

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): July 31, 2012

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.)

1051 East Cary Street
Suite 1200
Richmond, Virginia 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 July 31, 2012, G. William Beale, chief executive officer, D. Anthony Peay, executive vice president and chief banking officer, and Robert M. Gorman, executive vice president and chief financial officer, made an investor presentation at the Keefe, Bruyette & Woods (KBW) 2012 Community Bank Investor Conference at The Marriott Marquis Times Square, in New York City. 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 July 2012 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: July 31, 2012

By: /s/ Robert M. Gorman

Robert M. Gorman

Executive Vice President and Chief Financial Officer



UNION

Union First Market Bankshares

Investor Presentation
July 2012

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

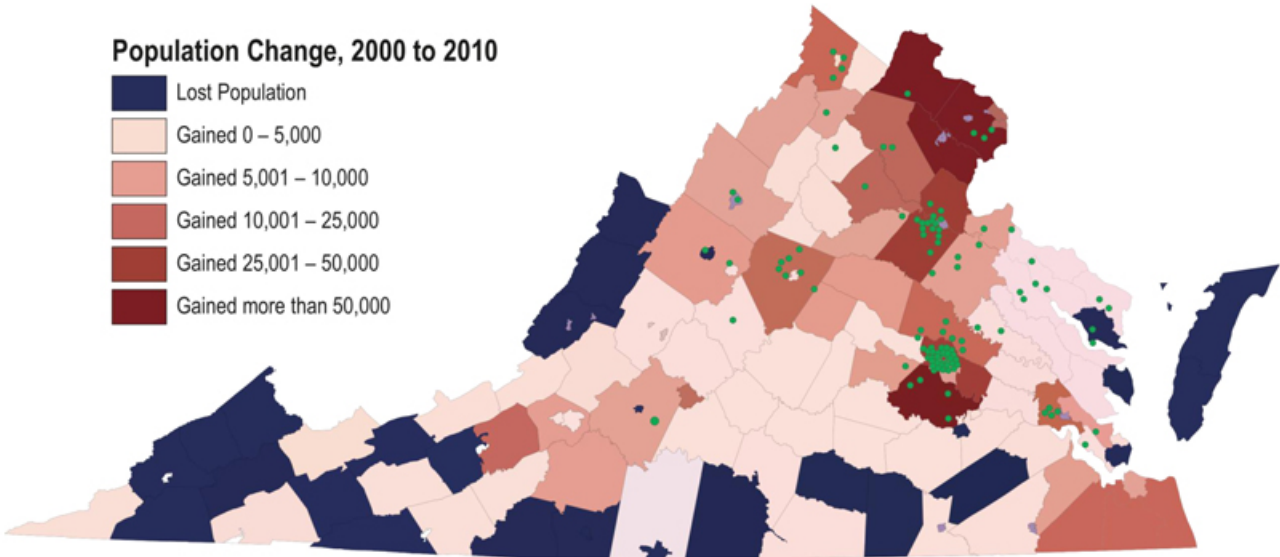
Forward-Looking Statement

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 and bank industry conditions, the interest rate environment, legislative and regulatory requirements, competitive pressures, new products and delivery systems, inflation, changes in the stock and bond markets, accounting standards or interpretations of existing standards, mergers and acquisitions, 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.

- 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 \$4.0 Billion
- Comprehensive financial services provider offering: banking, mortgage, investment, trust and insurance

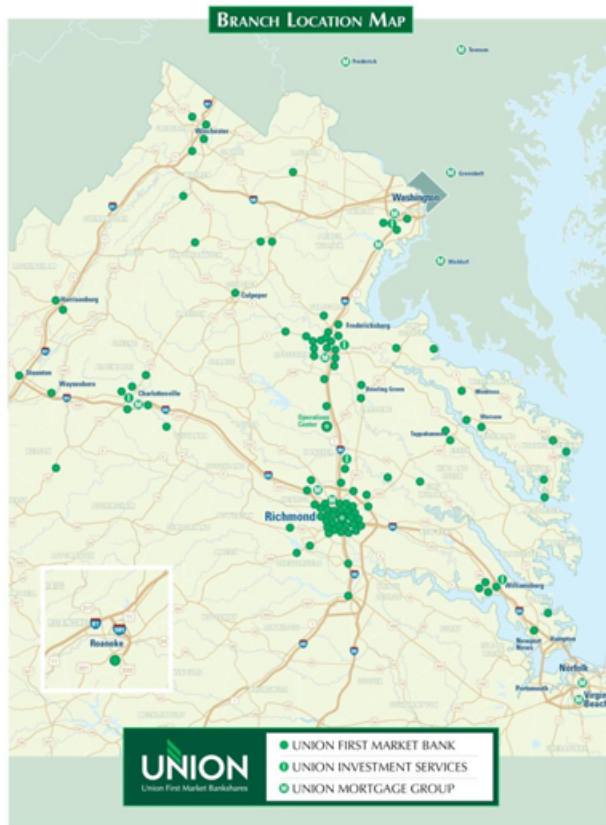
- ≡ Uniquely positioned in Virginia – locations, products and services
- ≡ Branch footprint provides a competitive advantage and unique franchise value
- ≡ Experienced management team
- ≡ Successful acquirer and integrator
- ≡ Proven financial performance in good and bad economic climates

Virginia Population Expansion



Source: Weldon Cooper Center, UVA

Union First Market Footprint



- Added 8 new branches in 2011
- Closed 4 branches in 2012
- Only community bank with a presence in top 7 Virginia banking markets
 - Banking market ranking includes deposits, economic and population growth
- Along major corridors (I-95, I-64, I-81)
- Stable/Growing population markets
- Economically diverse markets

Quality Franchise

Company	Ticker	State	Branches	Assets
1 Cullen/Frost Bankers, Inc.	CFR	TX	128	\$18.5
2 Pinnacle Financial Partners, Inc.	PNFP	TN	34	4.8
3 Union First Market Bankshares Corp.	UBSH	VA	100	3.9

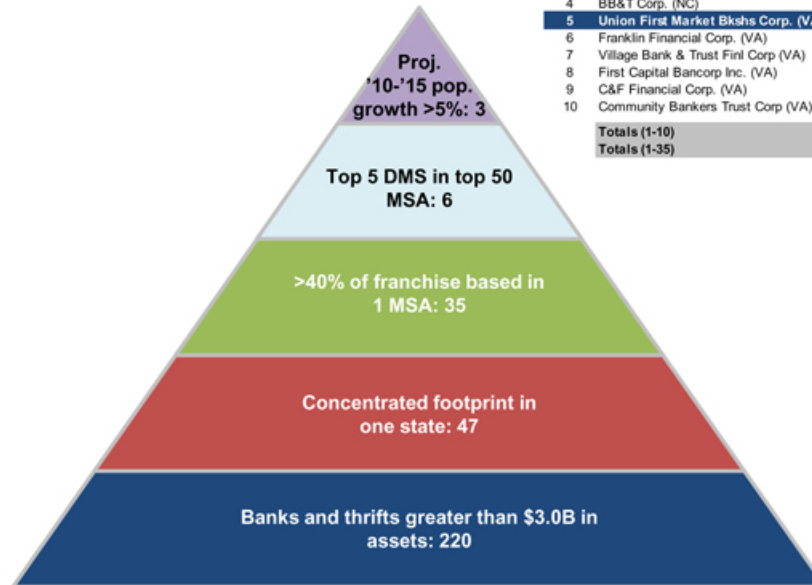
Dollars in billions

Richmond, VA MSA

Rank	Institution (ST)	Branch Count	Deposits in Market (\$M)	Market Share (%)
1	Bank of America Corp. (NC)	31	10,621	35.8
2	Wells Fargo & Co. (CA)	65	6,322	21.3
3	SunTrust Banks Inc. (GA)	47	2,930	9.9
4	BB&T Corp. (NC)	48	2,580	8.7
5	Union First Market Bkshs Corp. (VA)	45	1,567	5.3
6	Franklin Financial Corp. (VA)	8	662	2.2
7	Village Bank & Trust Finl Corp (VA)	15	506	1.7
8	First Capital Bancorp Inc. (VA)	7	439	1.5
9	C&F Financial Corp. (VA)	11	409	1.4
10	Community Bankers Trust Corp (VA)	9	377	1.3
Totals (1-10)		286	26,413	89.0
Totals (1-35)		384	29,683	100.0

Franchise

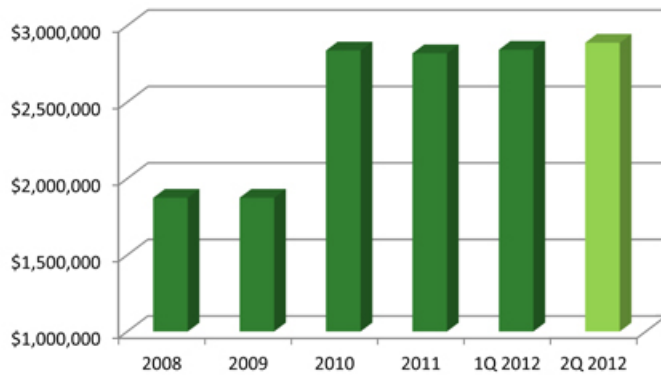
Scale



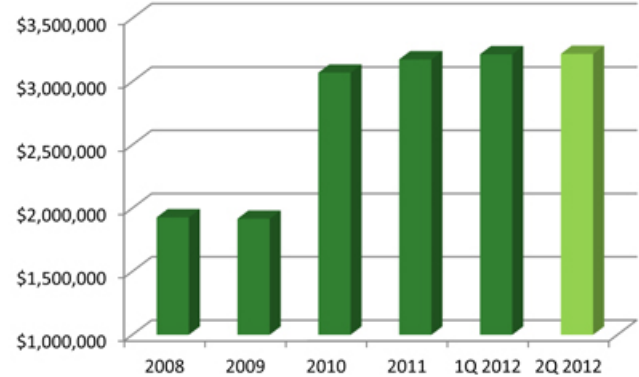
Source: SNL Financial as of 6/30/11

- More than 2,200 new households in the first half
- Continued deposit and loan growth
- Closed 4 branches as part of branch rationalization analysis
- New mortgage originators and low rate environment driving growth
- Asset quality continues to improve
- Capital levels are strong
- Raised Quarterly Dividend twice in 2012 – now at 10 cents a share

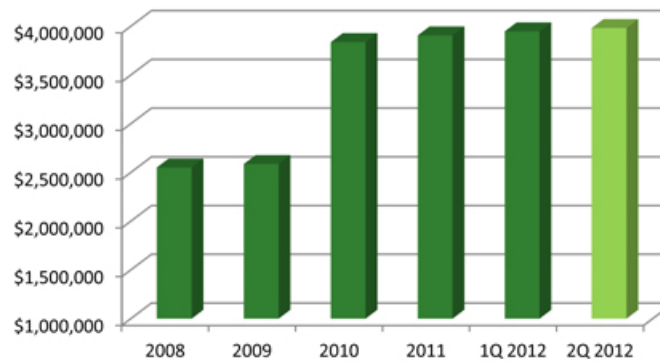
Financial Performance



Loans (\$M)



Deposits (\$M)



Assets (\$M)

Financial Performance

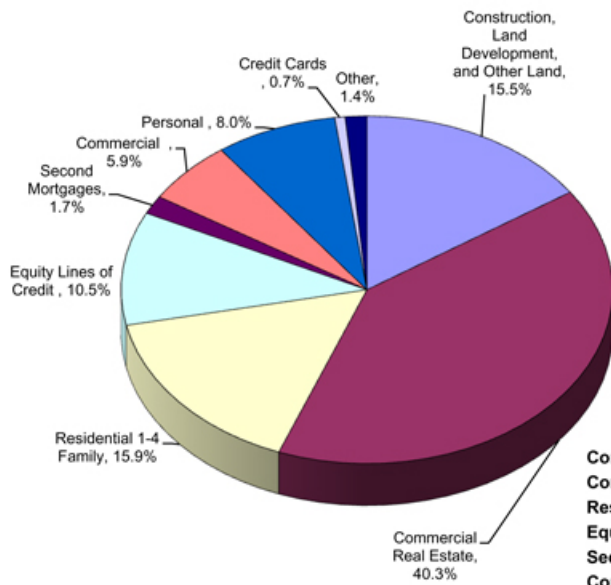
- Total Portfolio is \$647 MM or 16.2% of assets
- 2Q12 yield on total securities of 3.68%
- Did not invest in Pooled TRUPs

<u>Investment Portfolio</u>	<u>% of Portfolio</u>	<u>\$ in thousands</u>
U.S. government and agency securities	0.6%	3,576
Obligations of states and political subdivisions	32.1%	207,783
Corporate and other bonds	1.5%	9,391
Mortgage-backed securities	62.4%	403,510
Federal Reserve Bank stock – restricted	1.0%	6,754
Federal Home Loan Bank stock – restricted	1.9%	12,537
Other securities	0.5%	3,283
Total securities	100.0%	646,834

Data as of Q2 2012

Loan Portfolio

6/30/2012



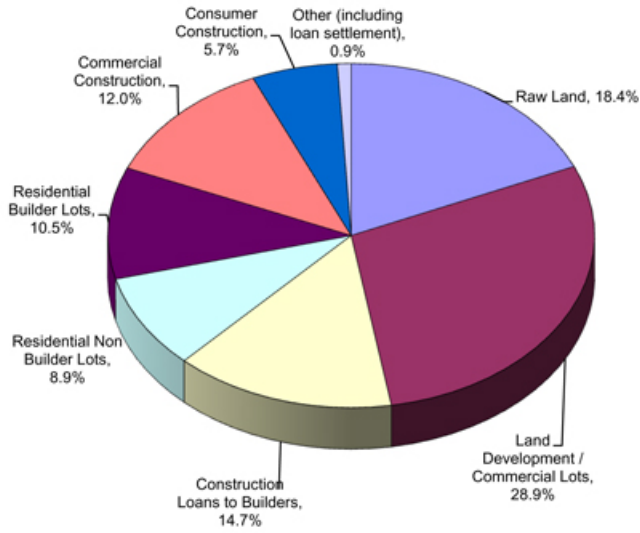
Loan Type	Amount	Percentage
Construction, Land Development, and Other Land	\$447.7	15.5%
Commercial Real Estate	\$1,164.7	40.3%
Residential 1-4 Family	\$458.7	15.9%
Equity Lines of Credit	\$304.6	10.5%
Second Mortgages	\$49.5	1.7%
Commercial	\$170.6	5.9%
Personal	\$231.3	8.0%
Credit Cards	\$19.7	0.7%
Other	\$41.0	1.4%
Gross Loans	\$2,887.8	100.0%

Loan Type	Change 6/11 to 6/12	% of Portfolio	% of Type
Construction, Land Development, and Other Land	-\$25.9	-1.1%	-5.5%
Commercial Real Estate	\$77.8	2.3%	7.2%
Residential 1-4 Family	\$10.4	0.2%	2.3%
Equity Lines of Credit	\$2.9	0.0%	1.0%
Second Mortgages	-\$13.0	-0.5%	-20.8%
Commercial	\$5.0	0.1%	3.0%
Personal	-\$25.9	-1.0%	-10.1%
Credit Cards	\$2.4	0.1%	13.9%
Other	-\$5.5	-0.2%	-11.8%
Gross Loans	\$28.2		1.0%

Change 6/11 to 6/12		
\$	% of Portfolio	% of Type
-\$25.9	-1.1%	-5.5%
\$77.8	2.3%	7.2%
\$10.4	0.2%	2.3%
\$2.9	0.0%	1.0%
-\$13.0	-0.5%	-20.8%
\$5.0	0.1%	3.0%
-\$25.9	-1.0%	-10.1%
\$2.4	0.1%	13.9%
-\$5.5	-0.2%	-11.8%
\$28.2		1.0%

Based on call report filings

Construction & Development



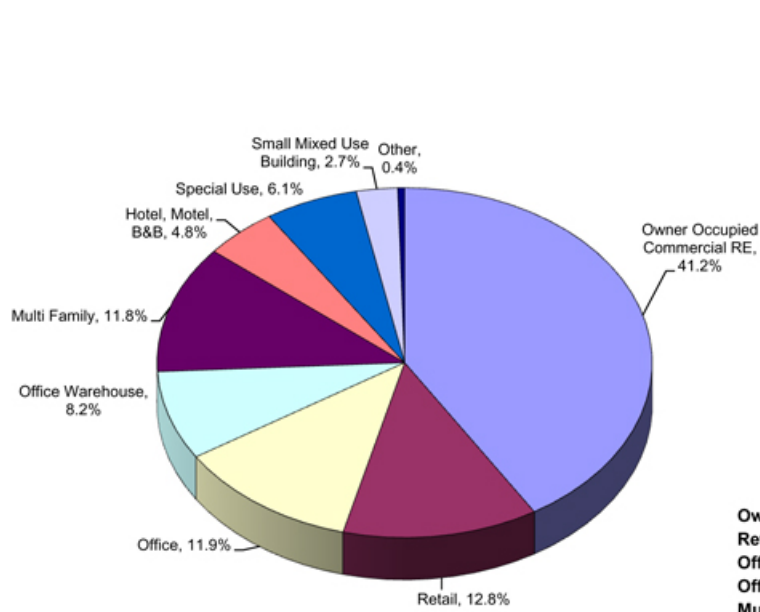
Category	Value	Percentage
Raw Land	\$82.5	18.4%
Land Development / Commercial Lots	\$129.5	28.9%
Construction Loans to Builders	\$65.7	14.7%
Residential Non Builder Lots	\$39.8	8.9%
Residential Builder Lots	\$47.0	10.5%
Commercial Construction	\$53.6	12.0%
Consumer Construction	\$25.5	5.7%
Other (including loan settlement)	\$4.1	0.9%
Total	\$447.7	100.0%

Category	\$	% of Portfolio	% of Type
Raw Land	-\$23.1	-3.9%	-21.9%
Land Development / Commercial Lots	\$3.6	2.3%	2.9%
Construction Loans to Builders	\$1.9	1.2%	3.0%
Residential Non Builder Lots	-\$2.7	-0.1%	-6.4%
Residential Builder Lots	-\$7.6	-1.0%	-13.9%
Commercial Construction	-\$9.3	-1.3%	-14.8%
Consumer Construction	\$8.3	2.1%	48.3%
Other (including loan settlement)	\$3.0	0.7%	272.7%
Total Change	-\$25.9		-5.5%

Category	\$	% of Portfolio	% of Type
Raw Land	-\$23.1	-3.9%	-21.9%
Land Development / Commercial Lots	\$3.6	2.3%	2.9%
Construction Loans to Builders	\$1.9	1.2%	3.0%
Residential Non Builder Lots	-\$2.7	-0.1%	-6.4%
Residential Builder Lots	-\$7.6	-1.0%	-13.9%
Commercial Construction	-\$9.3	-1.3%	-14.8%
Consumer Construction	\$8.3	2.1%	48.3%
Other (including loan settlement)	\$3.0	0.7%	272.7%
Total Change	-\$25.9		-5.5%

Based on call report filings

Commercial Real Estate



	6/30/2012	
Owner Occupied Commercial RE	\$480.2	41.2%
Retail	\$148.8	12.8%
Office	\$139.1	11.9%
Office Warehouse	\$95.9	8.2%
Multi Family	\$137.5	11.8%
Hotel, Motel, B&B	\$55.7	4.8%
Special Use	\$70.8	6.1%
Small Mixed Use Building	\$31.5	2.7%
Other	\$5.2	0.4%
	\$1,164.7	100.0%

Owner Occupied Commercial RE	\$	% of Portfolio	% of Type
Retail	\$16.2	0.6%	12.2%
Office	\$13.0	0.3%	10.3%
Office Warehouse	-\$4.8	-1.0%	-4.8%
Multi Family	\$33.6	2.2%	32.3%
Hotel, Motel, B&B	-\$3.2	-0.6%	-5.4%
Special Use	\$11.0	0.6%	18.4%
Small Mixed Use Building	-\$2.5	-0.4%	-7.4%
Other	-\$2.8	-0.3%	-35.0%
	\$77.9		7.2%

Change 6/11 to 6/12		
\$	% of Portfolio	% of Type
\$17.4	-1.4%	3.8%
\$16.2	0.6%	12.2%
\$13.0	0.3%	10.3%
-\$4.8	-1.0%	-4.8%
\$33.6	2.2%	32.3%
-\$3.2	-0.6%	-5.4%
\$11.0	0.6%	18.4%
-\$2.5	-0.4%	-7.4%
-\$2.8	-0.3%	-35.0%
\$77.9		7.2%

Based on call report filings

Lending Philosophy

- ✦ In-market lender
- ✦ Granular portfolio analysis
- ✦ Full guarantees of commercial credits

Best In Class Risk Mitigation Practices

- ✦ Our standard practice for years
- ✦ Forward looking
- ✦ Move early to protect
- ✦ Special Assets Committee

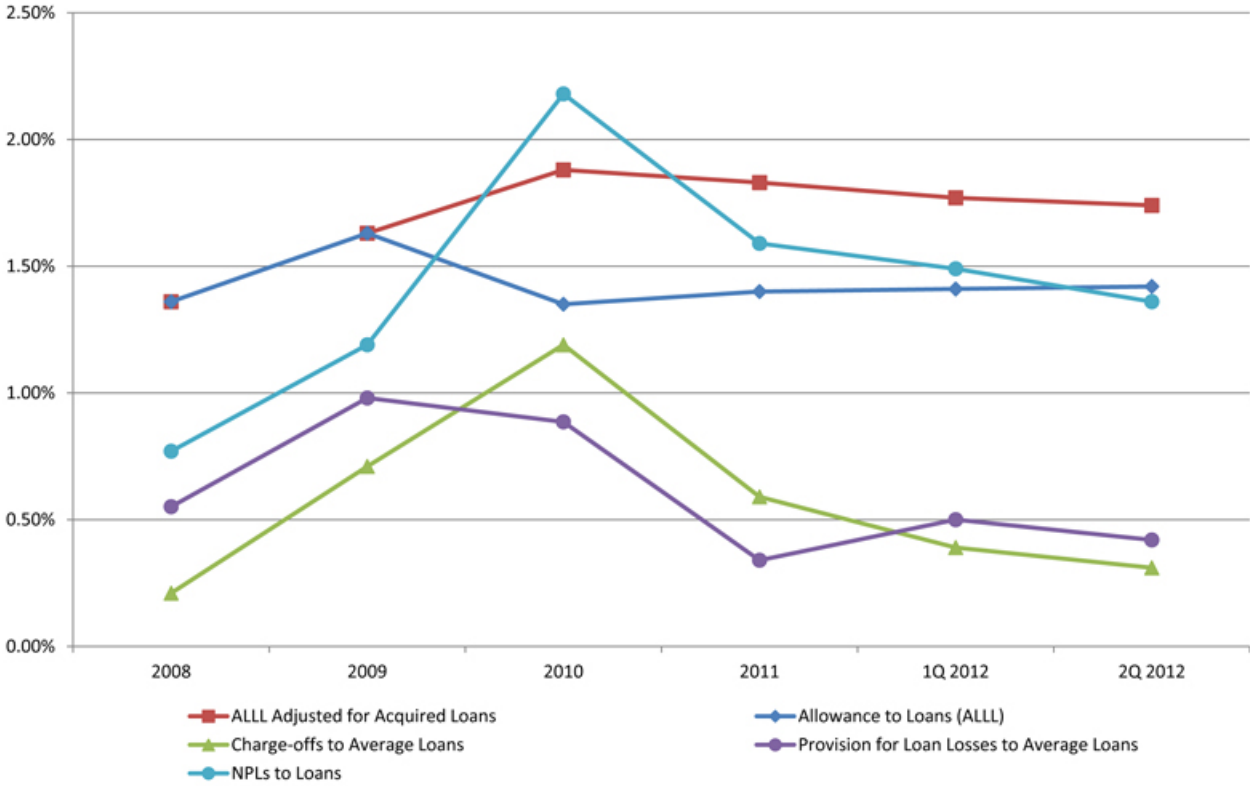
Control Environment

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

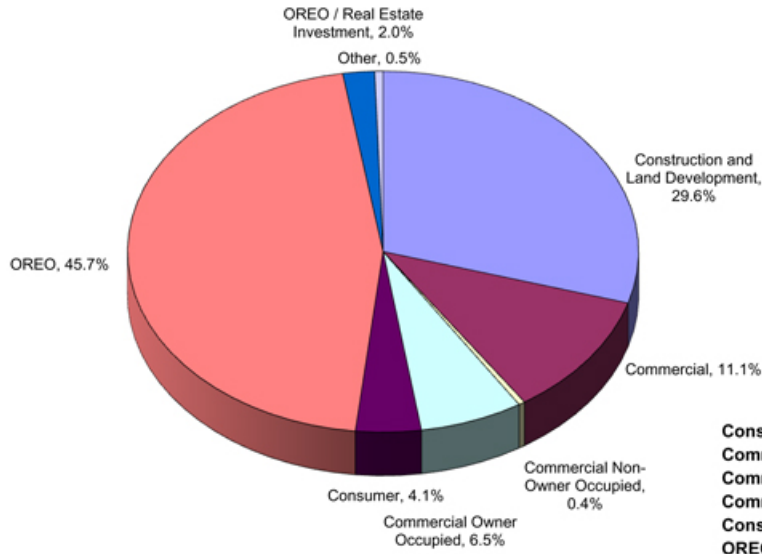
Acted Early In The Current Cycle

- ✦ Reappraised loans starting in late 2007
- ✦ Received additional collateral where necessary
- ✦ Working with clients wherever possible
- ✦ Better results than Virginia peers

Asset Quality Trends



NPAs by Type

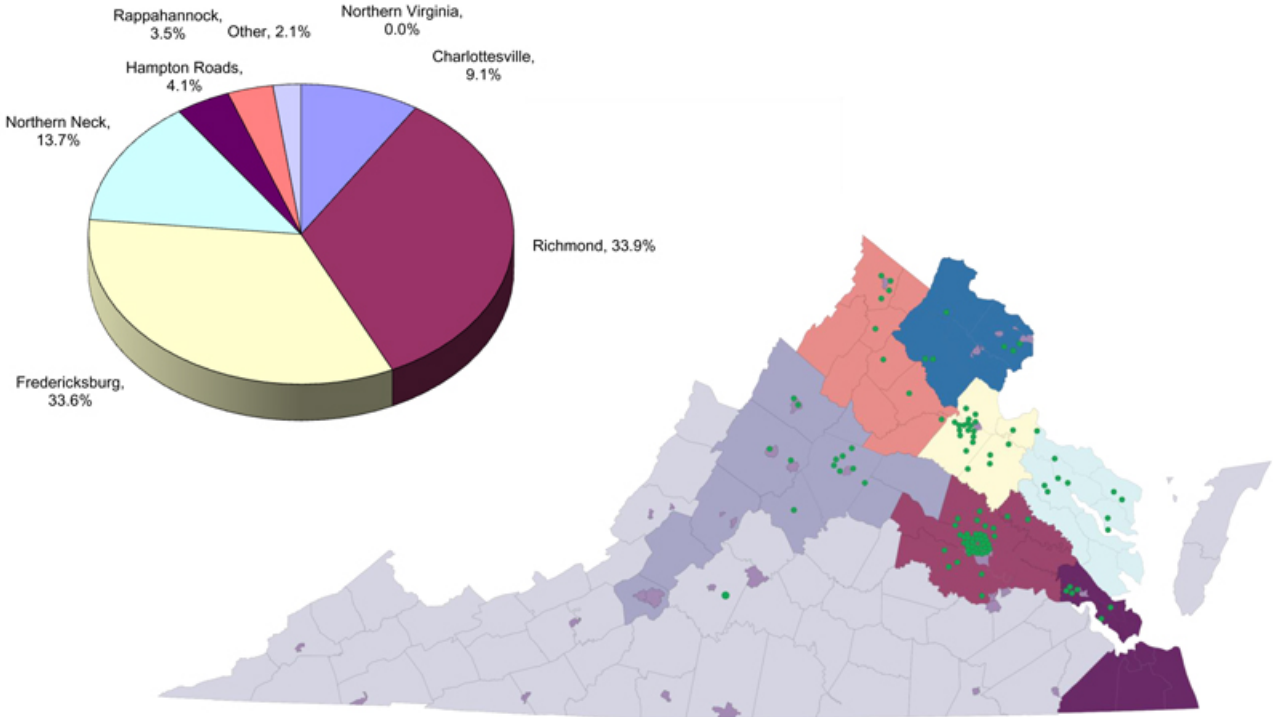


6/30/2012		
Construction and Land Development	\$22.2	29.6%
Commercial	\$8.3	11.1%
Commercial Non-Owner Occupied	\$0.3	0.4%
Commercial Owner Occupied	\$4.9	6.5%
Consumer	\$3.1	4.1%
OREO	\$34.3	45.7%
OREO / Real Estate Investment	\$1.5	2.0%
Other	\$0.4	0.5%
Total	\$75.0	100.0%

Change 6/11 to 6/12		
\$	% of Portfolio	% of Type
Construction and Land Development	-0.6%	-19.0%
Commercial	-3.1%	-35.2%
Commercial Non-Owner Occupied	-1.5%	-82.4%
Commercial Owner Occupied	-0.8%	-25.8%
Consumer	-0.9%	-32.6%
OREO	6.4%	-3.7%
OREO / Real Estate Investment	0.3%	0.0%
Other	0.1%	0.0%
Total	-15.6%	-17.2%

Based on call report filings

NPA's by Market



NPAs by Market

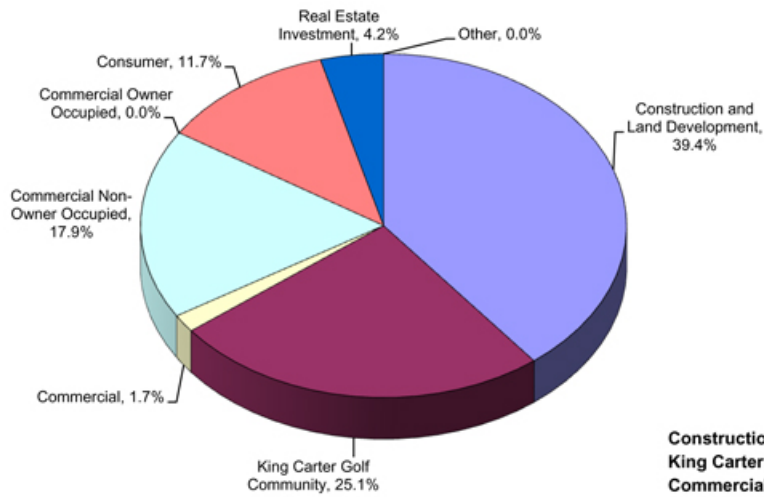
	6/30/2012	
	\$	% of Portfolio
Charlottesville	\$6.8	9.1%
Richmond	\$25.4	33.9%
Fredericksburg	\$25.2	33.6%
Northern Neck	\$10.3	13.7%
Hampton Roads	\$3.1	4.1%
Rappahannock	\$2.6	3.5%
Northern Virginia	\$0.0	0.0%
Other	\$1.6	2.1%
	\$75.0	100.0%

	Change 6/11 to 6/12		
	\$	% of Portfolio	% of Market
Charlottesville	\$4.0	6.0%	142.9%
Richmond	-\$4.7	0.6%	-15.6%
Fredericksburg	-\$4.0	1.4%	-13.7%
Northern Neck	-\$0.8	1.5%	-7.2%
Hampton Roads	-\$1.8	-1.3%	-36.7%
Rappahannock	-\$3.0	-2.7%	-53.6%
Northern Virginia	-\$1.9	-2.1%	-100.0%
Other	-\$3.4	-3.4%	-68.0%
	-\$15.6		-17.2%

Based on call report filings

OREO by Type

6/30/2012



Construction and Land Development	\$14.1	39.4%
King Carter Golf Community	\$9.0	25.1%
Commercial	\$0.6	1.7%
Commercial Non-Owner Occupied	\$6.4	17.9%
Commercial Owner Occupied	\$0.0	0.0%
Consumer	\$4.2	11.7%
Real Estate Investment	\$1.5	4.2%
Other	\$0.0	0.0%
Total	\$35.8	100.0%

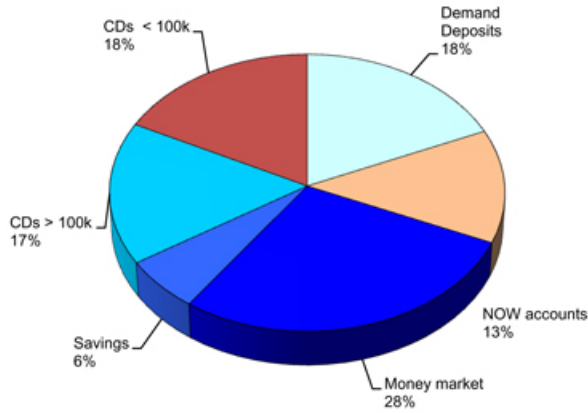
	Change 6/11 to 6/12		
	\$	% of Portfolio	% of Type
Construction and Land Development	-\$4.2	-9.9%	-23.0%
King Carter Golf Community	\$0.3	1.7%	3.4%
Commercial	\$0.6	1.7%	0.0%
Commercial Non-Owner Occupied	\$2.0	6.0%	45.5%
Commercial Owner Occupied	\$0.0	0.0%	0.0%
Consumer	\$0.0	0.4%	0.0%
Real Estate Investment	\$0.0	0.1%	0.0%
Other	\$0.0	0.0%	0.0%
Total	-\$1.3		-3.5%

Based on call report filings

Deposit Composition

06/30/12

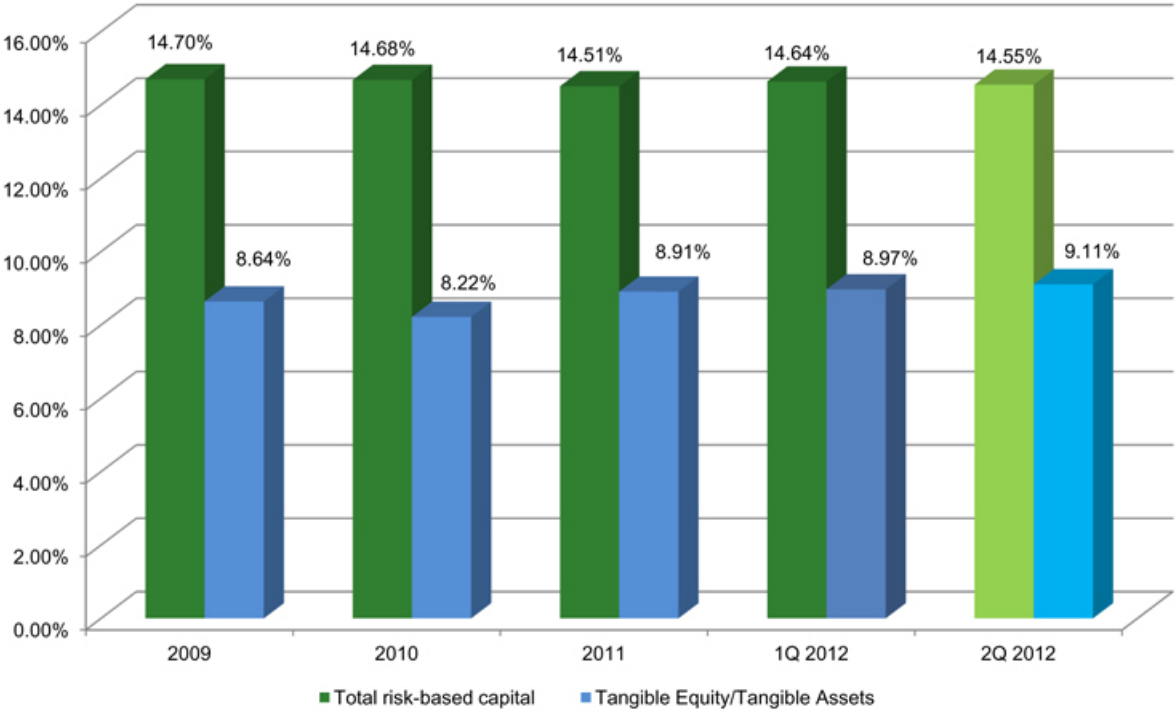
Demand Deposits	\$591,757	18%
NOW accounts	\$425,188	13%
Money market	\$905,739	28%
Savings	\$198,728	6%
CDs > 100k	\$534,682	17%
CDs < 100k	\$562,892	17%
Total	\$3,218,986	100%



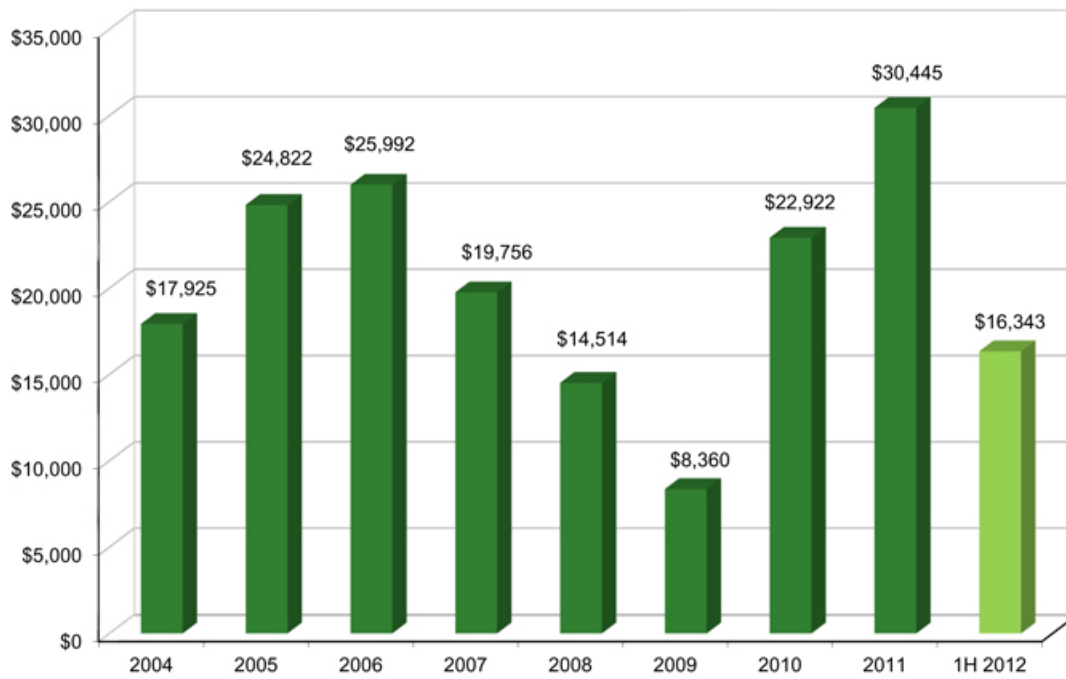
Demand Deposits
NOW accounts
Money market
Savings
CDs > 100k
CDs < 100k

Change 6/11 to 6/12		
	Composition	
	\$	%
	\$71,246	14%
	\$46,677	12%
	\$63,604	8%
	\$23,019	13%
	\$28,689	6%
	\$(97,302)	-15%
Total	135,933	4%

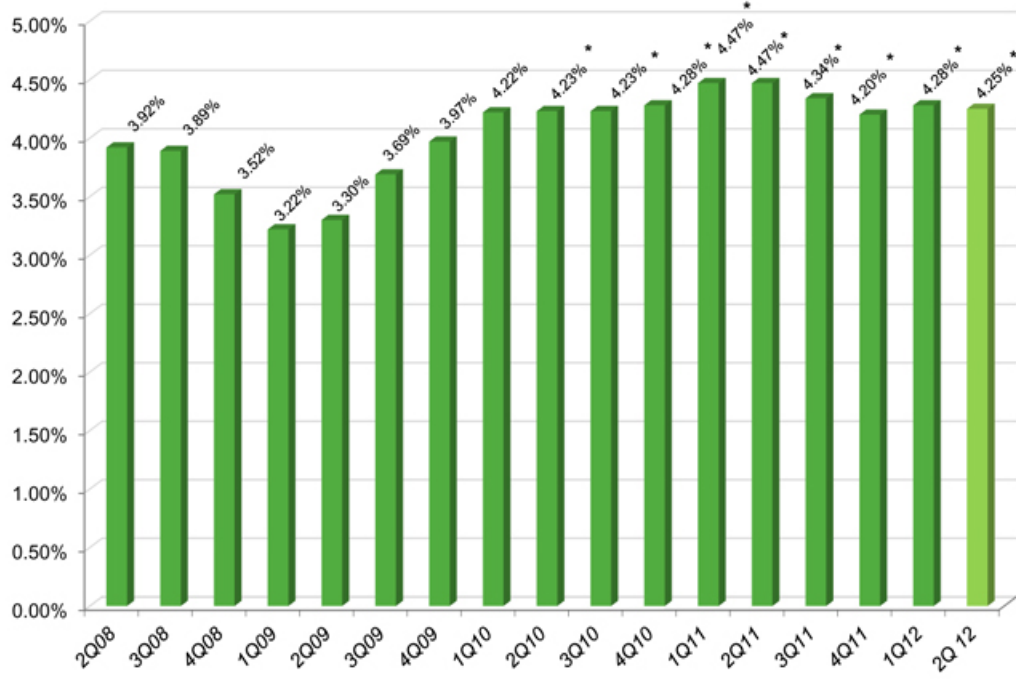
Capital Ratios



Net Income



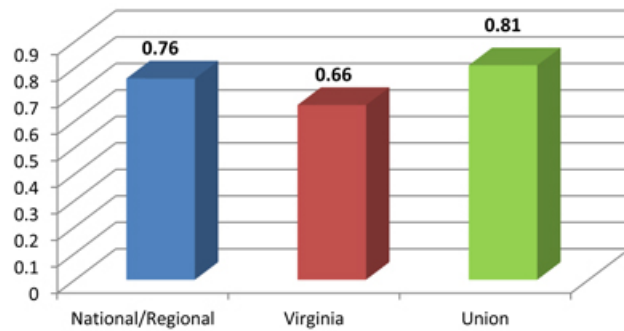
Net Interest Margin



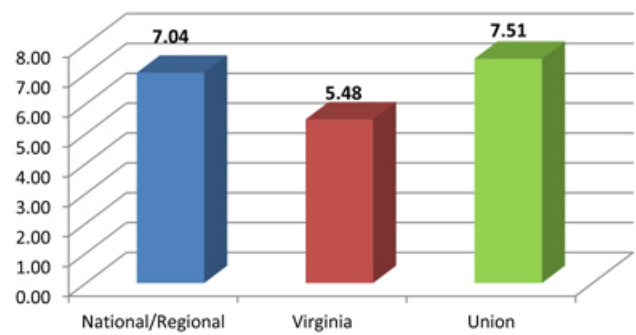
* Excludes acquisition accounting impact

ROA/ROE Peer Comparison

ROA



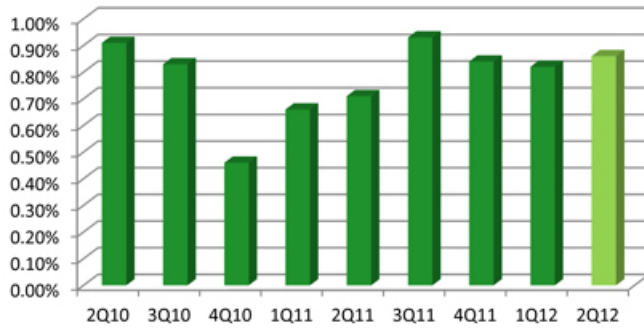
ROE



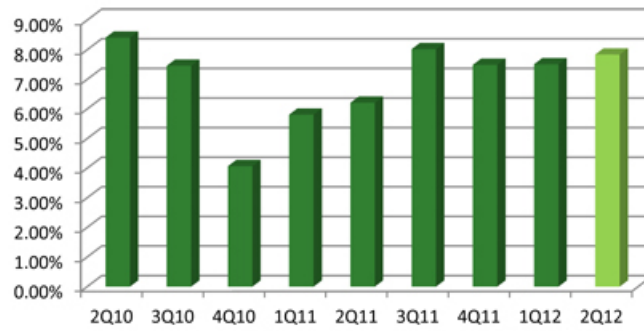
Average as of March 31, 2012

National/Regional: Bank of America, Wells Fargo, Sun Trust and BB&T

ROA



ROE



- Focus has primarily been on merger integration, products and asset quality over the past few years
- Now time to turn to fee income and non-interest expense levels to improve profitability and increase returns
- We are working to create a roadmap to improve efficiency, increase revenue and reduce expenses

Key Findings from our Fall 2011 surveys:

- ✦ 94% of our customers gave us either an “A” (66%) or “B” (28%)
 - ✦ Higher than either Union Bank & Trust or First Market Bank scored prior to the merger
- ✦ Only 85% of prospects gave their Bank “A” or “B”
- ✦ Net promoter score of 49% compared to competitors’ score of 21%
- ✦ Teammates rate us high as an employer and as a bank
 - ✦ 83% gave Union “A” (28%) or “B” (55%) as an employer
 - ✦ 93% rated Union “A” (50%) or “B” (43%) as a bank
 - ✦ 68% of Teammates are likely to recommend us as a bank
- ✦ Customers rate Teammates higher than Teammates rate themselves
 - ✦ 96% of customers gave Teammates an “A” (79%) or “B” (17%)

- ⌘ Modest economic recovery in footprint – impact of Federal budget cuts (including defense) not known
- ⌘ Continued improved in asset quality as commercial and residential real estate market stabilize further
- ⌘ Expect loan growth in a challenging loan market and as consumer continues to deleverage
- ⌘ New originators in Union Mortgage still have capacity to add
- ⌘ Still plenty of expansion opportunities in Virginia
 - ⌘ Organic
 - ⌘ Acquisition

- ❖ Branch footprint is a competitive advantage and brings a unique franchise value
- ❖ Experienced management team
- ❖ Successful acquirer and integrator
- ❖ Strong balance sheet
- ❖ Proven financial performance in all market environments
 - ❖ Higher ROA and ROE than Virginia peers
 - ❖ Increased quarterly dividend twice in 2012

THANK YOU!