

First Foundation Inc.
Form SC 13G
February 14, 2014

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. __)

FIRST FOUNDATION INC.

(Name of Issuer)

COMMON STOCK, \$0.001 par value per share

(Title of Class of Securities)

32026V 104

(CUSIP Number)

December 31, 2013

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

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o Rule 13d-1(b)

o Rule 13d-1(c)

p Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act, but shall be subject to all other provisions of the Act (however, see the Notes).

NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

1

Ulrich E. Keller, Jr.

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(SEE INSTRUCTIONS)

2

(a) ..

(b) ..

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF ORGANIZATION

4

United States

SOLE VOTING POWER

5
NUMBER OF 1,282,751

6 SHARED VOTING POWER
SHARES

BENEFICIALLY 0

OWNED BY SOLE DISPOSITIVE POWER

7
1,282,751
EACH

8 SHARED DISPOSITIVE POWER
REPORTING

0
PERSON

WITH:

AGGREGATE AMOUNT
BENEFICIALLY OWNED BY EACH
REPORTING PERSON

9
1,282,751

CHECK IF THE AGGREGATE
AMOUNT IN ROW (9) EXCLUDES
CERTAIN SHARES

10 ..

(See Instructions)

11 PERCENT OF CLASS REPRESENTED
BY AMOUNT IN ROW (9)

16.4%

TYPE OF REPORTING PERSON (See
Instructions)

12

IN

CUSIP No. 32026V 104 Page 3

Item 1.

(a) Name of Issuer:

First Foundation Inc.

(b) Address of Issuer's Principal Executive Offices:

18101 Von Karman Avenue, Suite 700

Irvine, CA 92612

Item 2.

(a) Name of Person(s) Filing:

Ulrich E. Keller, Jr.

(b) Address of Principal Business Office(s):

c/o First Foundation Inc.

18101 Von Karman Avenue, Suite 700

Irvine, CA 92612

(c) Citizenship:

United States

(d) Title of Class of Securities:

Common Stock, par value \$0.001 per share

(e) CUSIP Number:

32026V 104

Item 3.

Not Applicable.

Item 4. Ownership.

(a) Amount beneficially owned:

1,282,751

(b) Percent of class:

16.4%

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote: 1,282,751

(ii) Shared power to vote or to direct the vote: H

(iii) Sole power to dispose or to direct the disposition of: 1,282,751

(iv) Shared power to dispose or to direct the disposition of: H

Does not include, and Mr. Keller disclaims beneficial ownership of, 100,000 shares held by his spouse.

Item 5. Ownership of Five Percent or Less of a Class.

Not applicable.

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

Not applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

Not applicable.

Item 8. Identification and Classification of Members of the Group.

Not applicable.

Item 9. Notice of Dissolution of Group.

Not applicable.

Item 10. Certification.

Not applicable.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

February 14, 2014
Date

/s/ ULRICH E. KELLER, JR
Signature

Ulrich E. Keller, Jr.
Name/Title