12/04/2025	Class A Common Stock	5,250 ⁽⁷⁾	\$6.38 ⁽⁷⁾	5,250 ⁽⁷⁾	D	

Explanation of Responses:

1. Received pursuant to a stock dividend paid on February 5, 2016.

2. Does not include 67,666 shares of Class A Common Stock owned indirectly by the reporting person in the 401(k) Retirement Savings Plan.

3. This option was granted on April 13, 2012 as an option for 5,000 shares of Class A Common Stock at an exercise price of \$1.56 per share, but adjusted pursuant to the anti-dilution provisions of the 2003 Stock Option Plan to reflect 5% stock dividends paid on February 1, 2013, February 7, 2014, February 6, 2015 and February 5, 2016. On December 4, 2012, the reporting person exercised part of these options to purchase 2,500 shares of Class A Common Stock.

4. This option was granted on December 6, 2013 as an option for 2,500 shares of Class A Common Stock at an exercise price of \$4.85 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 7, 2014, February 6, 2015 and February 5, 2016.

5. This option was granted on July 2, 2014 as an option for 2,500 shares of Class A Common Stock at an exercise price of \$4.29 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 6, 2015 and February 5, 2016.

6. This option was granted on December 5, 2014 as an option for 5,000 shares of Class A Common Stock at an exercise price of \$5.02 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 6, 2015 and February 5, 2016.

7. This option was granted on December 4, 2015 as an option for 5,000 shares of Class A Common Stock at an exercise price of \$6.72 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect a 5% stock dividend paid on February 5, 2016. This option vests in four equal quarterly installments of Class A common Stock, beginning on March 4, 2016, until such shares are fully vested.

<u>/s/ Jeffrey R. Stephens</u>

04/06/2016 Date

** Signature of Reporting Person

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.

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 Number.