

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

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

**Date of Report (Date of earliest event reported): February 12, 2013**

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**UNION FIRST MARKET BANKSHARES CORPORATION**  
(Exact name of registrant as specified in its charter)

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**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**

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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))

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**Item 7.01 Regulation FD Disclosure.**

The attached handout contains information that members of Union First Market Bankshares (the “Company”) management will use during visits with investors, analysts, and other interested parties to assist their understanding of the Company through the first quarter of 2013. Other presentations and related handouts will be made available as they are presented during the year. This handout is also available at the Other Documents link in the Investor Relations section of the Company’s web site at [www.ubsh.com](http://www.ubsh.com).

The handout is attached as Exhibit 99.1 to this report and is incorporated herein by reference.

The handout is attached as Exhibit 99.1 and is being furnished, not filed, under item 7.01 of this Form 8-K.

**Item 9.01 Financial Statements and Exhibits.**

(d) *Exhibits.*

99.1 Union First Market Bankshares Corporation investor presentation

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**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: February 12, 2013

By: /s/ Robert M. Gorman  
Robert M. Gorman  
Executive Vice President and  
Chief Financial Officer



Union First Market Bankshares

**Investor Presentation  
February 2013**

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

# Forward-Looking Statement

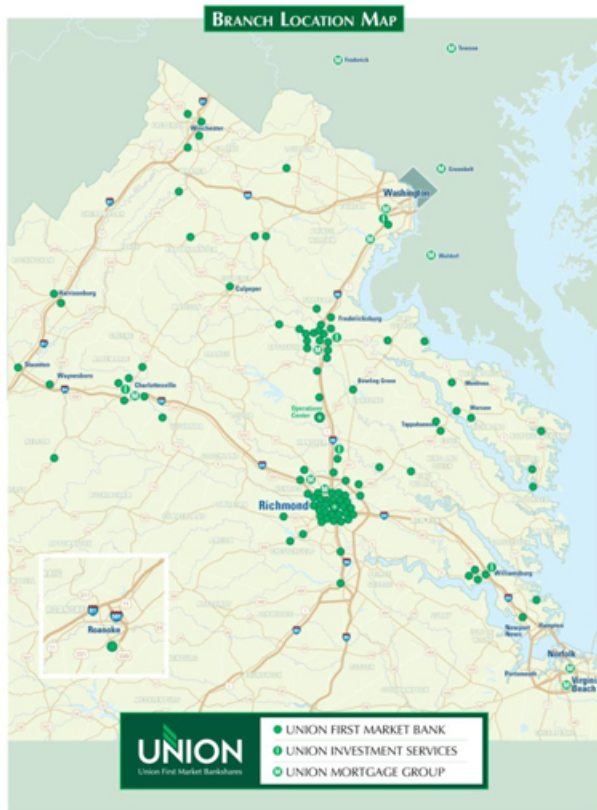
Certain statements in this report may constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are statements that include projections, predictions, expectations or beliefs about future events or results or otherwise 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 our communities goes back more than 100 years
- ≡ Assets of \$4.1 Billion
- ≡ Comprehensive financial services provider offering commercial and retail banking, mortgage, investment, trust and insurance products and services

- ⚡ Excellent branch network, competitive banking products and services and a loyal client base
- ⚡ Well positioned for organic growth given commercial activity, household income levels and population growth in its footprint
- ⚡ Strong balance sheet and solid capital base
- ⚡ Conservative lender with improving asset quality metrics
- ⚡ Experienced management team, building depth
- ⚡ Successful acquirer and integrator
- ⚡ Proven financial performance in both good and bad economic climates



# Union First Market Footprint



- ✦ 90 branch offices across Virginia
  - ✦ Added 8 new branches in 2011
  - ✦ Closed 8 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

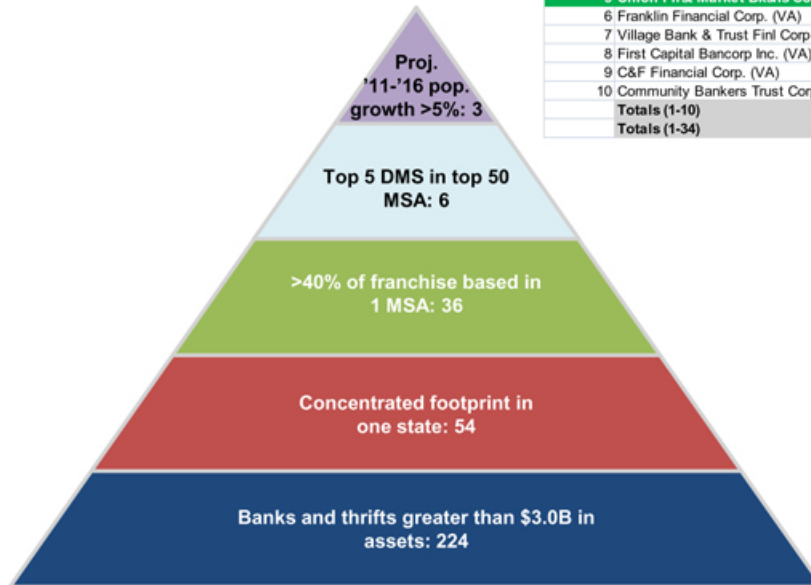
Company	Ticker	State	Branches	Assets
Cullen/Frost Bankers, Inc.	CFR	TX	134	\$20.9
Pinnacle Financial Partners, Inc	PNFP	TN	32	\$4.9
Union First Market Bankshares Corp.	UBSH	VA	94	\$4.0

*Dollars in billions*

Rank	Institution (ST)	Number of Branches	Deposits in Market (\$000)	Market Share (%)
1	Bank of America Corp. (NC)	31	11,558,929	38.10
2	Wells Fargo & Co. (CA)	65	5,930,257	19.54
3	SunTrust Banks Inc. (GA)	46	3,315,135	10.93
4	BB&T Corp. (NC)	46	2,724,154	8.98
5	Union First Market Bkshs Corp. (VA)	42	1,550,994	5.11
6	Franklin Financial Corp. (VA)	8	652,586	2.15
7	Village Bank & Trust Finl Corp (VA)	14	452,544	1.49
8	First Capital Bancorp Inc. (VA)	7	442,090	1.46
9	C&F Financial Corp. (VA)	11	430,596	1.42
10	Community Bankers Trust Corp (VA)	9	359,623	1.19
<b>Totals (1-10)</b>		<b>279</b>	<b>27,416,908</b>	<b>90.37</b>
<b>Totals (1-34)</b>		<b>375</b>	<b>30,341,696</b>	<b>100</b>

Franchise

Scale

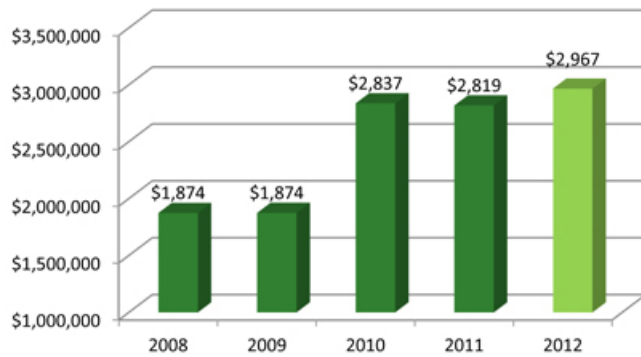


Source: SNL Financial as of 6/30/12

# 2012 Highlights

- ❖ 2012 Net Income of \$35.4 million, an increase of 16.3% over 2011
- ❖ Loan balances grew by 5.3% in 2012 and 8% on an annualized basis in Q4'12
- ❖ New households grew by 2.5% and deposit balances increased by 3.9% in 2012
- ❖ The addition of new mortgage originators and a low rate environment drove a 58% increase in Union Mortgage Group's net income contribution in 2012
- ❖ Asset Quality trends continued to improve as nonperforming assets declined to a three year low
- ❖ Implemented several efficiency ratio improvement initiatives in 2012 including the closure of 8 branches
- ❖ Repurchased and retired approximately 970,000 shares (~3.5%) in 2012
- ❖ Raised the quarterly dividend in each of last 4 quarters – from \$.07 to \$.13 cents a share – an 86% increase

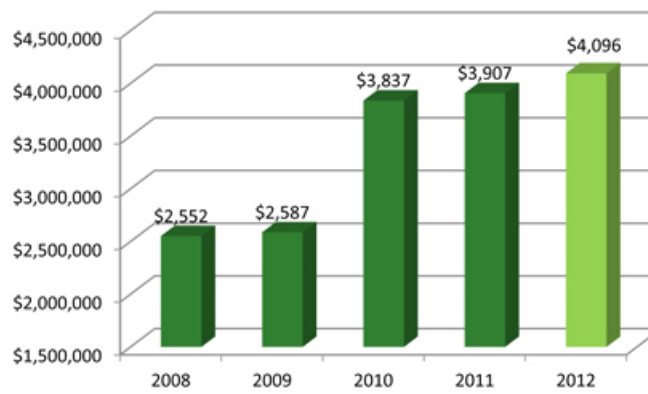
# Balance Sheet Performance



**Loans (\$M)**



**Deposits (\$M)**

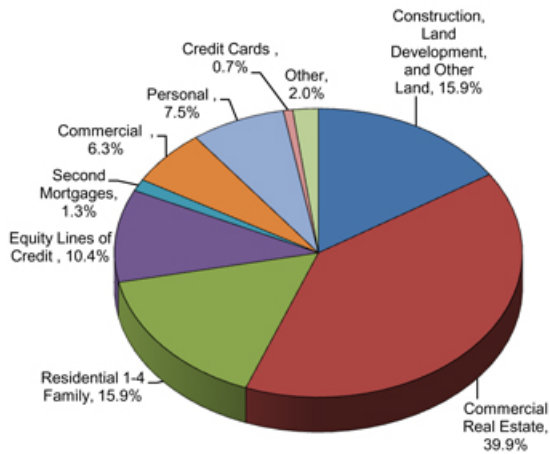


**Assets (\$M)**



# Loan Portfolio

12/31/2012



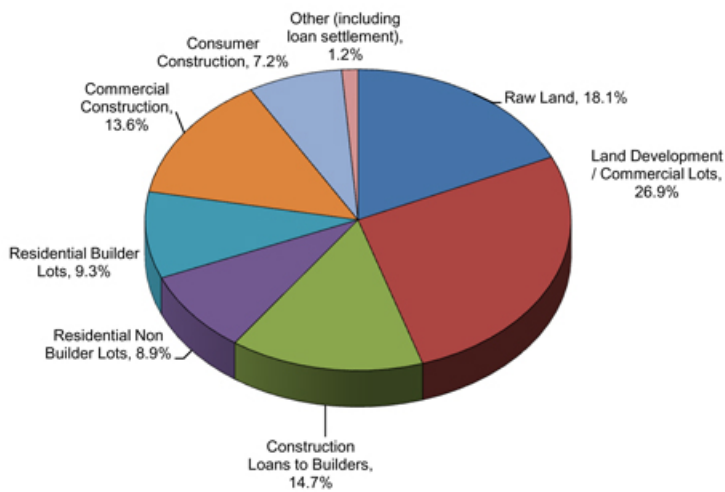
Construction, Land Development, and Other Land	\$470.6	15.9%
Commercial Real Estate	\$1,184.4	39.9%
Residential 1-4 Family	\$473.0	15.9%
Equity Lines of Credit	\$307.7	10.4%
Second Mortgages	\$39.9	1.3%
Commercial	\$186.5	6.3%
Personal	\$222.8	7.5%
Credit Cards	\$22.0	0.7%
Other	\$59.9	2.0%
<b>Gross Loans</b>	<b>\$2,966.8</b>	<b>100.0%</b>

Construction, Land Development, and Other Land	\$25.9	0.1%	5.8%
Commercial Real Estate	\$90.2	1.1%	8.2%
Residential 1-4 Family	\$25.5	0.1%	5.7%
Equity Lines of Credit	\$3.4	-0.4%	1.1%
Second Mortgages	-\$15.7	-0.6%	-28.2%
Commercial	\$16.8	0.3%	9.9%
Personal	-\$19.0	-1.1%	-7.9%
Credit Cards	\$3.0	0.1%	15.8%
Other	\$18.1	0.5%	43.3%
<b>Gross Loans</b>	<b>\$148.2</b>		<b>5.3%</b>

Change 12/11 to 12/12		
\$	% of Portfolio	% of Type
\$25.9	0.1%	5.8%
\$90.2	1.1%	8.2%
\$25.5	0.1%	5.7%
\$3.4	-0.4%	1.1%
-\$15.7	-0.6%	-28.2%
\$16.8	0.3%	9.9%
-\$19.0	-1.1%	-7.9%
\$3.0	0.1%	15.8%
\$18.1	0.5%	43.3%
<b>\$148.2</b>		<b>5.3%</b>

Based on call report filings (\$ in millions)

# Construction & Development Loans

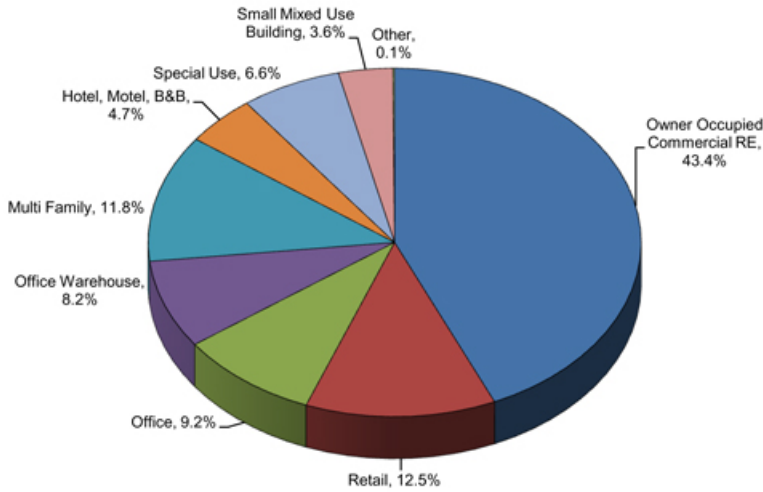


12/31/2012		
Raw Land	\$85.4	18.1%
Land Development / Commercial Lots	\$126.8	26.9%
Construction Loans to Builders	\$69.3	14.7%
Residential Non Builder Lots	\$41.8	8.9%
Residential Builder Lots	\$43.8	9.3%
Commercial Construction	\$64.0	13.6%
Consumer Construction	\$33.7	7.2%
Other (including loan settlement)	\$5.8	1.2%
<b>Total</b>	<b>\$470.6</b>	<b>100.0%</b>

Change 12/11 to 12/12			
	\$	% of Portfolio	% of Type
Raw Land	-\$7.4	-2.7%	-8.0%
Land Development / Commercial Lots	\$0.4	-1.5%	0.3%
Construction Loans to Builders	\$7.1	0.7%	11.4%
Residential Non Builder Lots	\$0.8	-0.3%	2.0%
Residential Builder Lots	-\$6.2	-1.9%	-12.4%
Commercial Construction	\$15.8	2.8%	32.8%
Consumer Construction	\$13.7	2.7%	68.5%
Other (including loan settlement)	\$1.7	0.3%	41.5%
<b>Total Change</b>	<b>\$25.9</b>		<b>5.8%</b>

Based on call report filings (\$ in millions)

# Commercial Real Estate Loans



12/31/2012		
<b>Owner Occupied Commercial RE</b>	\$513.5	43.4%
<b>Retail</b>	\$147.9	12.5%
<b>Office</b>	\$108.9	9.2%
<b>Office Warehouse</b>	\$97.4	8.2%
<b>Multi Family</b>	\$140.0	11.8%
<b>Hotel, Motel, B&amp;B</b>	\$55.2	4.7%
<b>Special Use</b>	\$78.0	6.6%
<b>Small Mixed Use Building</b>	\$42.2	3.6%
<b>Other</b>	\$1.3	0.1%
<b>Total</b>	<b>\$1,184.4</b>	<b>100.0%</b>

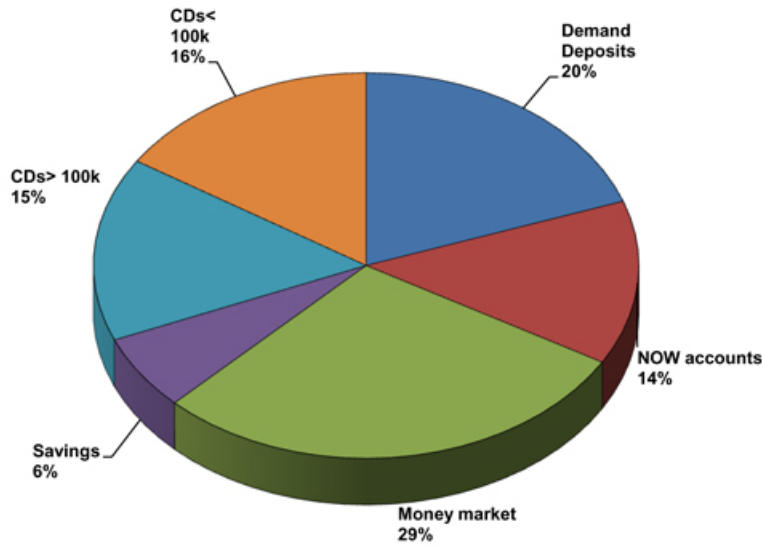
	Change 12/11 to 12/12		
	\$	% of Portfolio	% of Type
<b>Owner Occupied Commercial RE</b>	\$59.9	1.9%	13.2%
<b>Retail</b>	\$5.5	-0.5%	3.9%
<b>Office</b>	-\$18.4	-2.4%	-14.5%
<b>Office Warehouse</b>	-\$1.3	-0.8%	-1.3%
<b>Multi Family</b>	\$31.7	1.9%	29.3%
<b>Hotel, Motel, B&amp;B</b>	-\$1.1	-0.5%	-2.0%
<b>Special Use</b>	\$9.7	0.3%	14.2%
<b>Small Mixed Use Building</b>	\$9.1	0.5%	27.5%
<b>Other</b>	-\$4.9	-0.5%	-79.0%
<b>Total</b>	<b>\$90.2</b>		<b>8.2%</b>

Based on call report filings (\$ in millions)



# Deposit Composition

12/31/12



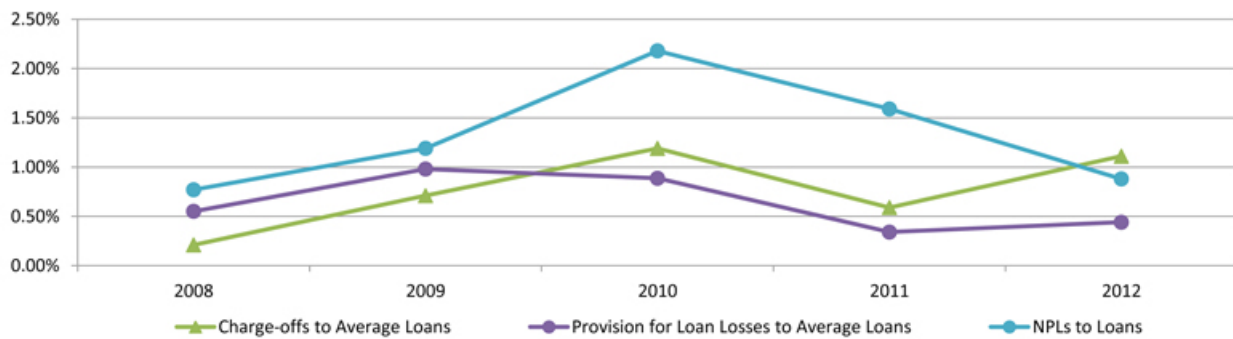
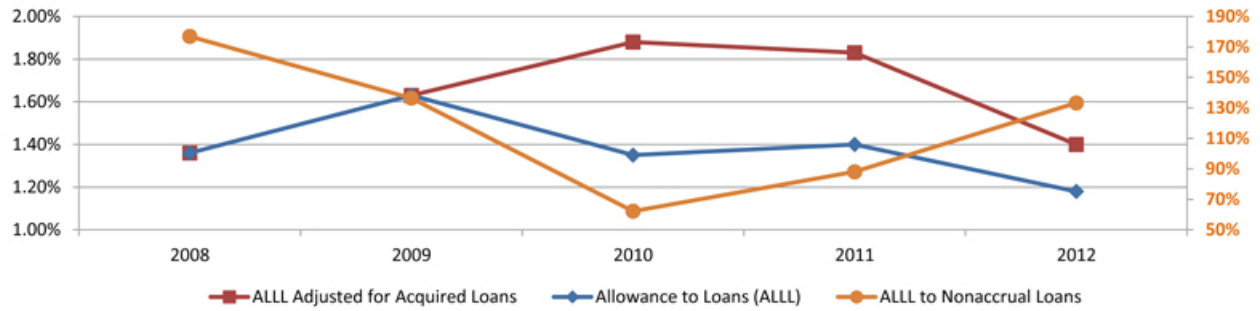
Demand Deposits	\$645,901	20%
NOW accounts	\$454,150	14%
Money market	\$957,130	29%
Savings	\$207,846	6%
CDs > 100k	\$508,630	15%
CDs < 100k	\$524,110	16%
<b>Total</b>	<b>\$3,297,767</b>	<b>100%</b>

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

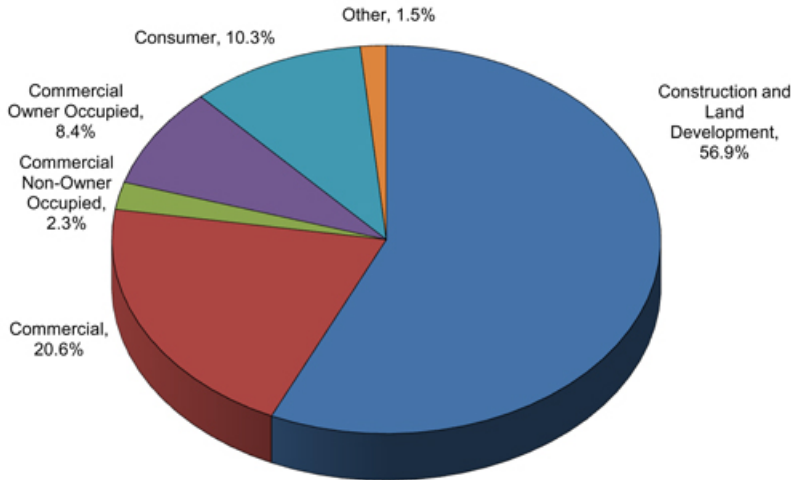
Change 12/11 to 12/12		
	Composition	
\$	%	Swing
\$111,366	21%	3%
41,545	10%	1%
52,237	6%	1%
28,689	16%	1%
(42,925)	-8%	-2%
(68,250)	-12%	-3%
<b>\$122,662</b>	<b>3.9%</b>	

\$ in millions

# Asset Quality Trends



# Nonperforming Loans by Type



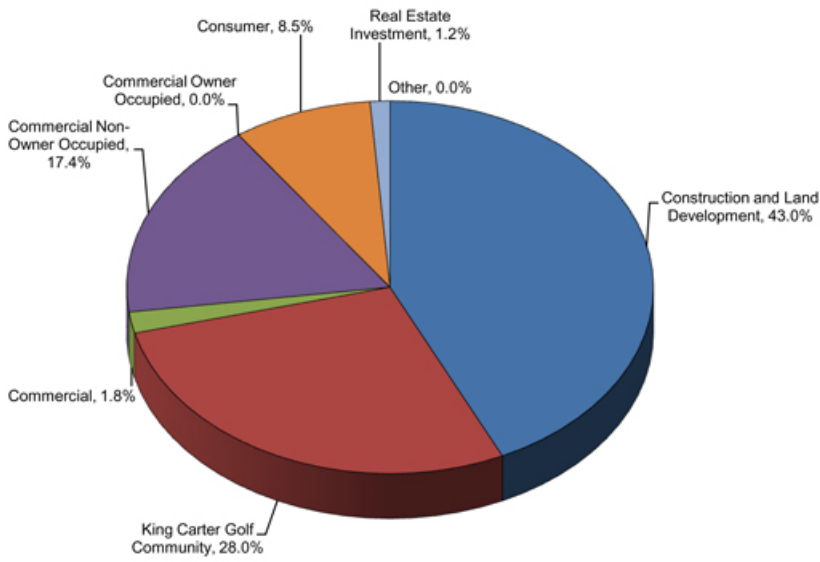
12/31/2012

Construction and Land Development	\$14.9	56.9%
Commercial	\$5.4	20.6%
Commercial Non-Owner Occupied	\$0.6	2.3%
Commercial Owner Occupied	\$2.2	8.4%
Consumer	\$2.7	10.3%
Other	\$0.4	1.5%
<b>Total</b>	<b>\$26.2</b>	<b>100.0%</b>

	Change 12/11 to 12/12	
	\$	% of Portfolio
Construction and Land Development	-\$8.9	3.7%
Commercial	-\$4.9	-2.4%
Commercial Non-Owner Occupied	-\$1.4	-2.2%
Commercial Owner Occupied	-\$3.3	-3.9%
Consumer	-\$0.1	4.1%
Other	\$0.0	0.6%
<b>Total</b>	<b>-\$18.6</b>	<b>-41.5%</b>

Based on call report filings (\$ in millions)

# OREO by Type



12/31/2012

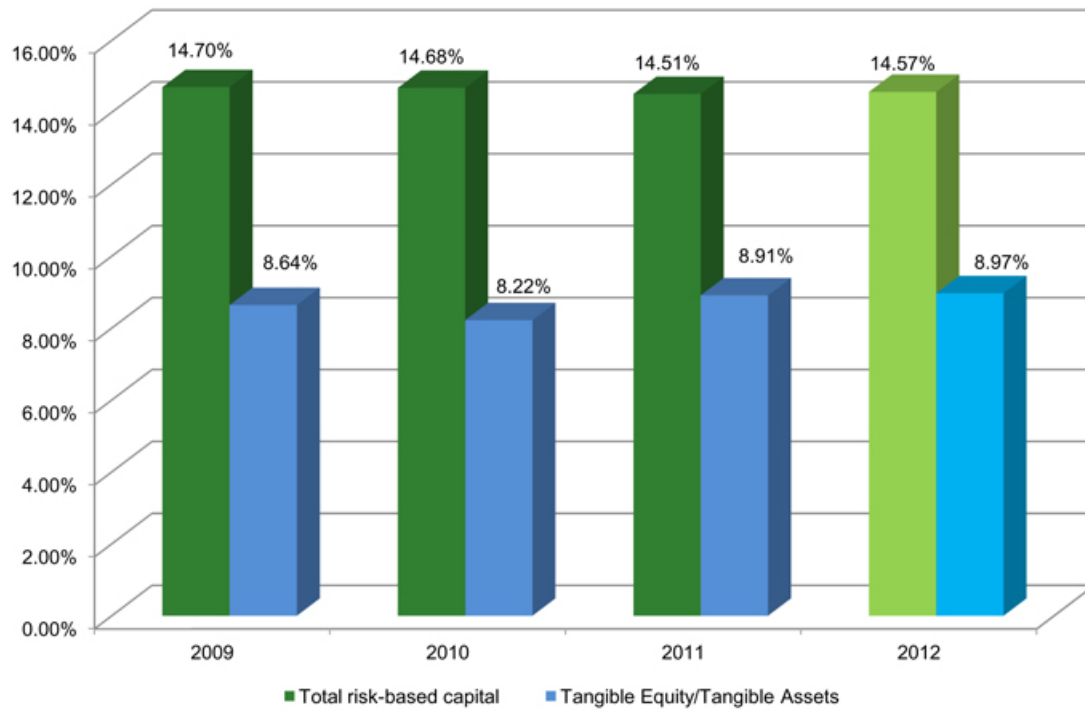
Construction and Land Development	\$14.1	43.0%
King Carter Golf Community	\$9.2	28.0%
Commercial	\$0.6	1.8%
Commercial Non-Owner Occupied	\$5.7	17.4%
Commercial Owner Occupied	\$0.0	0.0%
Consumer	\$2.8	8.5%
Real Estate Investment	\$0.4	1.2%
Other	\$0.0	0.0%
<b>Total</b>	<b>\$32.8</b>	<b>100.0%</b>

	Change 12/11 to 12/12	
	\$	% of Portfolio
Construction and Land Development	-\$1.8	-6.2%
King Carter Golf Community	\$0.4	0.8%
Commercial	\$0.6	1.8%
Commercial Non-Owner Occupied	\$3.1	9.3%
Commercial Owner Occupied	\$0.0	0.0%
Consumer	-\$0.7	-2.3%
Real Estate Investment	-\$1.1	-3.4%
Other	\$0.0	0.0%
<b>Total</b>	<b>\$0.5</b>	<b>1.5%</b>

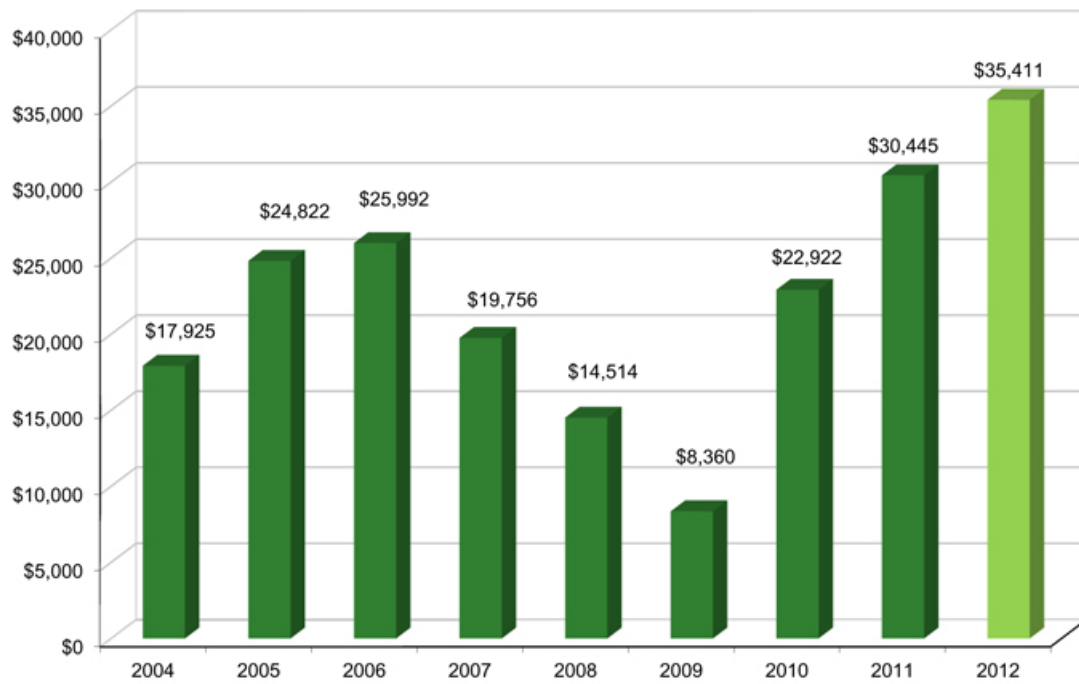
	Change 12/11 to 12/12	
	\$	% of Type
Construction and Land Development	-\$1.8	-11.3%
King Carter Golf Community	\$0.4	4.5%
Commercial	\$0.6	0.0%
Commercial Non-Owner Occupied	\$3.1	119.2%
Commercial Owner Occupied	\$0.0	0.0%
Consumer	-\$0.7	-20.0%
Real Estate Investment	-\$1.1	-73.3%
Other	\$0.0	0.0%

Based on call report filings (\$ in millions)

# Capital Ratios

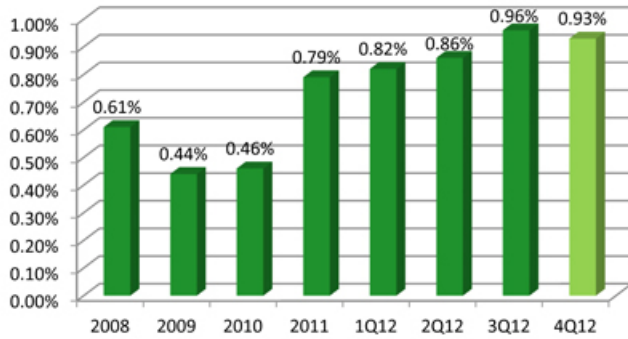


# Net Income Trends

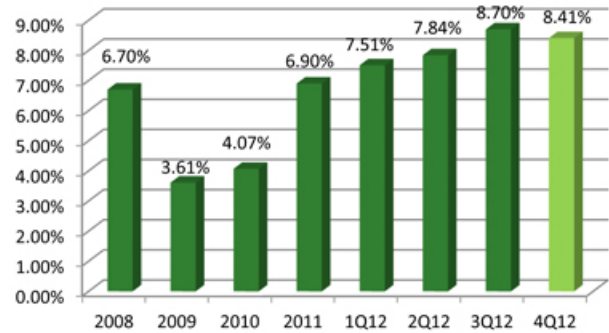


# ROA, ROE and Efficiency Ratio Trends

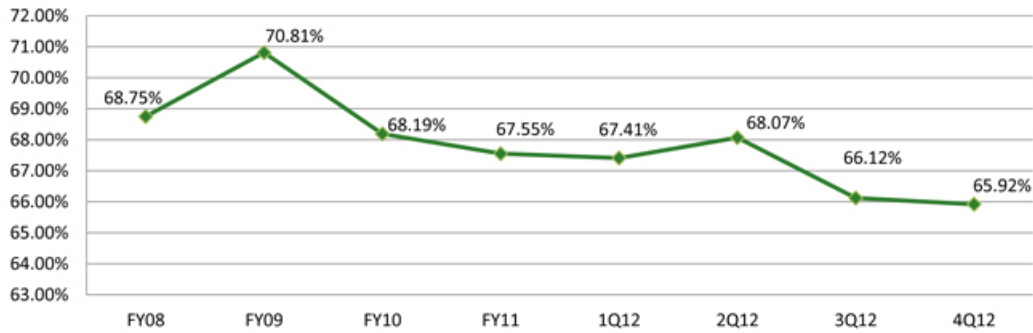
### Return on Average Assets (ROA)



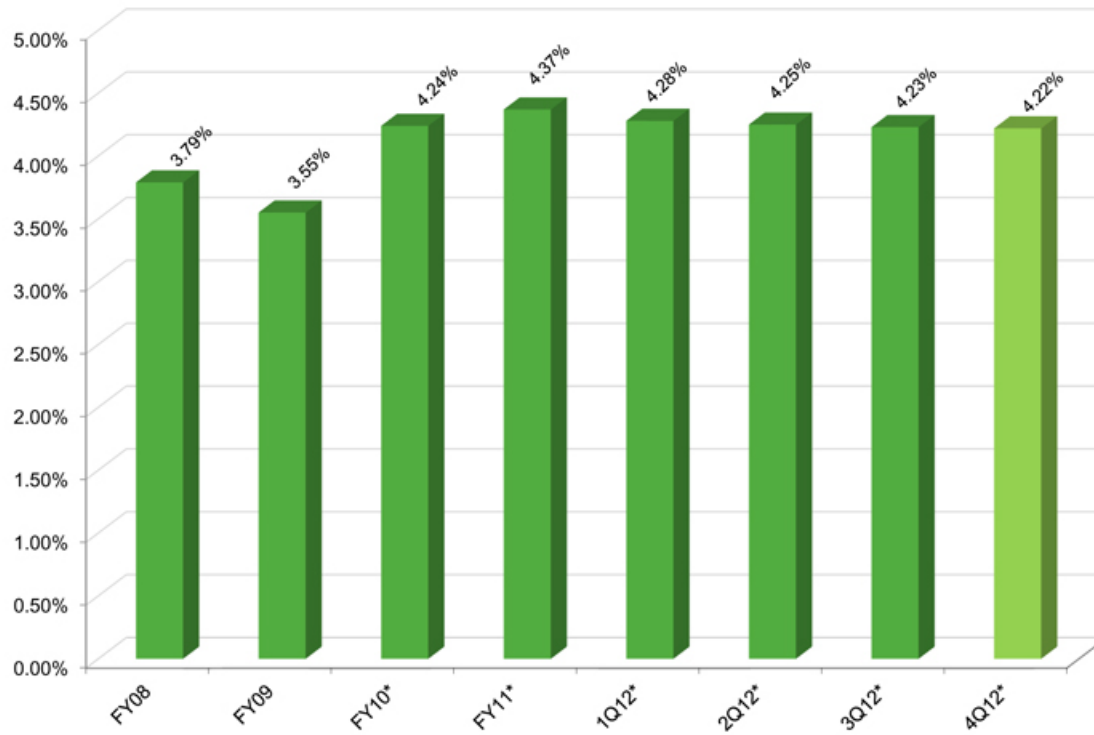
### Return on Equity (ROE)



### Efficiency Ratio



# Core Net Interest Margin



\* Excludes acquisition accounting impact



- Union Mortgage Group generated Net Income of \$2.5 million, an increase of 58% in 2012 vs. 2011
- \$1.1 billion in mortgage loans were originated in 2012, a 66% increase over 2011 levels
- Union Mortgage hired 28 originators as well as additional loan processors in Q1'2012
- Hired Rob Eastep as President of Union Mortgage Group in October, 2012

- ⚡ Union is committed to achieving top tier financial performance and providing our shareholders with above average returns on their investment
- ⚡ In 2012, Union developed key financial performance metrics benchmarked against top quartile peers and set internal targets designed to measure progress towards achievement of top tier financial results
  - ⚡ Minimum targets were set for ROA (>1%), ROE (>10%) and efficiency ratio (<65%)
- ⚡ Several initiatives were implemented that will result in increased non-interest income and expense savings in 2013 - including the closure of 8 branches in 2012

- ⇒ Stable to growing economy in footprint
- ⇒ Mid-single digit loan growth
- ⇒ Modest margin compression
- ⇒ Continued asset quality improvement as commercial and residential real estate markets stabilize further
- ⇒ Increasing profitability and contribution from Union Mortgage Group
- ⇒ Improving ROA, ROE and Efficiency Ratio

- ⇒ Branch footprint is a competitive advantage and brings a unique franchise value
- ⇒ Strong balance sheet and capital base
- ⇒ Best in class net interest margin
- ⇒ Experienced management team
- ⇒ Successful acquirer and integrator
- ⇒ Proven financial performance in all market environments
- ⇒ Commitment to top tier financial performance
- ⇒ Focused on shareholder returns
- ⇒ Attractive valuation vs. peer group

**THANK YOU!**