FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL
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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

1. Name and Address of Reporting Person [*]			2. Issuer Name and Ticker or Trading Symbol WESTWOOD HOLDINGS GROUP INC	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
			[WHG]		Director	10% Owner		
(Last) 200 CRESCI	(First) (Middle)		3. Date of Earliest Transaction (Month/Day/Year) 11/26/2012	X	Officer (give title Other (specify below) below) President & CEO			
SUITE 1200			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)				
(Street)				X	Form filed by One Reporting Person			
DALLAS	TX	75201	_		Form filed by More th Person	an One Reporting		
(City)	(State)	(Zip)						
		Table I - Non-De	rivative Securities Acquired. Disposed of. or Benef	icially	Owned			

2. Transaction 2A. Deemed 4. Securities Acquired (A) or 5. Amount of 6. Ownership 7. Nature of 1. Title of Security (Instr. 3) 3. Securities Beneficially Date Execution Date, Transaction Disposed Of (D) (Instr. 3, 4 and 5) Form: Direct Indirect (Month/Dav/Year) Code (Instr. (D) or Beneficial if anv (Month/Day/Year) 8) Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported (A) or (D) v Code Amount Price . Transaction(s) (Instr. 3 and 4) 11/26/2012 S 14,796(1) \$38.8091(2) 362,566 D common stock D 11/27/2012 G v 7,000(3) 355,566 common stock D \$<mark>0</mark> D 11/27/2012 S 10,204(1) D \$38.756(4) 345,362 D common stock As UTMA 700 I custodian common stock for daughter As **UTMA** common stock 700 Ι custodian for son As UTMA common stock 700 Ι custodian for son

 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)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Expiration Date (Month/Day/Year)		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 Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership
			Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 23, 2012.

2. Price reflected is the weighted-average sale price for shares sold. The range of sale prices for the transactions reported was \$38.5201 to \$39.17 per share. Full information regarding the number of shares sold at each separate price will be provided to the Commission staff, the issuer, or a security holder of the issuer upon request.

3. Represents gift of shares to a charitable gift fund.

4. Price reflected is the weighted-average sale price for shares sold. The range of sale prices for the transactions reported was \$38.75 to \$38.80 per share. Full information regarding the number of shares sold at each separate price will be provided to the Commission staff, the issuer, or a security holder of the issuer upon request.

Date

attorney-in-fact ** 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.