

United States
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of The
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): August 2, 2011

UNION FIRST MARKET BANKSHARES CORPORATION

(Exact name of registrant as specified in its charter)

Virginia
(State or other jurisdiction
of incorporation)

0-20293
(Commission
File Number)

54-1598552
(I.R.S. Employer
Identification No.)

111 Virginia Street
Suite 200
Richmond, VA 23219
(Address of principal executive offices, including Zip Code)

Registrant's telephone number, including area code: (804) 633-5031

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13c-4(c) under the Exchange Act (17 CFR 240.13c-4(c))

Item 8.01 Other Events

On August 2, 2011, G. William Beale, chief executive officer and D. Anthony Peay, executive vice president and chief financial officer, made an investor presentation at the Keefe, Bruyette & Woods (KBW) 12th Annual Community Bank Investor Conference at the Waldorf Astoria, in New York. A copy of the investor presentation is attached as Exhibit 99.1, and hereby incorporated herein by reference. Certain information contained in the investor presentation was previously filed with the Securities and Exchange Commission in other formats, and was made publicly available prior to the filing of this report.

Item 9.01 Financial Statements and Exhibits.

(d) *Exhibits.*

99.1 Union First Market Bankshares Corporation investor presentation.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

UNION FIRST MARKET BANKSHARES CORPORATION

Date: August 2, 2011

By: /s/ D. Anthony Peay

D. Anthony Peay
Executive Vice President and
Chief Financial Officer

The logo for UNION features the word "UNION" in a bold, white, sans-serif font. The letter "N" is stylized with three parallel, slanted lines in shades of green extending upwards from its top left corner.

UNION

Union First Market Bankshares

Investor Presentation
August 2011



Agenda

- Overview
- Financial Performance
- Near-Term Outlook
- Q & A



Forward Looking Statement

Certain statements in this report may constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are statements that include projections, predictions, expectations or beliefs about future events or results or otherwise and are not statements of historical fact. Such statements are often characterized by the use of qualified words (and their derivatives) such as “expect,” “believe,” “estimate,” “plan,” “project,” “anticipate” or other statements concerning opinions or judgment of the Company and its management about future events. Although the Company believes that its expectations with respect to forward-looking statements are based upon reasonable assumptions within the bounds of its existing knowledge of its business and operations, there can be no assurance that actual results, performance or achievements of the Company will not differ materially from any future results, performance or achievements expressed or implied by such forward-looking statements. Actual future results and trends may differ materially from historical results or those anticipated depending on a variety of factors, including, but not limited to, the effects of and changes in: general economic conditions, the interest rate environment, legislative and regulatory requirements, competitive pressures, new products and delivery systems, inflation, changes in the stock and bond markets, technology, and consumer spending and savings habits. The Company does not update any forward-looking statements that may be made from time to time by or on behalf of the Company.



Overview

- ≡ One of the largest financial services organizations headquartered in Virginia
- ≡ Holding company formed in 1993 – Banking history in some communities goes back more than 100 years
- ≡ Assets of \$3.8 Billion
- ≡ Comprehensive financial services provider offering: banking, mortgage, investment, trust and insurance

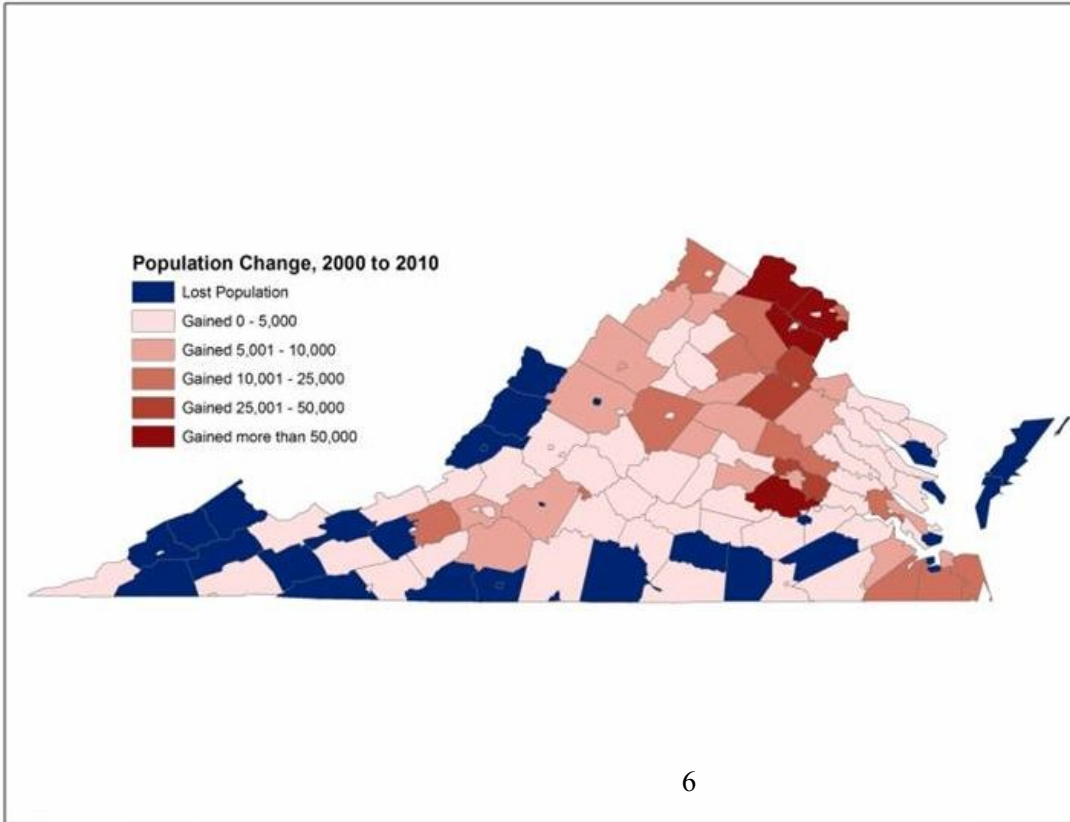


Investment Highlights

- Uniquely positioned in Virginia – locations, products and services
- Branch footprint provides a competitive advantage
- Experienced management team
- Proven acquirer and integrator
- Proven financial performance



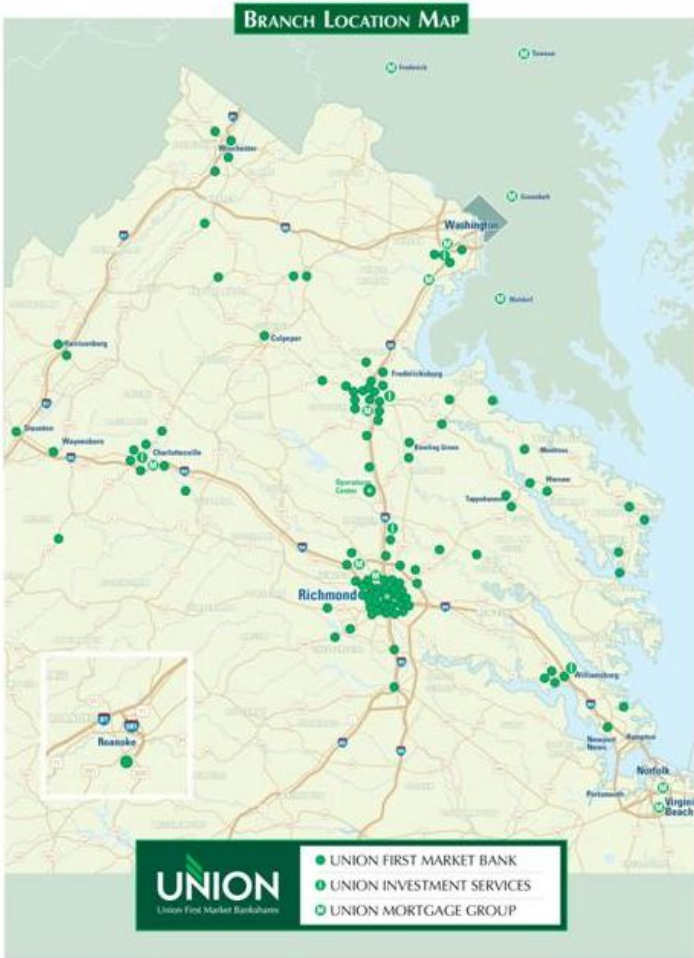
Virginia Population Expansion



♦ Source: Weldon Cooper Center, UVA



Union First Market Footprint



- ✔ Only community bank with a presence in top 7 Virginia banking markets
- ✔ More than 160 ATMs
- ✔ Along major corridors (I-95 & I-64)
- ✔ Stable/Growing markets
- ✔ Economically diverse markets



Diversity Supports Growth in Virginia

❖ Northern Virginia

- ❖ Nation's Capital
- ❖ Defense and security contractors
- ❖ Associations (lobbyists)
- ❖ High tech

❖ Richmond

- ❖ State Capital
- ❖ Fortune 500 headquarters (6)
- ❖ Finance and insurance
- ❖ Fort Lee doubling in size
- ❖ VCU & VCU Medical Center

❖ Charlottesville

- ❖ University of Virginia & Medical College
- ❖ High tech and professional businesses

❖ Virginia Beach - Norfolk

- ❖ Military
- ❖ Shipbuilding
- ❖ Tourism

❖ Fredericksburg

- ❖ Defense and security contractors
- ❖ Health care
- ❖ Retail



Risk Management

▤ Lending Philosophy

- ▤ In-market lender
- ▤ Community bank lending
- ▤ Granular portfolio analysis
- ▤ Full guarantees of commercial credits

▤ Control Environment

- ▤ Strong internal policies
- ▤ Active compliance, audit teams
- ▤ Positive regulatory relations

▤ Risk Mitigation Practices

- ▤ Forward looking
- ▤ Move early to protect
- ▤ Special Assets Committee
 - ▤ Weekly meetings

▤ Acted Early In The Current Cycle

- ▤ Reappraised loans
- ▤ Received additional collateral where necessary
- ▤ Working with clients

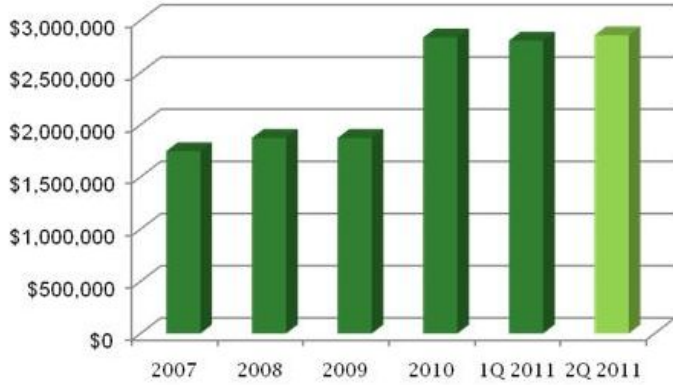


Financial Performance

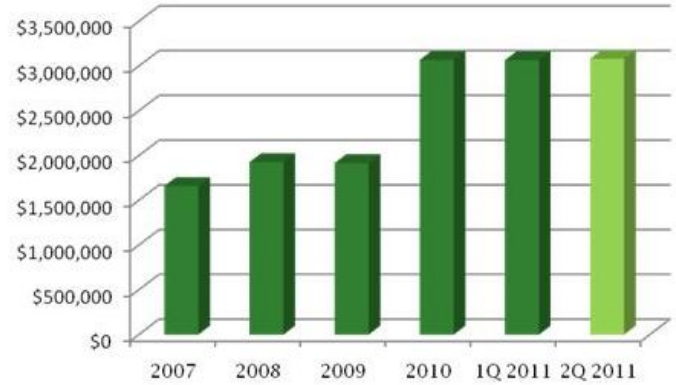




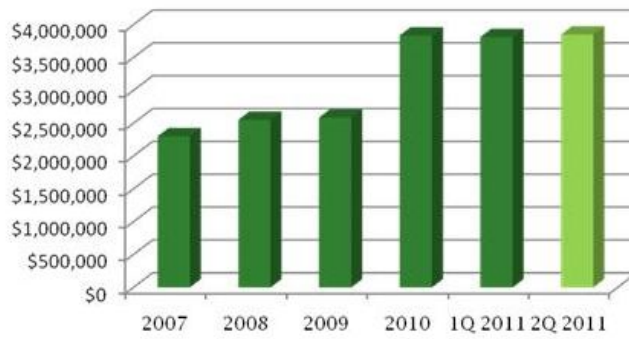
Strong Balance Sheet



Loans (\$M)



Deposits (\$M)



Assets (\$M)





Investment Portfolio Highlights

▬ Total Portfolio is \$591 MM or 15.3% of assets

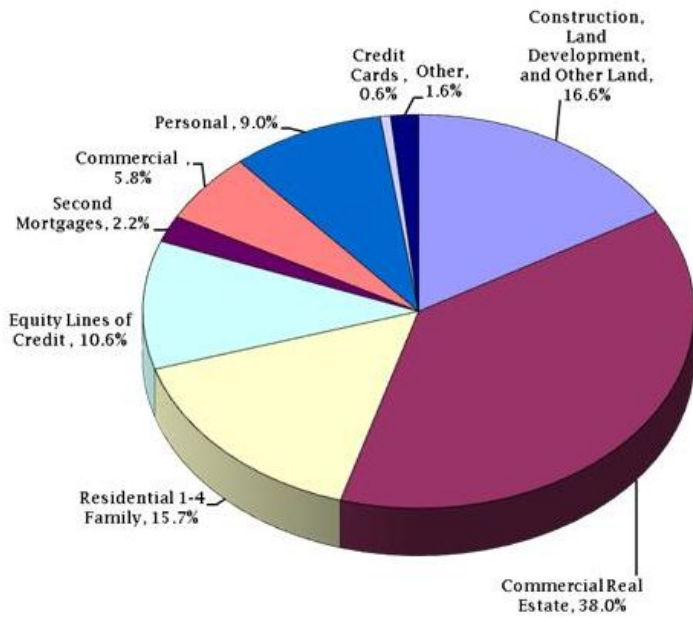
▬ Did not invest in Pooled TRUPs

Investment Portfolio	% of Portfolio	\$ in thousands
U.S. government and agency securities	1.6%	\$ 9,313
Obligations of states and political subdivisions	31.7%	187,417
Corporate and other bonds	2.5%	15,044
Mortgage-backed securities	59.7%	352,651
Federal Reserve Bank stock – restricted	1.1%	6,711
Federal Home Loan Bank stock – restricted	2.7%	16,172
Other securities	0.6%	3,752
Total securities	100.0%	\$ 591,060

Data as of Q2 2011



Loan Composition by Type



	6/30/2011	
	\$	% of Portfolio
Construction, Land Development, and Other Land	\$473.6	16.6%
Commercial Real Estate	\$1,086.9	38.0%
Residential 1-4 Family	\$448.3	15.7%
Equity Lines of Credit	\$301.7	10.6%
Second Mortgages	\$62.5	2.2%
Commercial	\$165.6	5.8%
Personal	\$257.2	9.0%
Credit Cards	\$17.3	0.6%
Other	\$46.5	1.6%
Gross Loans	\$2,859.6	100.0%

	Change 3/11 to 6/11		
	\$	% of Portfolio	% of Type
Construction, Land Development, and Other Land	-\$11.2	-0.7%	-2.3%
Commercial Real Estate	\$57.4	1.3%	5.6%
Residential 1-4 Family	\$14.8	0.2%	3.4%
Equity Lines of Credit	\$3.1	-0.1%	1.0%
Second Mortgages	-\$0.1	0.0%	-0.2%
Commercial	\$1.7	0.0%	1.0%
Personal	-\$7.0	-0.4%	-2.6%
Credit Cards	\$0.2	0.0%	1.2%
Other	-\$6.2	-0.3%	-11.8%
Gross Loans	\$52.7		1.9%

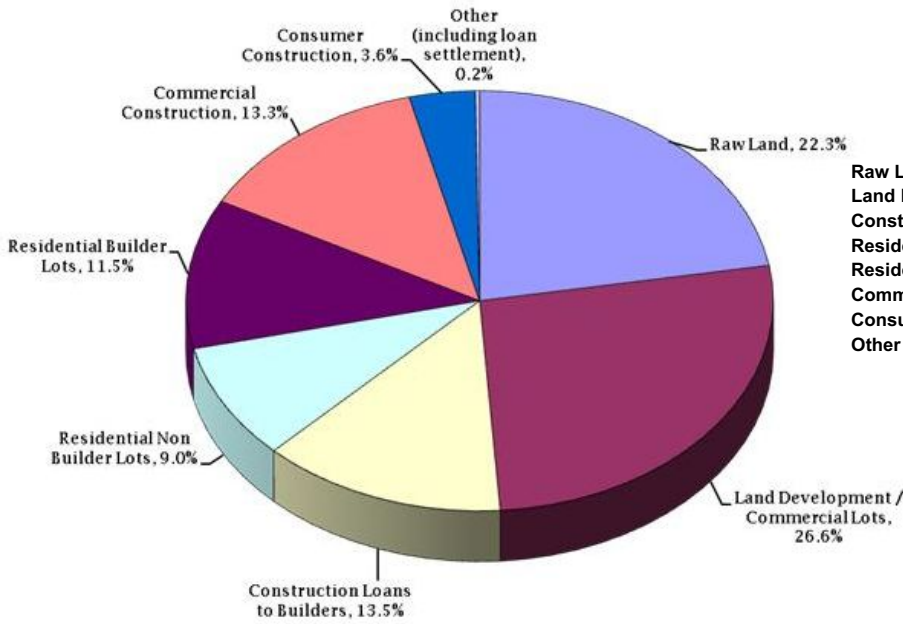
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Based on call report filings





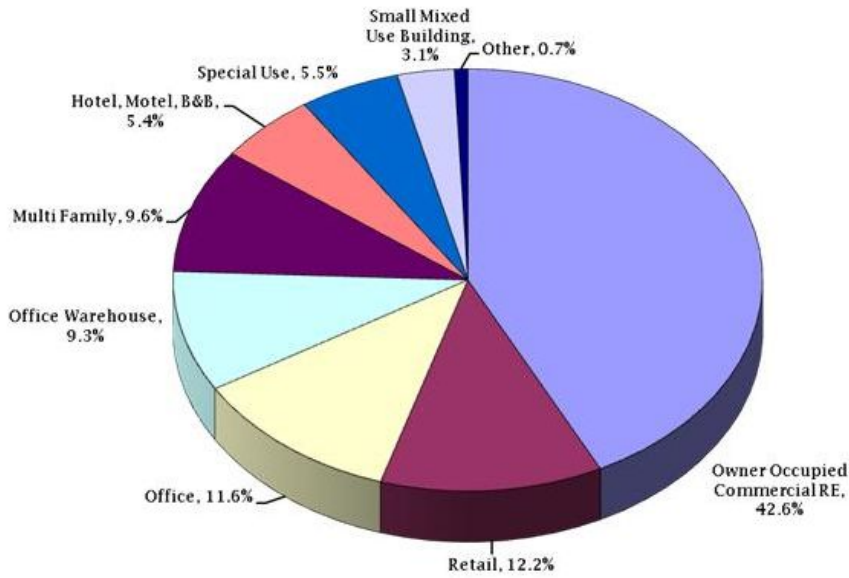
Construction & Development



	6/30/2011	
	\$	%
Raw Land	\$105.6	22.3%
Land Development / Commercial Lots	\$125.9	26.6%
Construction Loans to Builders	\$63.8	13.5%
Residential Non Builder Lots	\$42.5	9.0%
Residential Builder Lots	\$54.6	11.5%
Commercial Construction	\$62.9	13.3%
Consumer Construction	\$17.2	3.6%
Other (including loan settlement)	\$1.1	0.2%
Total	\$473.6	100.0%



Commercial Real Estate

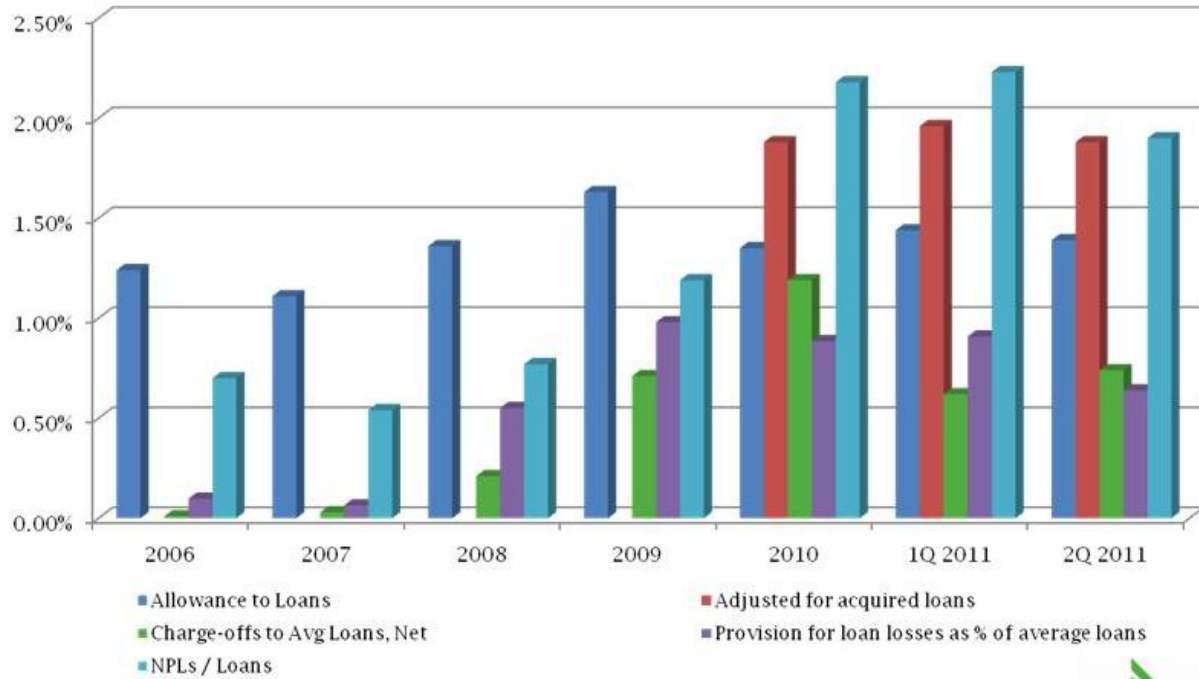


6/30/2011

Owner Occupied Commercial RE	\$462.8	42.6%
Retail	\$132.6	12.2%
Office	\$126.1	11.6%
Office Warehouse	\$100.7	9.3%
Multi Family	\$103.9	9.6%
Hotel, Motel, B&B	\$58.9	5.4%
Special Use	\$59.8	5.5%
Small Mixed Use Building	\$34.0	3.1%
Other	\$8.0	0.7%
Total	\$1,086.8	100.0%

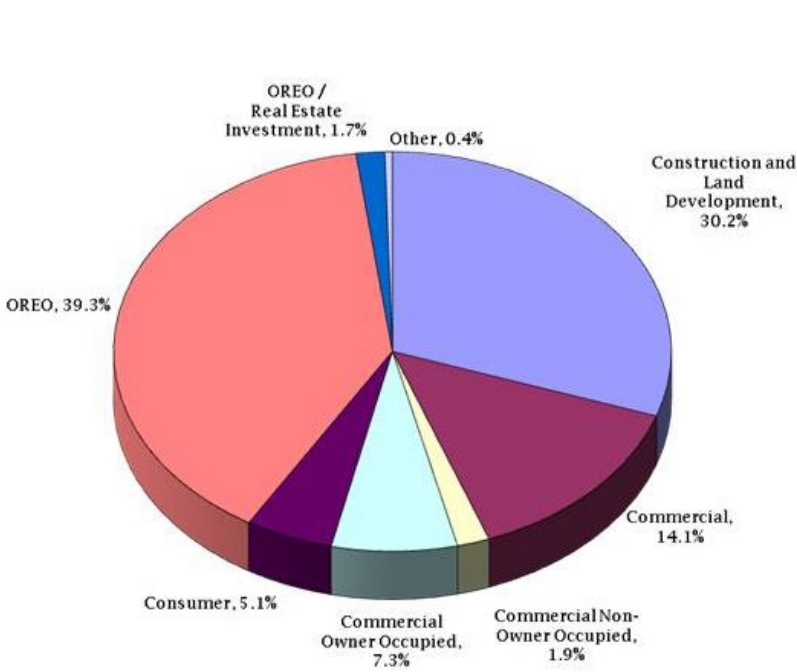


Asset Quality





NPAs by Type



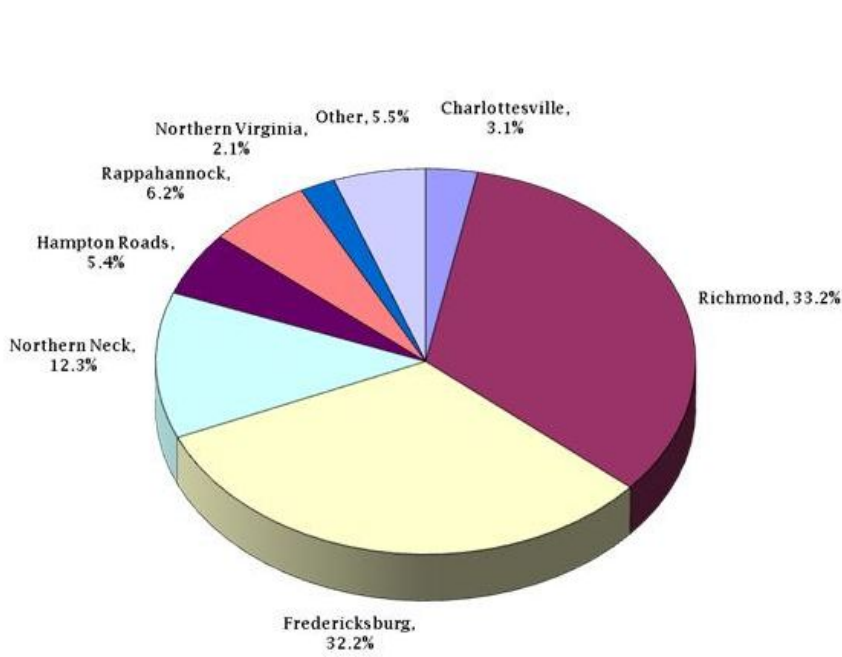
Type	Amount	Percentage
Construction and Land Development	\$27.4	30.2%
Commercial	\$12.8	14.1%
Commercial Non-Owner Occupied	\$1.7	1.9%
Commercial Owner Occupied	\$6.6	7.3%
Consumer	\$4.6	5.1%
OREO	\$35.6	39.3%
OREO / Real Estate Investment	\$1.5	1.7%
Other	\$0.4	0.4%
Total	\$90.6	100.0%

Type	\$	% of Portfolio	% of Type
Construction and Land Development	-\$6.2	-3.0%	-18.5%
Commercial	-\$0.4	1.1%	-3.0%
Commercial Non-Owner Occupied	-\$3.6	-3.4%	-67.9%
Commercial Owner Occupied	\$0.0	0.8%	0.0%
Consumer	\$1.6	2.1%	53.3%
OREO	-\$1.6	2.5%	-4.3%
OREO / Real Estate Investment	\$0.0	0.2%	0.0%
Other	-\$0.2	-0.2%	-33.3%
Total	-\$10.4		-10.3%

Based on call report filings



NPAs by Market

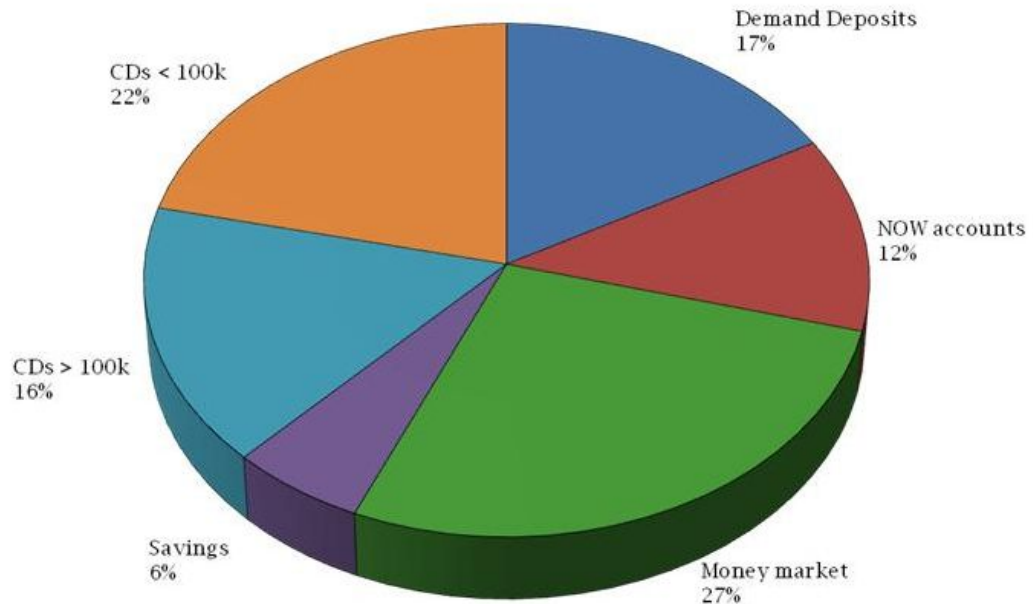


Market	Amount	Percentage
Charlottesville	\$2.8	3.1%
Richmond	\$30.1	33.2%
Fredericksburg	\$29.2	32.2%
Northern Neck	\$11.1	12.3%
Hampton Roads	\$4.9	5.4%
Rappahannock	\$5.6	6.2%
Northern Virginia	\$1.9	2.1%
Other	\$5.0	5.5%
Total	\$90.6	100.0%

Market	\$	% of Portfolio	% of Market
Charlottesville	-\$0.2	0.1%	-6.7%
Richmond	-\$5.5	-2.0%	-15.4%
Fredericksburg	-\$5.4	-2.0%	-15.6%
Northern Neck	\$0.5	1.8%	4.7%
Hampton Roads	-\$1.1	-0.5%	-18.3%
Rappahannock	\$1.3	1.9%	30.2%
Northern Virginia	-\$0.3	-0.1%	-13.6%
Other	\$0.3	0.9%	6.4%
Total	-\$10.4		-10.3%

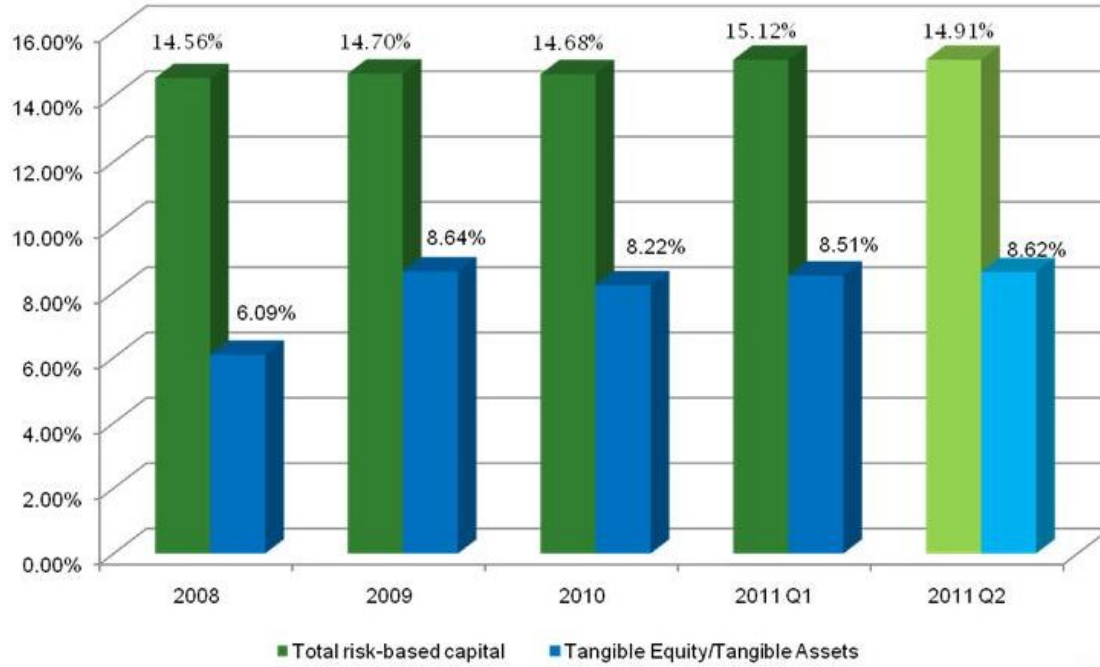


Deposit Composition



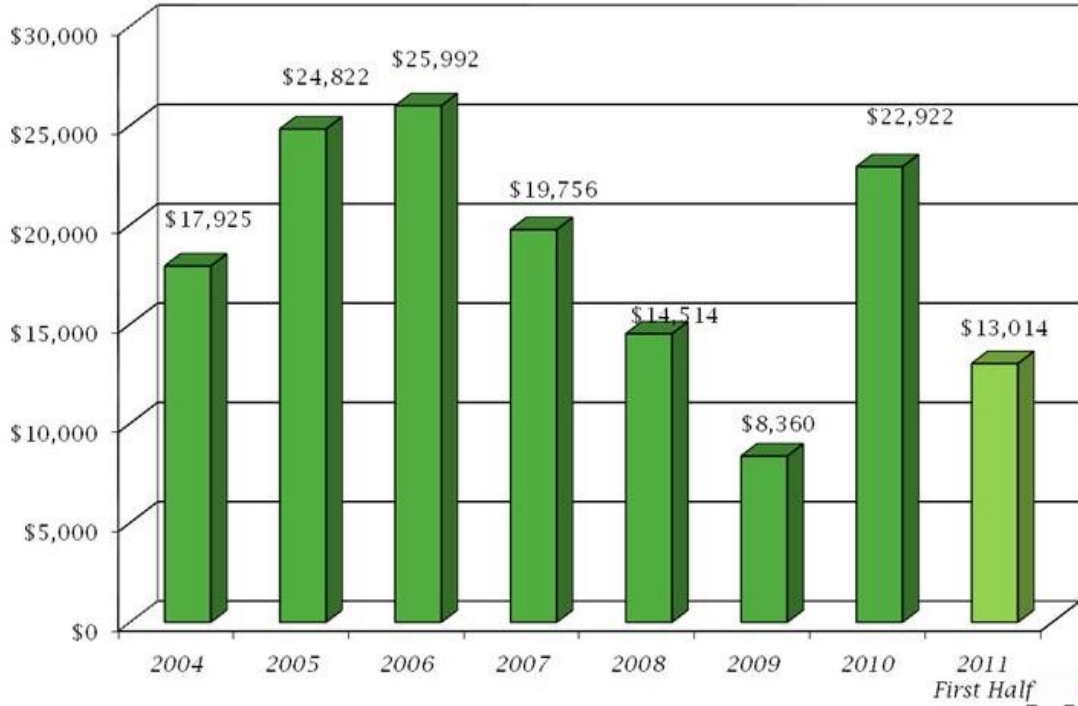


Capital Strength



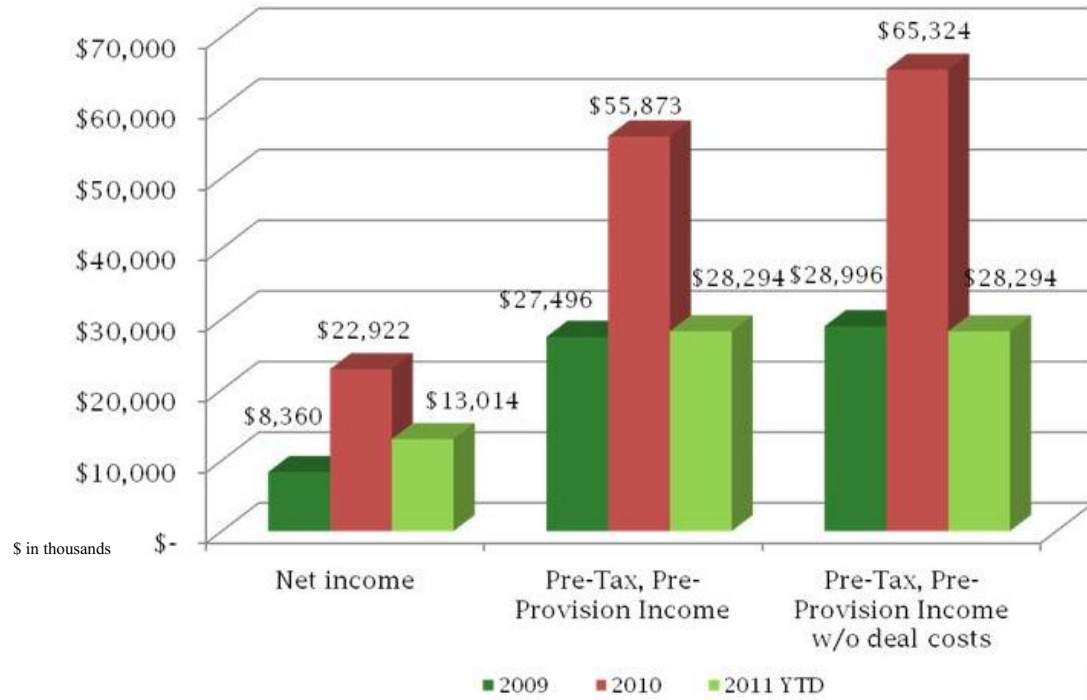


Net Income Trend



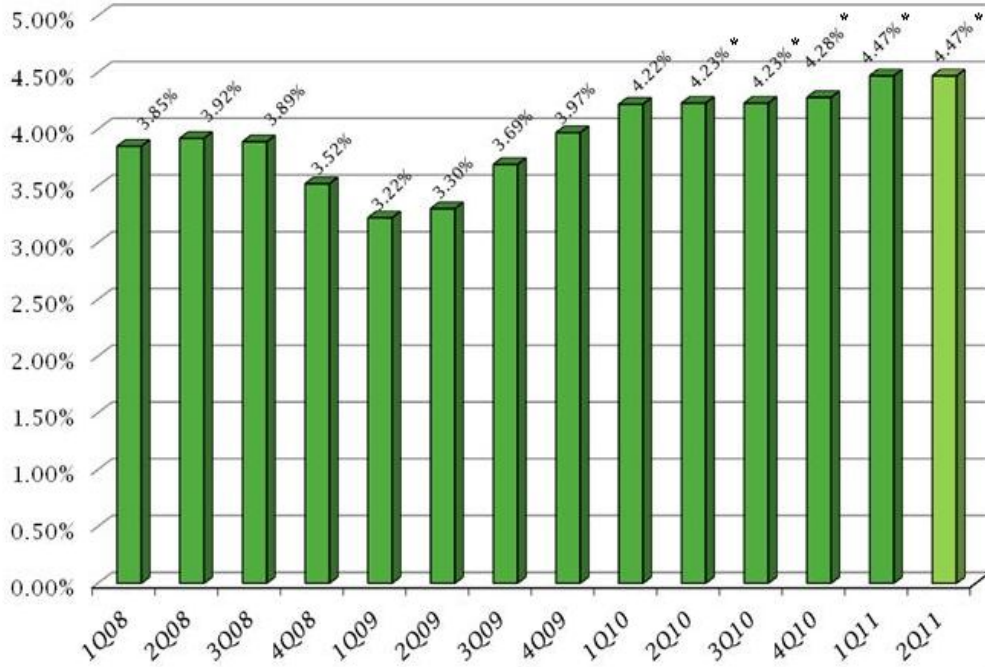


Comparative Results





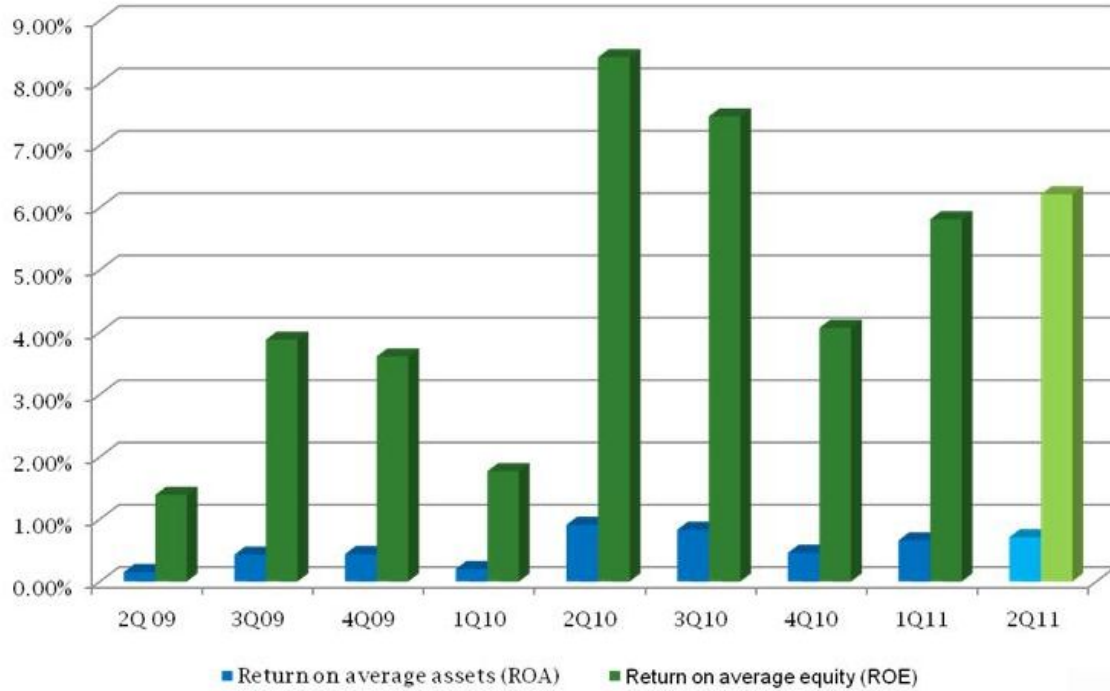
Net Interest Margin



* Includes acquisition accounting impact



ROA and ROE Performance





Near-Term Outlook/Priorities





2011 Outlook

- ⚡ Economic recovery?
- ⚡ Residential real estate exposure will continue to impact asset quality
- ⚡ Challenging loan market
- ⚡ Competition rational
- ⚡ Expansion opportunities
 - ⚡ Organic
 - ⚡ Acquisition



2011 Priorities

- ≡ Continued focus on credit quality
- ≡ Deepen existing relationships
- ≡ Increase market share
- ≡ Invest in technology and delivery channels to increase product offerings
 - ≡ Rolled out mobile banking which will include text, mobile web and iPhone App (Android coming soon)
 - ≡ ATM upgrades coming soon



Summary

- Branch footprint is a competitive advantage
- Product and services that compete effectively with our largest competitors, but we're able to maintain low costs
- Experienced management team
- Proven acquirer and integrator
- Strong balance sheet
- Proven financial performance in all market environments



Thank You!

