

SECURITY NATIONAL FINANCIAL CORPORATION

5300 South 360 West, Suite 250
Salt Lake City, Utah 84123

May 31, 2016

Dear Stockholder:

On behalf of the Board of Directors, it is my pleasure to invite you to attend the Annual Meeting of Stockholders (the "Annual Meeting") of Security National Financial Corporation (the "Company") to be held on Wednesday, July 6, 2016, beginning at 10:00 a.m., Mountain Daylight Time, at Valley Center Towers, 5373 South Green Street, Classroom No. 237, Salt Lake City, Utah. The formal notice of the Annual Meeting and the Proxy Statement have been made a part of this invitation.

The matters to be addressed at the meeting will include (1) the election of eight directors; (2) the approval, on an advisory basis, of the compensation of the Company's named executive officers; (3) the approval of an amendment to the Company's Articles of Incorporation to increase the authorized capital stock of the Company from 32,000,000 shares to 33,000,000 shares by increasing the number of authorized shares of Class C common stock from 2,000,000 shares to 3,000,000 shares; (4) the ratification of the appointment of Eide Bailly LLP as the Company's independent registered public accountants for the fiscal year ending December 31, 2016; and (5) the transaction of such other business as may properly come before the Annual Meeting or any adjournment or postponements thereof. I will also report on the Company's business activities and answer any stockholder questions.

The Board of Directors recommends that you vote FOR election of the director nominees, FOR approval, on an advisory basis, of the compensation of the Company's named executive officers; FOR approval of the amendment to the Stock Option Plan to authorize additional shares for issuance thereunder; FOR ratification of appointment of the independent registered public accountants; and FOR the transaction of such other business as may properly come before the Annual Meeting or any adjournment thereof. Please refer to the Proxy Statement for detailed information on each of the proposals and the Annual Meeting.

Your vote is very important. We hope you will take a few minutes to review the Proxy Statement and complete, sign, date and return your Proxy Card in the envelope provided, even if you plan to attend the meeting. Please note that sending us your Proxy will not prevent you from voting in person at the meeting, should you wish to do so.

Thank you for your support of Security National Financial Corporation. We look forward to seeing you at the Annual Meeting.

Sincerely yours,



Scott M. Quist
Chairman of the Board, President and
Chief Executive Officer

SECURITY NATIONAL FINANCIAL CORPORATION

5300 South 360 West, Suite 250
Salt Lake City, Utah 84123

**NOTICE OF ANNUAL MEETING OF STOCKHOLDERS
TO BE HELD JULY 6, 2016**

Dear Stockholders:

NOTICE IS HEREBY GIVEN that the Annual Meeting of Stockholders (the "Annual Meeting") of Security National Financial Corporation (the "Company"), a Utah corporation, will be held on Wednesday, July 6, 2016, at Valley Center Towers, 5373 South Green Street, Classroom No. 237, Salt Lake City, Utah, beginning at 10:00 a.m., Mountain Daylight Time, to consider and act upon the following:

1. To elect a Board of Directors consisting of eight directors (three directors to be elected exclusively by the Class A common stockholders voting separately as a class and the remaining five directors to be elected by the Class A and Class C common stockholders voting together) to serve until the next Annual Meeting and until their successors are elected and qualified;
2. To approve, on an advisory basis, the compensation of the Company's named executive officers;
3. To approve the amendment to the Company's Articles of Incorporation to increase the authorized capital stock of the Company from 32,000,000 shares to 33,000,000 shares by increasing the number of authorized shares of Class C common stock from 2,000,000 shares to 3,000,000 shares;
4. To ratify the appointment of Eide Bailly LLP as the Company's independent registered public accountants for the fiscal year ending December 31, 2016; and
5. To transact such other business as may properly come before the Annual Meeting or any adjournment or postponements thereof.

The foregoing items of business are more fully described in the Proxy Statement accompanying this Notice.

The Board of Directors has fixed the close of business on May 20, 2016, as the record date for determining stockholders entitled to notice of and to vote at the Annual Meeting and any adjournment thereof. A list of such stockholders will be available for examination by a stockholder for any purpose relevant to the meeting during ordinary business hours at the offices of the Company at 5300 South 360 West, Suite 250, Salt Lake City, Utah during the 20 days prior to the meeting.

If you do not expect to attend the meeting in person, it is important that your shares be represented. Please use the enclosed proxy card to vote on the matters to be considered at the meeting, sign and date the proxy card and mail it promptly in the enclosed envelope, which requires no postage if mailed in the United States. You may revoke your proxy at any time before the meeting by written notice to such effect, by submitting a subsequently dated proxy or by attending the meeting and voting in person. If your shares are held in "street name," you should instruct your broker how to vote in accordance with your voting instruction form.

By order of the Board of Directors,



Jeffrey R. Stephens
General Counsel and Corporate Secretary

May 31, 2016
Salt Lake City, Utah

**Security National Financial Corporation
Proxy Statement**

TABLE OF CONTENTS

General Information	1
Record Date and Voting Information	2
Proposal 1 - Election of Directors	3
The Nominees	3
The Board of Directors, Board Committees and Meetings	5
Director Nominating Process	6
Meetings of Non-Management Directors	6
Stockholder Communications with the Board of Directors	6
Executive Officers	7
Corporate Governance	8
Compensation Tables	9
Summary Compensation Table	9
Supplemental All Other Compensation Table	10
Grants of Plan-based Awards	11
Outstanding Equity Awards at Fiscal 2015 Year End	12
Option Awards Vesting Schedule	13
Option Exercises and Stock Vested for Fiscal 2015	13
Pension Benefits for Fiscal 2015	13
Equity Compensation Plan Information	14
Non-Qualified Deferred Compensation for Fiscal 2015.....	16
Director Compensation for Fiscal 2015	17
Compliance with Section 16(a) of the Securities Exchange Act of 1934	18
Security Ownership of Certain Beneficial Owners and Management	19
Certain Relationships and Related Transactions and Director Independence	20
Report of the Compensation Committee	21
Report of the Audit Committee	22
Proposal 2 - Approval, on an Advisory Basis, of the Compensation of the Company's Named Executive Officers	22
Proposal 3 – Approval of Increase in Number of Authorized Shares of Class C Common Stock	23
Proposal 4 - Ratification of Appointment of Independent Registered Public Accountants.....	26
Principal Accounting Fees and Services	27
Other Matters	27
Annual Report and Financial Statements	27
Deadline for Receipt of Stockholder's Proposals for Annual Meeting to Be Held in July 2017	27

SECURITY NATIONAL FINANCIAL CORPORATION
5300 South 360 West, Suite 250
Salt Lake City, Utah 84123

PROXY STATEMENT

**For Annual Meeting of Stockholders
To Be Held on July 6, 2016**

GENERAL INFORMATION

This Proxy Statement is furnished in connection with the solicitation of proxies by the Board of Directors of Security National Financial Corporation (the "Company") for use at the Annual Meeting of Stockholders (the "Annual Meeting") to be held on Wednesday, July 6, 2016 at Valley Center Towers, 5373 South Green Street, Classroom No. 237, Salt Lake City, Utah, beginning at 10:00 a.m., Mountain Daylight Time, or at any adjournment or postponements thereof. The shares covered by the enclosed Proxy, if such is properly executed and received by the Board of Directors prior to the meeting, will be voted in favor of the proposals to be considered at the Annual Meeting, and in favor of the election of the nominees to the Board of Directors (three nominees to be elected by the Class A common stockholders voting separately as a class and five nominees to be elected by the Class A and Class C common stockholders voting together) as listed unless such Proxy specifies otherwise, or the authority to vote in the election of directors is withheld.

A Proxy may be revoked at any time before it is exercised by giving written notice to the Corporate Secretary of the Company at 5300 South 360 West, Suite 250, Salt Lake City, Utah 84123, Attention: Jeffrey R. Stephens, by submitting in writing a Proxy bearing a later date, or by attending the Annual Meeting and voting in person. Stockholders may vote their shares in person if they attend the Annual Meeting, even if they have executed and returned a Proxy. This Proxy Statement and accompanying Proxy Card are being mailed to stockholders on or about May 31, 2016.

If a stockholder wishes to assign a proxy to someone other than the Directors' Proxy Committee, all names appearing on the Proxy Card must be crossed out and the name(s) of another person or persons (not more than two) inserted. The signed card must be presented at the meeting by the person(s) representing the stockholder.

The cost of this solicitation will be borne by the Company. The Company may reimburse brokerage firms and other persons representing beneficial owners of shares for their expenses in forwarding solicitation materials to such beneficial owners. Proxies may also be solicited by certain of the Company's directors, officers, and regular employees, without additional compensation.

The matters to be brought before the Annual Meeting are (1) to elect directors to serve for the ensuing year; (2) to approve, on an advisory basis, the compensation of the Company's named executive officers; (3) to approve the amendment to the Company's Articles of Incorporation to increase the authorized capital stock of the Company from 32,000,000 shares to 33,000,000 shares by increasing the number of authorized shares of Class C common stock from 2,000,000 shares to 3,000,000 shares; (4) to ratify the appointment of Eide Bailly LLP as the Company's independent registered public accountants for the fiscal year ending December 31, 2016; and (5) to transact such other business as may properly come before the Annual Meeting.

RECORD DATE AND VOTING INFORMATION

Only holders of record of common stock at the close of business on May 20, 2016, will be entitled to vote at the Annual Meeting. As of March 31, 2016, there were issued and outstanding 13,137,697 shares of Class A common stock, \$2.00 par value per share, and 1,716,024 shares of Class C common stock, \$2.00 par value per share, resulting in a total of 14,853,721 shares of Class A and Class C common stock. A majority of the outstanding shares of Class A and Class C common stock (or 7,426,861 shares) will constitute a quorum for the transaction of business at the meeting. A list of the Company's stockholders will be available for review at the Company's executive offices during regular business hours for a period of 20 days before the Annual Meeting.

The holders of shares of Class A common stock are entitled to one vote per share. The holders of shares of Class C common stock are entitled to ten votes per share. Cumulative voting is not permitted in the election of directors.

After carefully reading and considering the information contained in this Proxy Statement, each holder of the Company's common stock should complete, date and sign the Proxy Card and mail the Proxy Card in the enclosed return envelope as soon as possible so that those shares of the Company's common stock can be voted at the Annual Meeting, even if the holders plan to attend the Annual Meeting in person.

Proxies received at any time before the Annual Meeting, and not revoked or superseded before being voted, will be voted at the Annual Meeting. If a Proxy indicates a specification, it will be in accordance with the specification. If no specification is indicated, the Proxy will be voted for approval of the election of the directors recommended by the Board of Directors; for approval, on an advisory basis, of the compensation of the Company's named executive officers; for approval of the amendment to the Company's Articles of Incorporation to increase the authorized capital stock of the Company from 32,000,000 shares to 33,000,000 shares by increasing the number of authorized shares of Class C common stock from 2,000,000 shares to 3,000,000 shares; for ratification of the appointment of Eide Bailly LLP as the Company's independent registered public accountants for the fiscal year ending December 31, 2016; and, in the discretion of the persons named in the Proxy, to transact such other business that may properly come before the meeting or any adjournment or postponements of the meeting. You may also vote in person by ballot at the Annual Meeting.

The Company's Articles of Incorporation provide that the Class A common stockholders and Class C common stockholders have different voting rights in the election of directors. The Class A common stockholders voting separately as a class will be entitled to vote for three of the eight directors to be elected (the nominees to be voted upon by the Class A common stockholders separately consist of Messrs. Scott M. Quist, H. Craig Moody and Jason G. Overbaugh).

The remaining five directors will be elected by the Class A and Class C common stockholders voting together (the nominees to be so voted upon consist of Messrs. John L. Cook, Gilbert A. Fuller, Robert G. Hunter, M.D., S. Andrew Quist and Norman G. Wilbur), with the Class A common stockholders having one vote per share and the Class C common stockholders having ten votes per share. For the other business to be conducted at the Annual Meeting, the Class A and Class C common stockholders will vote together with the Class A common stockholders having one vote per share and the Class C common stockholders having ten votes per share. The Class A common stockholders will receive a different form of Proxy than the Class C common stockholders.

Your vote is important. Please complete and return the Proxy Card so your shares can be represented at the Annual Meeting, even if you plan to attend in person.

IMPORTANT NOTICE REGARDING THE AVAILABILITY OF PROXY MATERIALS FOR THE STOCKHOLDERS MEETING TO BE HELD ON JULY 6, 2016

This Proxy Statement, the Proxy Card and the 2015 Annual Report are available at <https://www.securitynational.com/shareholders>.

ELECTION OF DIRECTORS

PROPOSAL 1

The Nominees

The Company's Board of Directors consists of eight directors. All directors are elected annually to serve until the next annual meeting of the stockholders and until their respective successors are duly elected and qualified, or until their earlier resignation or removal. The nominees for the upcoming election of directors include five independent directors, as defined in the applicable rules for companies traded on The Nasdaq Stock Market, and three members of the Company's senior management. All of the nominees for director have served as directors since the 2015 Annual Meeting.

The nominees to be elected by the holders of Class A common stock are as follows:

<u>Name</u>	<u>Age</u>	<u>Director Since</u>	<u>Position(s) with the Company</u>
Scott M. Quist	63	1986	Chairman of the Board, President and Chief Executive Officer
H. Craig Moody	64	1995	Director
Jason G. Overbaugh	41	2013	Vice President, National Marketing Director of Life Insurance and Director

The nominees for election by the holders of Class A and Class C common stock, voting together, are as follows:

<u>Name</u>	<u>Age</u>	<u>Director Since</u>	<u>Position(s) with the Company</u>
John L. Cook	61	2013	Director
Gilbert A. Fuller	75	2012	Director
Robert G. Hunter, M.D.	56	1998	Director
S. Andrew Quist	36	2013	Vice President, Associate General Counsel and Director
Norman G. Wilbur	77	1998	Director

The following is a description of the business experience of each of the nominees and directors.

Scott M. Quist has served as Chairman of the Board and Chief Executive Officer of the Company since September 2012. Mr. Quist also serves as the Company's President, a position he has held since 2002. He has additionally served as a director of the Company since 1986. Mr. Quist served as First Vice President of the Company from 1986 to 2002. From 1993 to 2013, Mr. Quist served as Treasurer and a director of the National Alliance of Life Companies (NALC), a national trade association of over 200 life insurance companies, and as its President from 1990 to 2000. From 1986 to 1991, Mr. Quist was Treasurer and a director of The National Association of Life Companies, a trade association of 642 insurance companies until its merger with the American Council of Life Companies. Mr. Quist has been a member of the Board of Governors of the Forum 500 Section (representing small insurance companies) of the American Council of Life Insurance. He has also served as a regional director of Key Bank of Utah since 1993. Mr. Quist holds a B.S. degree in Accounting from Brigham Young University and received his law degree also from Brigham Young University. Mr. Quist's significant expertise and deep understanding of the technical, organizational and strategic business aspects of the insurance industry, his management expertise, his 14 year tenure as President of the Company and 29 year tenure as a director, and his years of business and leadership experience led the Board of Directors to conclude that Mr. Quist should serve as Chairman of the Board, President and Chief Executive Officer of the Company.

Jason G. Overbaugh has served as a director of the Company since July 2013. Mr. Overbaugh has also served as a Vice President and the Assistant Secretary of the Company since 2002; and as the Company's National Marketing Director of Life Insurance since 2008. Mr. Overbaugh has additionally served as Vice President and National Marketing Director of Security National Life Insurance Company since 2006. From 2003 to 2006, he served as a Vice President of Security National Life Insurance Company with responsibilities as an investment manager over construction lending and

commercial real estate investments. From 2000 to 2003, Mr. Overbaugh served as a Vice President of Memorial Estates, Inc., with responsibilities over operations and sales. Mr. Overbaugh has served since 2007 as a director of the LOMA Life Insurance Council, a trade association of life insurance companies. He is also a member of the NFDA Trade Association. Mr. Overbaugh received a B.S. degree in Finance from the University of Utah. Mr. Overbaugh's expertise in insurance and marketing and his 19 years of experience with the Company in its insurance, real estate, and mortuary and cemetery operations led the Board of Directors to conclude that he should serve as a director.

S. Andrew Quist has served as a director of the Company since July 2013. Mr. Quist has also served as a Vice President of the Company since 2010. In addition, he has served as the Company's Associate General Counsel since 2007, where his responsibilities have included the Company's regulatory matters and acquisitions. In addition, Mr. Quist has been Executive Vice President and Chief Operating Officer since 2010, and Vice President from 2008 to 2010, of C&J Financial, LLC, a wholly owned subsidiary of the Company, which funds the purchase of funeral and burial policies from funeral homes after the death of the insureds. Mr. Quist has also served since 2013 as a director of the National Alliance of Life Companies (NALC), a national trade association of over 200 life insurance companies, where he also serves as Vice President and Treasurer. Mr. Quist further serves as President of the Utah Life Convention, a consortium of Utah domestic life insurers. Mr. Quist holds a B.S. degree in Accounting from Brigham Young University and received his law degree from the University of Southern California. Mr. Quist's expertise in insurance, legal and regulatory matters led the Board of Directors to conclude that he should serve as a director.

John L. Cook has served as a director of the Company since December 2013. Mr. Cook has served since 1982 as co-owner and operator of Cook Brothers Painting, Inc., a painting company that provides painting services for contractors and builders of residential and commercial properties. In addition, Mr. Cook attended the University of Utah. As a director Mr. Cook will advise the Board regarding the Company's investments in commercial and residential real estate projects, including Dry Creek at East Village, a 282 unit multifamily development in Sandy City, Utah. Moreover, Mr. Cook's extensive background in construction and building will be important as the Company continues to acquire new real estate holdings and develop its current portfolio of undeveloped land into future developments that could provide additional long term revenues for the Company. Mr. Cook's years of experience in the construction industry and with construction projects led the Board of Directors to conclude that he should serve as a director.

Gilbert A. Fuller has served as a director of the Company since 2012. From 2006 until his retirement in 2008, Mr. Fuller served as Executive Vice President, Chief Financial Officer and Secretary of USANA Health Sciences, Inc., a multinational manufacturer and direct seller of nutritional supplements. Mr. Fuller joined USANA in 1996 as the Vice President of Finance and served in that role until 1999 when he was appointed as its Senior Vice President. Mr. Fuller has served as a member of the Board of Directors of USANA since 2008. Mr. Fuller obtained his certified public accountant license in 1970 and kept it current until his career path developed into corporate finance. Mr. Fuller received a B.S. degree in Accounting and an M.B.A. degree from the University of Utah. Mr. Fuller's accounting, finance and corporate strategy expertise and his years of financial, accounting and business experience with public and private companies, including USANA Health Sciences, Inc., which is listed on the New York Stock Exchange, where he served as an executive officer and continues to serve as a director, led the Board of Directors to conclude that he should serve as a director.

Robert G. Hunter, M.D. has served as a director of the Company since 1998. Dr. Hunter is currently a practicing physician in private practice. Dr. Hunter created the statewide E.N.T. Organization (Rocky Mountain E.N.T., Inc.) where he is currently a member of the Executive Committee. Dr. Hunter is Department Head of Otolaryngology, Head and Neck Surgery at Intermountain Medical Center and a past President of the medical staff of the Intermountain Medical Center. He is also a delegate to the Utah Medical Association and has served as a delegate representing the State of Utah to the American Medical Association, and a member of several medical advisory boards. Dr. Hunter holds a B.S. degree in Microbiology from the University of Utah and received his medical degree from the University of Utah College of Medicine. Dr. Hunter's medical expertise and experience, and his administrative and leadership experience from serving in a number of administrative positions in the medical profession led the Board of Directors to conclude that he should serve as a director.

H. Craig Moody has served as a director of the Company since 1995. Mr. Moody is owner of Moody & Associates, a political consulting and real estate company. He is a former Speaker and House Majority Leader of the House of Representatives of the State of Utah. From 1989 to 1992, Mr. Moody was Co-Chairman of the Utah Legislative Audit Committee. Mr. Moody received a B.S. degree in Political Science from the University of Utah. Mr. Moody's real estate and governmental affairs expertise and years of business and leadership experience led the Board of Directors to conclude he should serve as a director.

Norman G. Wilbur has served as a director of the Company since 1998. Mr. Wilbur worked for J.C. Penny's regional offices in budget and analysis. His final position was Manager of Planning and Reporting for J.C. Penny's stores. After 36 years with J.C. Penny's, Mr. Wilbur opted for early retirement in 1997. Mr. Wilbur is a past board member of Habitat for Humanity in Plano, Texas. Mr. Wilbur received a B.S. degree in Accounting from the University of Utah. Mr. Wilbur's financial expertise and business experience from a successful career at J.C. Penny's led the Board of Directors to conclude he should serve as a director. In addition, the Board of Directors' determination that Mr. Wilbur is the Audit Committee "financial expert" lends further support to his financial acumen and qualification for serving as a director.

The Board of Directors recommends that stockholders vote "FOR" the election of each of the director nominees.

The Board of Directors, Board Committees and Meetings

The Company's Bylaws provide that the Board of Directors shall consist of not less than five nor more than twelve. The term of office of each director is for a period of one year or until the election and qualification of his successor. A director is not required to be a resident of the State of Utah or a stockholder of the Company. The Board of Directors held a total of five meetings during the fiscal year ended December 31, 2015. Each of the directors attended 75% or more of the meetings of the Board of Directors during 2015.

The size of the Board of Directors of the Company is eight members. A majority of the Board of Directors must qualify as "independent" as that term is defined in Rule 4200 of the listing standards of The Nasdaq Stock Market. The Board of Directors has affirmatively determined that five of the eight members of the Board of Directors, Messrs. John L. Cook, Gilbert A. Fuller, Robert G. Hunter, M.D., H. Craig Moody and Norman G. Wilbur, are independent under the listing standards of The Nasdaq Stock Market.

Unless authority is withheld by your Proxy, it is intended that the common stock represented by your Proxy will be voted for the respective nominees listed above. If any nominee should not serve for any reason, the Proxy will be voted for such person as shall be designated by the Board of Directors to replace such nominee. The Board of Directors has no reason to expect that any nominee would be unable to serve. There is no arrangement between any of the nominees and any other person or persons pursuant to which he was or is to be selected as a director. There is no family relationship between or among any of the nominees, except that S. Andrew Quist is the son of Scott M. Quist, and Jason G. Overbaugh is the nephew of Scott M. Quist.

There are four committees of the Board of Directors, which meet periodically during the year: the Audit Committee, the Compensation Committee, the Executive Committee, and the Nominating and Corporate Governance Committee.

The Audit Committee directs the auditing activities of the Company's internal auditors and outside public accounting firm and approves the services of the outside public accounting firm. The Audit Committee consists of Messrs. Gilbert A. Fuller, H. Craig Moody and Norman G. Wilbur (Chairman of the committee). During 2015, the Audit Committee met on three occasions.

The Compensation Committee is responsible for recommending to the Board of Directors for approval the annual compensation of each executive officer of the Company and the executive officers of the Company's subsidiaries, developing policy in the areas of compensation and fringe benefits, contributions under the Employee Stock Ownership Plan, contributions under the 401(k) Retirement Savings Plans, Non-Qualified Deferred Compensation Plan, granting of options under the stock option plans, and creating other employee compensation plans. The Compensation Committee consists of Messrs. John L. Cook, Gilbert A. Fuller, Robert G. Hunter, M.D., H. Craig Moody and Norman G. Wilbur (Chairman of the Committee). During 2015, the Compensation Committee met on three occasions.

The Executive Committee reviews Company policy, major investment activities and other pertinent transactions of the Company. The Executive Committee consists of Messrs. Gilbert A. Fuller, H. Craig Moody, S. Andrew Quist and Scott M. Quist (Chairman of the committee). During 2015, the Executive Committee met on one occasion.

The Nominating and Corporate Governance Committee identifies individuals qualified to become Board members consistent with criteria approved by the Board, recommends to the Board the persons to be nominated by the Board for election as directors at a meeting of stockholders, and develops and recommends to the Board a set of corporate governance principles. The Nominating and Corporate Governance Committee consists of Messrs. John L. Cook, Gilbert A. Fuller, Robert G. Hunter, M.D., H. Craig Moody (Chairman of the committee), and Norman G. Wilbur. The Nominating and Corporate Governance Committee is composed solely of independent directors, as defined in the listing standards of The Nasdaq Stock Market. During 2015, the Nominating and Corporate Governance Committee met on three occasions.

Director Nominating Process

The process for identifying and evaluating nominees for directors include the following steps: (1) the Nominating and Corporate Governance Committee, Chairman of the Board or other board members identify a need to fill vacancies or add newly created directorships; (2) the Chairman of the Nominating and Corporate Governance Committee initiates a search and seeks input from Board members and senior management and, if necessary, obtains advice from legal or other advisors (but does not hire an outside search firm); (3) director candidates, including any candidates properly proposed by stockholders in accordance with the Company's Bylaws, are identified and presented to the Nominating and Corporate Governance Committee; (4) initial interviews with candidates are conducted by the Chairman of the Nominating and Corporate Governance Committee; (5) the Nominating and Corporate Governance Committee meets to consider and approve final candidate(s) and conduct further interviews as necessary; and (6) the Nominating and Corporate Governance Committee makes recommendations to the Board for inclusion in the slate of directors at the annual meeting. The evaluation process will be the same whether the nominee is recommended by a stockholder or by a member of the Board of Directors.

The Nominating and Corporate Governance Committee will consider nominees proposed by stockholders. To recommend a prospective nominee for the Nominating and Corporate Governance Committee's consideration, stockholders may submit the candidate's name and qualifications to: Jeffrey R. Stephens, General Counsel and Corporate Secretary, Security National Financial Corporation, 5300 South 360 West, Suite 250, Salt Lake City, Utah 84123.

The Nominating and Corporate Governance Committee operates pursuant to a written charter. The full text of the charter is published on the Company's website at www.securitynational.com. Stockholders may also obtain a copy of the charter without charge by writing to: Jeffrey R. Stephens, General Counsel and Corporate Secretary, Security National Financial Corporation, 5300 South 360 West, Suite 250, Salt Lake City, Utah 84123.

Meetings of Non-Management Directors

The Company's independent directors meet regularly in executive session without management. The Board of Directors has designated a lead director to preside at executive sessions of independent directors. Mr. H. Craig Moody is currently the lead director.

Stockholder Communications with the Board of Directors

Stockholders who wish to communicate with the Board of Directors or a particular director may send a letter to Jeffrey R. Stephens, General Counsel and Corporate Secretary, Security National Financial Corporation, 5300 South 360 West, Suite 250, Salt Lake City, Utah 84123. The mailing envelope must contain a clear notation indicating that the enclosed letter is a "Stockholder-Board Communication" or "Stockholder-Director Communication." All such letters must identify the author as a stockholder and clearly state whether the intended recipients are all members of the Board or just certain specified individual directors. The Corporate Secretary will make copies of all such letters and circulate them to the appropriate director or directors.

Executive Officers

The following table sets forth certain information with respect to the executive officers of the Company (the business biographies for Scott M. Quist, Jason Q. Overbaugh and S. Andrew Quist are set forth above):

<u>Name</u>	<u>Age</u>	<u>Title</u>
Scott M. Quist ¹	63	Chairman of the Board, President, Chief Executive Officer and Director
Garrett S. Sill	45	Chief Financial Officer and Treasurer
Jason G. Overbaugh ²	41	Vice President, National Marketing Director of Life Insurance, and Director
S. Andrew Quist ¹	36	Vice President, Associate General Counsel and Director
Jeffrey R. Stephens	62	General Counsel and Corporate Secretary
Stephen C. Johnson	59	Vice President of Mortgage Operations
Christie Q. Overbaugh ²	67	Senior Vice President of Internal Operations

¹ Scott M. Quist is the father of S. Andrew Quist.

² Christie Q. Overbaugh is the mother of Jason G. Overbaugh and the sister of Scott M. Quist.

Garrett S. Sill has served as Chief Financial Officer and Treasurer since July 2013. From January 2013 to July 2013, Mr. Sill served as Acting Chief Financial Officer and Acting Treasurer. From 2011 to January 2013, Mr. Sill served as Vice President and Assistant Treasurer of Security National Life Insurance Company, a wholly owned subsidiary of the Company. From 2002 to 2011, Mr. Sill was Chief Financial Officer and Treasurer of SecurityNational Mortgage Company, a wholly-owned subsidiary of the Company. From 1997 to 2002, he was Vice President and Controller of SecurityNational Mortgage Company. Mr. Sill is a certified public accountant, having been licensed since 2002. He holds a B.A. degree in Accounting from Weber State University and a Master's degree in Business Administration from the University of Utah. Mr. Sill also serves as a member of the Advisory Council of the School of Accounting and Taxation at Weber State University.

Jeffrey R. Stephens has served as General Counsel and Corporate Secretary of the Company since December 2008. Mr. Stephens had served as General Counsel for the Company from November 2006 to December 2008. He was in private practice from 1981 to 2006 in the states of Washington and Utah. Mr. Stephens holds a B.A. degree in Geography from the University of Utah and received his law degree from Brigham Young University. Mr. Stephens is a member of the Utah State Bar and the Washington State Bar Association.

Stephen C. Johnson began serving as the Vice President of Mortgage Operations of the Company and as the President of SecurityNational Mortgage on January 1, 2016. On October 1, 2015, the Company's Board of Directors appointed Mr. Johnson to replace J. Lynn Beckstead, Jr. who had served as the Company's Vice President of Mortgage Operations from 2003 until his retirement on December 31, 2015 and as President of SecurityNational Mortgage from 1993 until his retirement on December 31, 2015. Prior to Mr. Johnson's new appointment, her. Johnson served as Executive Vice President and Chief Operating Officer of SecurityNational Mortgage, positions he had held since 2012. From 2002 to 2012, Mr. Johnson served as Vice President and Chief Operating Officer of SecurityNational Mortgage. From 2000 to 2002, he served as Vice President of Operations of SecurityNational Mortgage.

From 1998 to 2000, Mr. Johnson served as Senior Vice President of Real Estate of Bank of Utah. From 1997 to 1998, Mr. Johnson served as Manager of Mortgage Lending of Barnes Banking. During the period from 1982 to 1997, Mr. Johnson served as Vice President of Secondary Marketing of Western Mortgage Loan Company. Mr. Johnson holds a B.A. degree in International Relations from Brigham Young University and Master's degree in International Management and Finance from the American Graduate School of International Management (Thunderbird). From 1995 to 1998, Mr. Johnson was an instructor in Finance and Economics at the University of Phoenix.

Christie Q. Overbaugh has served as Senior Vice President of Internal Operations of the Company since June 2006, and a Vice President of the Company from 1998 to June 2006. Ms. Overbaugh has also served as Vice President of Underwriting for Security National Life Insurance Company since 1998. From 1986 to 1991, she was Chief Underwriter for Investors Equity Life Insurance Company of Hawaii and Security National Life Insurance Company. From 1990 to 1991, Ms. Overbaugh was President of the Utah Home Office Underwriters Association. Ms. Overbaugh is currently a

member of the Utah Home Office Underwriters Association and an Associate Member of LOMA (Life Office Management Association).

The Board of Directors of the Company has a written procedure that requires disclosure to the Board of any material interest or any affiliation on the part of any of its officers, directors or employees that is in conflict or may be in conflict with the Company's interests.

All executive officers and directors of the Company hold office until the next Annual Meeting of Stockholders and until their successors have been elected and qualified.

Corporate Governance

Corporate Governance Guidelines. The Board of Directors has adopted the Security National Financial Corporation Corporate Governance Guidelines. These guidelines outline the functions of the board, director qualifications and responsibilities, and various processes and procedures designed to insure effective and responsive governance. The Board of Directors has also adopted a written committee charter for the Audit Committee and Compensation Committee. The guidelines and committee charters are reviewed from time to time in response to regulatory requirements and best practices and are revised accordingly. The full text of the guidelines and committee charters is published on the Company's website at www.securitynational.com. A copy of the Corporate Governance Guidelines may also be obtained at no charge by written request to the attention of Jeffrey R. Stephens, General Counsel and Corporate Secretary, Security National Financial Corporation, 5300 South 360 West, Suite 250, Salt Lake City, Utah 84123.

Code of Business Conduct. All of the Company's officers, employees and directors are required to comply with the Company's Code of Business Conduct and Ethics to help insure that the Company's business is conducted in accordance with appropriate standards of ethical behavior. The Company's Code of Business Conduct and Ethics covers all areas of professional conduct, including customer relationships, conflicts of interest, insider trading, financial disclosures, intellectual property and confidential information, as well as requiring adherence to all laws and regulations applicable to the Company's business. Employees are required to report any violations or suspected violations of the Code. The Code includes an anti-retaliation statement. The full text of the Code of Business Conduct and Ethics is published on the Company's website at www.securitynational.com. A copy of the Code of Business Conduct and Ethics may also be obtained at no charge by written request to the attention of Jeffrey R. Stephens, General Counsel and Corporate Secretary, Security National Financial Corporation, 5300 South 360 West, Suite 250, Salt Lake City, Utah 84123.

COMPENSATION OF EXECUTIVE OFFICERS AND DIRECTORS

SUMMARY COMPENSATION TABLE

The following table sets forth compensation information for fiscal years 2015, 2014 and 2013 for (i) the Company's Chief Executive Officer, (ii) the Company's Chief Financial Officer, and (iii) the Company's three other executive officers, who, based on their total compensation, were the most highly compensated in 2015. The Company refers to them in this Proxy Statement collectively as the "Named Executive Officers."

Name and Principal Position	Year	Salary\$	Bonus(\$)	Stock Awards(\$)	Option Awards(\$)	Non-Equity Incentive Plan Compen- sation(\$)	Change in Pension Value and Non- qualified Deferred Compensation Earnings\$(1)	All Other Compen- sation\$(2)	Total(\$)
Scott M. Quist Chairman, President and Chief Executive Officer	2015	\$462,700	\$123,000	-	-	-	-	\$43,148	\$628,848
	2014	429,400	21,200	-	-	-	-	40,066	490,666
	2013	427,525	121,200	-	-	-	-	39,381	588,106
Garrett S. Sill Chief Financial Officer and Treasurer	2015	\$184,844	\$13,707	-	-	-	-	\$16,453	\$213,004
	2014	173,903	13,250	-	-	-	-	16,180	203,333
	2013	161,273	7,370	-	-	-	-	17,499	186,142
J. Lynn Beckstead, Jr. Vice President of Mortgage Operations	2015	\$267,685	\$130,499	-	-	-	-	\$32,025	\$430,209
	2014	267,622	81,826	-	-	-	-	30,299	379,747
	2013	265,997	117,277	-	-	-	-	31,098	414,372
Jeffrey R. Stephens General Counsel and Corporate Secretary	2015	\$171,792	\$12,600	-	-	-	-	\$22,089	\$208,481
	2014	167,957	12,350	-	-	-	-	19,788	200,095
	2013	164,123	8,100	-	-	-	-	17,663	189,886
S. Andrew Quist Vice President and Associate General Counsel	2015	\$178,240	\$38,925	-	-	-	-	\$22,426	\$239,591
	2014	166,388	54,325	-	-	-	-	21,771	242,484
	2013	154,186	7,725	-	-	-	-	19,889	181,800

- (1) The amounts indicated under "Change in Pension Value and Non-Qualified Deferred Compensation Earnings" consist of amounts the Company contributed into a trust for the benefit of the Named Executive Officers under the Company's Deferred Compensation Plan.
- (2) The amounts indicated under "All Other Compensation" consist of the following amounts paid by the Company for the benefit of the Named Executive Officers:
 - (a) payments related to the operation of automobiles for Scott M. Quist (\$7,200 for each of the years 2015, 2014 and 2013); and Garrett S. Sill, J. Lynn Beckstead, Jr., Jeffrey R. Stephens and S. Andrew Quist (\$0 for each of the years 2015, 2014 and 2013). Such payments do not include the furnishing of an automobile by the Company to Scott M. Quist and J. Lynn Beckstead, Jr., nor the payment of insurance and property taxes with respect to the automobiles operated by such executive officers;
 - (b) group life insurance premiums paid by the Company to a group life insurance plan for Scott M. Quist, J. Lynn Beckstead, Jr.; Garrett S. Sill; Jeffrey R. Stephens; and S. Andrew Quist (\$183 for 2015, \$191 for 2014 and \$191 for 2013);

- (c) life insurance premiums paid by the Company for the benefit of Scott M. Quist (\$12,390 for each of the years 2015, 2014 and 2013); Garrett S. Sill (\$-0- or each of the years 2015, 2014 and 2013); J. Lynn Beckstead, Jr. (\$4,200 for each of the years 2015, 2014 and 2013); and Jeffrey R. Stephens and S. Andrew Quist (\$0 for each of the years 2015, 2014 and 2013);
- (d) medical insurance premiums paid by the Company to a medical insurance plan for Scott M. Quist (\$9,792 for 2015, \$9,625 for 2013, and \$9,140 for 2013); Garrett S. Sill (\$7,369 for 2015, \$7,243 for 2014, and 10,302 for 2013); J. Lynn Beckstead, Jr. (\$7,369 for 2015, \$7,243 for 2014, and \$10,302 for 2013); Jeffrey R. Stephens (\$14,091 for 2015, \$11,725 for 2014, and \$10,323 for 2013); and S. Andrew Quist (\$14,091 for 2015, \$13,154 for 2014, and \$12,441 for 2013.);
- (e) long term disability insurance premiums paid by the Company to a provider of such insurance for Scott M. Quist, (\$2,983 for 2015, \$260 for 2014 and \$260 for 2013); and Garrett S. Sill, J. Lynn Beckstead, Jr., Jeffrey R. Stephens and S. Andrew Quist (\$439 for 2015, \$260 for 2014, and \$260 for 2013);
- (f) membership dues paid by the Company to Alpine Country Club for the benefit of J. Lynn Beckstead, Jr. (\$8,634 for 2015, \$7,605 for 2014, and \$5,945 for 2013);
- (g) contributions to defined contribution plans paid by the Company for Scott M. Quist (\$10,600 for 2015, \$10,000 for 2014, and \$10,200 for 2013); Garrett S. Sill (\$7,862 for 2015, \$7,486 for 2014, and \$6,746 for 2013); J. Lynn Beckstead Jr. (\$10,600 for 2015, \$10,400 for 2014, and \$10,200 for 2013); Jeffrey R. Stephens (\$7,376 for 2015, \$7,212 for 2014 and \$6,889 for 2013); and S. Andrew Quist (\$7,713 for 2015, \$7,470 for 2014, and \$6,284 for 2013).; and
- (h) contributions to health savings accounts paid by the Company: Scott M. Quist (\$-0- for each of the years 2015, 2014 and 2013); Garrett S. Sill (\$600 for 2015, \$1,000 for 2014, and \$1,400 for 2013); J. Lynn Beckstead Jr. (\$600 for 2015, \$400 for 2014, and \$1,400 for 2013); Jeffrey R. Stephens (\$-0- in 2015, \$400 for 2014, and \$1,400 for 2013); and S. Andrew Quist (\$-0- for each of the years 2015, 2014 and 2013)

SUPPLEMENTAL ALL OTHER COMPENSATION TABLE

The following table sets forth all other compensation provided to the Named Executive Officers for fiscal years 2015, 2014 and 2013.

Name of Executive Officer	Year	Perks and Other Personal Benefits	Tax Reimburse- ments	Discounted Securities Purchases	Payments/ Accruals on Termin- ation Plans	Registrant Contribu- tions to Defined Contribu- tion Plans	Insurance Premiums	Dividends or Earnings on Stock or Option Awards	Other
Scott M. Quist	2015	\$ 7,200	-	-	-	\$ 10,600	\$ 25,348	-	-
	2014	7,200	-	-	-	10,400	22,466	-	-
	2013	7,200	-	-	-	10,200	21,981	-	-
Garrett S. Sill	2015	\$ -	-	-	-	\$ 7,862	\$ 8,591	-	-
	2014	-	-	-	-	7,486	8,694	-	-
	2013	-	-	-	-	6,746	10,753	-	-
J. Lynn Beckstead, Jr.	2015	\$ 8,634	-	-	-	\$ 10,600	\$ 12,791	-	-
	2014	7,605	-	-	-	10,400	12,294	-	-
	2013	5,945	-	-	-	10,200	14,953	-	-
Jeffrey R. Stephens	2015	\$ -	-	-	-	\$ 7,316	\$ 14,713	-	-
	2014	-	-	-	-	7,212	12,576	-	-
	2013	-	-	-	-	6,889	10,774	-	-
S. Andrew Quist	2015	\$ -	-	-	-	\$ 7,713	\$ 14,713	-	-
	2014	-	-	-	-	7,470	14,301	-	-
	2013	-	-	-	-	6,284	13,605	-	-

GRANTS OF PLAN-BASED AWARDS

The following table sets forth certain information regarding options granted to the Named Executive Officers during the fiscal year ended December 31, 2015.

Name of Executive Officer	Grant Date	Estimated Future Payouts Under Equity Incentive Plan Awards			All Other Awards: Number of Securities Underlying Options(1) (#)	Exercise or Base Price of Option Awards (\$/Sh)(2)	Closing Price on Grant Date (\$/Sh)(2)	Grant Date Fair Value of Stock and Option Awards (\$)
		Threshold (\$)	Target (\$)	Maximum (\$)				
Scott M. Quist	12/4/15	–	–	–	105,000 (1)(3)	\$7.02	\$6.48	\$129,449
Garrett S. Sill	12/4/15	–	–	–	10,500 (1)	\$6.30	\$6.40	\$ 16,934
J. Lynn Beckstead, Jr	12/4/15	–	–	–	–	–	–	–
Jeffrey R. Stephens	12/4/15	–	–	–	5,250 (1)	\$6.38	\$6.40	\$ 8,467
S. Andrew Quist	12/4/15	–	–	–	21,000 (1)	\$6.38	\$6.40	\$ 33,868

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- (1) The stock options have been adjusted for the 5% annual stock dividend declared on December 4, 2015 and paid on February 5, 2016.
- (2) Prices have been adjusted for the effect of the 5% annual stock dividend declared on December 4, 2015 and paid on February 5, 2016.
- (3) On December 4, 2015, Scott Quist was granted stock options to purchase 100,000 shares of Class A common stock at an exercise price of \$7.02 per share, or 100,000 shares of Class C common stock at an exercise price of \$7.02 per share, or any combination thereof.

OUTSTANDING EQUITY AWARDS AT FISCAL 2015 YEAR END

The following table sets forth information concerning outstanding equity awards held by Named Executive Officers at December 31, 2015.

Name of Executive Officer	Option Grant Date	Option Awards				Stock Awards				
		Number of Securities Underlying Unexercised Options Exercisable (1) (#)	Number of Securities Underlying Unexercised Options (#)	Option Exercise Price(9) (\$)	Option Expiration Date (2)	Stock Award Grant Date	Number of Shares or Units of Stock That Have Not Vested (#)	Market Value of Shares or Units of Stock That Have Not Vested (\$)	Equity Incentive Awards: Number of Unearned Shares, Units or Other Rights That Have Not Vested (#)	Equity Incentive Awards: Market or Payout Value of Unearned Shares, Units or Other Rights That Have Not Vested (\$)
Scott M. Quist	12/02/11	127,629 (2)	–	\$1.12	12/2/16	–	–	–	–	–
	4/13/12	121,551 (5)	–	1.38	4/13/17	–	–	–	–	–
	12/6/13	57,881 (4)	–	4.55	12/6/18	–	–	–	–	–
	7/2/14	55,125 (3)	–	4.26	7/2/19	–	–	–	–	–
	12/5/14	110,250 (6)	–	4.53	12/5/19	–	–	–	–	–
	12/4/15	–	105,000 (7)(8)	7.02	12/4/20					
Garrett S. Sill	12/6/13	4,631	–	\$4.16	12/6/23	–	–	–	–	–
	7/2/14	4,410	–	3.88	7/2/24	–	–	–	–	–
	12/5/14	8,820	–	4.53	12/5/24	–	–	–	–	–
	12/4/15	–	10,500 (8)	6.38	12/4/25					
J. Lynn Beckstead, Jr.	12/02/11	5,742	–	\$1.01	12/2/21	–	–	–	–	–
	4/13/12	10,940	–	1.27	4/13/22	–	–	–	–	–
	12/6/13	1,737	–	4.16	12/6/23	–	–	–	–	–
	7/2/14	1,654	–	3.88	7/2/24	–	–	–	–	–
	12/5/14	3,308	–	4.53	12/5/24	–	–	–	–	–
		–								
Jeffrey R. Stephens	4/13/12	3,309	–	\$1.27	4/13/22	–	–	–	–	–
	12/6/13	2,894	–	4.16	12/6/23	–	–	–	–	–
	7/2/14	2,756	–	3.88	7/2/24	–	–	–	–	–
	12/5/14	5,513	–	4.53	12/5/24	–	–	–	–	–
	12/4/15	–	5,250 (8)	6.38	12/4/25					
S. Andrew Quist	12/2/11	19,145	–	\$1.01	12/2/21	–	–	–	–	–
	4/13/12	18,233	–	1.27	4/13/22	–	–	–	–	–
	12/6/13	11,576	–	4.16	12/5/23	–	–	–	–	–
	7/2/14	11,025 (9)	–	3.88	7/2/24	–	–	–	–	–
	12/5/14	22,050	–	4.53	12/5/24	–	–	–	–	–
	12/4/15	–	21,000 (8)	6.38	12/4/25					

- (1) Except for options granted to Scott M. Quist, which have five year terms, such option grants have ten year terms. The vesting of any unvested shares is subject to the recipient's continuous employment. This reflects the equivalent of Class A Common shares.
- (2) On December 2, 2011, Scott Quist was granted stock options to purchase 100,000 shares of Class A common stock at an exercise price of \$1.12 per share or 100,000 shares of Class C common stock at an exercise price of \$1.12 per share, or any combination thereof.
- (3) On April 13, 2012, Scott Quist was granted stock options to purchase 100,000 shares of Class A common stock at the exercise price of \$1.53 per share or 100,000 shares of Class C common stock at an exercise price of \$1.53 per share, or any combination thereof.
- (4) On December 6, 2013 Scott Quist was granted stock options to purchase 50,000 shares of Class A common stock at an exercise price of \$4.55 per share or 50,000 shares of Class C common stock at an exercise price of \$4.55 per share or any combination thereof.
- (5) On July 2, 2014 Scott Quist was granted stock options to purchase 50,000 shares of Class A common stock at an exercise price of \$4.26 per share or 50,000 shares of Class C common stock at an exercise price of \$4.26 per share, or any combination thereof.

- (6) On December 5, 2014 Scott Quist was granted stock options to purchase 100,000 shares of Class A common stock at an exercise price of \$4.53 per share or 100,000 shares of Class C common stock at an exercise price of \$4.53 per share, or any combination thereof.
- (7) On December 4, 2015, Scott Quist was granted stock options to purchase 100,000 shares of Class A common stock at an exercise price of \$7.02 per share or 100,000 shares of Class C common stock at an exercise price of \$7.02 per share, or any combination thereof.
- (8) Stock options vest at the rate of 25% of the total number of shares subject to the options on March 4, 2016 and 25% of the total number of shares on the last day of each three month period thereafter.
- (9) Exercise prices have been adjusted for the annual stock dividends.

OPTION AWARDS VESTING SCHEDULE

The following table sets forth the vesting schedule of unexercisable options reported in the “Number of Securities Underlying Unexercised Options – Unexercisable” column of the table above.

<u>Grant Date</u>	<u>Vesting</u>
12/02/11	These options vested 25% per quarter over a one-year period after the grant date.
4/13/12	These options vested 25% per quarter over a one-year period after the grant date.
12/06/13	These options vested 25% per quarter over a one-year period after the grant date.
7/2/14	These options vested 25% per quarter over a one year period after the grant date.
12/5/14	These options vested 25% per quarter over a one year period after the grant date.
12/4/15	These options vest 25% per quarter over a one year period after the grant date.

OPTION EXERCISES AND STOCK VESTED FOR FISCAL 2015

The following table sets forth all stock options exercised and value received upon exercise, and all stock awards vested and value realized upon vesting, by the Named Executive Officers during the year ended December 31, 2015.

<u>Name</u>	<u>Option Awards</u>		<u>Stock Awards</u>	
	<u>Number of Shares Acquired on Exercise (#)</u>	<u>Value Realized on Exercise (\$)</u>	<u>Number of Shares Acquired on Vesting (#)</u>	<u>Value Realized on Vesting (\$)</u>
Scott M. Quist	241,652	\$1,087,346	–	–
Garrett S. Sill	–	–	–	–
J. Lynn Beckstead, Jr.	–	–	–	–
Jeffrey R. Stephens	–	–	–	–
S. Andrew Quist	–	–	–	–

PENSION BENEFITS FOR FISCAL 2015

The following table sets forth the present value as of December 31, 2015 of the benefit of the Named Executive Officers under a defined benefit pension plan.

<u>Name of Executive Officer</u>	<u>Plan Name</u>	<u>Number of Years Credited Service (#)</u>	<u>Present Value of Accumulated Benefit (\$)</u>	<u>Payments During Last Fiscal Year (\$)</u>
Scott M. Quist	None	–	–	–
Garrett S. Sill	None	–	–	–
J. Lynn Beckstead, Jr.	None	–	–	–
Jeffrey R. Stephens	None	–	–	–
S. Andrew Quist	None	–	–	–

EQUITY COMPENSATION PLAN INFORMATION

The following table sets forth certain information as of December 31, 2015 with respect to compensation plans (including individual compensation arrangements) under which the Company's equity securities are authorized for issuance, aggregated as follows:

- All compensation plans previously approved by security holders; and
- All compensation plans not previously approved by security holders.

<u>Plan Category</u>	A	B	C
	Number of Securities to be Issued upon Exercise of Outstanding Options, Warrants and Rights	Weighted Average Exercise Price of Outstanding Options, Warrants and Rights	Number of Securities Remaining Available for Future Issuance under Equity Compensation Plans (Excluding Securities Reflected in Column A)
Equity compensation plans approved by stockholders(1)	1,195,697 (2)	\$3.89 (2)	512,592 (3)
Equity compensation plans not approved by stockholders	0	-	0

- (1) This reflects the 2003 Stock Option Plan (the "2003 Plan"), the 2006 Director Stock Option Plan (the "2006 Director Plan"), the 2013 Stock Option Plan (the "2013 Plan"), and the 2014 Director Stock Option Plan (the "2014 Director Plan"). The 2003 Plan was approved by stockholders at the annual stockholders meeting held on July 11, 2003, which reserved 500,000 shares of Class A common stock and 100,000 shares of Class C common stock for issuance thereunder. The 2006 Director Plan was approved by stockholders at the annual stockholders meeting held on December 7, 2006, which reserved 100,000 shares of Class A common stock for issuance thereunder. The 2013 Plan was approved by stockholders at the annual stockholders meeting held on July 12, 2013, which reserved 450,000 shares of Class A common stock, of which up to 150,000 shares of Class A common stock could be issued in place of up to 150,000 shares of Class C common stock. As a result of the stockholder approval of the 2013 Plan, the Company terminated the 2003 Plan. The 2014 Director Plan was approved by stockholders at the annual stockholders meeting held on July 2, 2014, which reserved 150,000 shares of Class A common stock for issuance thereunder. As a result of the stockholder approval of the 2014 Director Plan, the Company terminated the 2006 Director Plan.
- (2) The weighted average exercise prices reflect solely the shares of Class A common stock that will be issued upon exercise of outstanding options.
- (3) This number includes 407,608 shares of Class A common stock available for future issuance under the 2013 Plan, 2,609 shares of Class A common stock available for future issuance under the 2006 Director Plan, and 102,375 shares of Class A common stock available for future issuance under the 2014 Director Plan.

Employment Agreements

Employment Agreement with Scott M. Quist

On July 16, 2004, the Company entered into an employment agreement with Scott M. Quist, its Chairman of the Board, President and Chief Executive Officer. The agreement was effective as of December 4, 2003 with a five-year term ending December 4, 2008. Effective December 4, 2008, the Company renewed the agreement for an additional five-year term. Effective December 7, 2012, the Company renewed the employment agreement for an additional six year term ending December 7, 2018. The employment agreement and renewals are subject to Mr. Quist performing his duties with usual and customary care, diligence and prudence commensurate with his position, and not performing or failing to perform any act which would justify a termination for cause. In addition, Mr. Quist agrees to perform such additional duties as may be assigned to him from time to time by the Company's Board of Directors. Under the terms of the agreement, Mr. Quist is to devote his full time to the Company serving as Chairman of the Board, President and Chief Executive Officer at not less than his current salary and benefits. The Company also agrees to maintain a group term life insurance policy of not less than \$1,000,000 and a whole life insurance policy in the amount of \$500,000 on Mr. Quist's life. In the event of disability, Mr. Quist's salary would be continued for up to five years at 75% of its current level of

compensation.

In the event of a sale or merger of the Company and Mr. Quist is not retained in his current position, the Company would be obligated to continue paying Mr. Quist's current compensation and benefits for seven years following the merger or sale. The agreement further provides that Mr. Quist is entitled to receive annual retirement benefits beginning (i) one month from the date of his retirement (to commence no sooner than age 65), (ii) five years following complete disability, or (iii) upon termination of his employment without cause. These retirement benefits are to be paid for a period of ten years in annual installments in the amount equal to 75% of his then current rate of compensation. In the event that Mr. Quist dies prior to receiving all retirement benefits thereunder, however, the remaining benefits are to be paid to his heirs. The Company expensed \$999,961, \$833,183 and \$264,000 in fiscal 2015, 2014 and 2013, respectively, to cover the present value of anticipated retirement benefits under the agreement. The liability accrued was \$3,264,925 and \$2,270,425 as of December 31, 2015 and 2014, respectively.

Employment Agreement with J. Lynn Beckstead, Jr.

On December 31, 2015, J. Lynn Beckstead, Jr., who served as Vice President of Mortgage Operations and President of SecurityNational Mortgage, retired from the Company. Under the terms of the employment agreement that the Company, through its wholly owned subsidiary, SecurityNational Mortgage, had entered into with Mr. Beckstead, Mr. Beckstead is entitled to receive retirement benefits from the Company for a period of ten years in an amount equal to 50% of his current rate of compensation at the time of his retirement, which was \$267,685 for the year ended December 31, 2015. Such retirement payments will be made during the ten year period at regular Company pay periods. In determining Mr. Beckstead's current rate of compensation, stock option grants and incentive or similar bonuses are not included. In the event Mr. Beckstead dies prior to receiving all of his retirement benefits under his employment agreement, the remaining benefits will be paid to his heirs. The Company expensed \$320,039, \$154,817 and \$-0- in fiscal 2015, 2014 and 2013, respectively, to cover the present value of the retirement benefits under the employment agreement. The liability accrued was \$1,093,720 and \$768,220 as of December 31, 2015 and 2014, respectively.

Employee 401(k) Retirement Savings Plan

In 1995, the Company's Board of Directors adopted a 401(k) Retirement Savings Plan. Under the terms of the 401(k) plan, effective as of January 1, 1995, the Company made discretionary employer matching contributions to its employees who choose to participate in the plan. The plan allows the Board to determine the amount of the contribution at the end of each year. During the period from January 1, 1995 to December 31, 2007 the Board adopted a contribution formula specifying that such discretionary employer matching contributions would equal 50% of the participating employee's contribution to the plan to purchase the Company's stock up to a maximum discretionary employee contribution of 1/2 of 1% of participating employees' compensation, as defined by the plan.

All persons who have completed at least one year's service with the Company and satisfy other plan requirements are eligible to participate in the 401(k) plan. All Company matching contributions are invested in the Company's Class A common stock. Also, the Company may contribute at the discretion of the Company's Board of Directors an employer profit sharing contribution to the 401(k) plan. The employer profit sharing contribution is to be divided among three different classes of participants in the plan based upon the participant's title in the Company. All amounts contributed to the plan are deposited into a trust fund administered by an independent trustee.

Beginning January 1, 2008, the Company elected to be a "Safe Harbor" Plan for its matching 401(k) contributions. The Company will match 100% of up to 3% of an employee's total annual compensation and 50% of 4% to 5% of an employee's annual compensation. The match is in shares of the Company's Class A common stock. The Company's contribution for 2015, 2014 and 2013 was \$1,197,236, \$808,572 and \$749,898, respectively, under the "Safe Harbor" plan.

Employee Stock Ownership Plan

Effective January 1, 1980, the Company adopted an employee stock ownership plan (the "ESOP Plan") for the benefit of career employees of the Company and its subsidiaries. Under the ESOP Plan, the Company has discretionary power to make contributions on behalf of all eligible employees into a trust created under the ESOP Plan. Employees become eligible to participate in the ESOP Plan when they have attained the age of 19 and have completed one year of service (a twelve-month period in which the employee completes at least 1,040 hours of service).

The Company's contributions under the ESOP Plan are allocated to eligible employees on the same ratio that each eligible employee's compensation bears to total compensation for all eligible employees during each year. To date, the ESOP Plan has approximately 314 participants and had \$0 in contributions payable to the Plan in 2015. Benefits under the ESOP Plan vest as follows: 20% after the third year of eligible service by an employee, and an additional 20% in the fourth, fifth, sixth and seventh years of eligible service by an employee.

Benefits under the ESOP Plan will be paid out in one lump sum or in installments in the event the employee becomes disabled, reaches the age of 65, or is terminated by the Company and demonstrates financial hardship. The ESOP Plan Committee, however, retains discretion to determine the final method of payment. Finally, the Company reserves the right to amend or terminate the ESOP Plan at any time. The trustees of the trust fund under the ESOP Plan are Scott M. Quist (Chairman), S. Andrew Quist and Robert G. Hunter, who each serve as a director of the Company.

Deferred Compensation Plan

In 2001, the Company's Board of Directors adopted a Non-Qualified Deferred Compensation Plan. Under the terms of the Non-Qualified Deferred Compensation Plan, the Company will provide deferred compensation for a select group of management or highly compensated employees, within the meaning of Sections 201(2), 301(a)(3) and 401(a)(1) of the Employee Retirement Income Security Act of 1974, as amended. The Board has appointed a committee of the Company to be the plan administrator and to determine the employees who are eligible to participate in the plan. The employees who participate may elect to defer a portion of their compensation into the plan. The Company may contribute into the plan at the discretion of the Company's Board of Directors. The Company did not make any contributions during 2015, 2014 or 2013.

NON-QUALIFIED DEFERRED COMPENSATION FOR FISCAL 2015

The following table sets forth contributions to the deferred compensation account of the Named Executive Officers in fiscal 2015 and the aggregate balance of deferred compensation of the Named Executive Officers at December 31, 2015.

<u>Name</u>	<u>Executive Contributions In Last Fiscal Year (\$)</u>	<u>Registrant Contributions In Last Fiscal Year (\$)</u>	<u>Aggregate Earnings in Last Fiscal Year (\$)</u>	<u>Aggregate Withdrawals/ Distributions (\$)</u>	<u>Aggregate Balance at Last Fiscal Year End (\$)</u>
Scott M. Quist	—	—	—	—	\$521,867
Garrett S. Sill	—	—	—	—	—
J. Lynn Beckstead, Jr.	—	—	—	—	\$264,105
Jeffrey R. Stephens	—	—	—	—	—
S. Andrew Quist	—	—	—	—	—

2013 Stock Option Plan

On August 24, 2013, the Company adopted the Security National Financial Corporation 2013 Stock Option Plan (the "2013 Plan"), which reserved 450,000 shares of Class A common stock to be made available for issuance thereunder, of which up to 150,000 shares of Class C common stock could be issued in place of up to 150,000 shares of Class A common stock. The 2013 Plan provides for the grant of options and the award or sale of stock to officers, directors, and employees of the Company. Both "incentive stock option," as defined under Section 422A of the Internal Revenue Code of 1986 and "non-qualified options" may be granted under the 2013 Plan. On July 1, 2015, the stockholders approved an amendment to the 2013 Plan to authorize an additional 450,000 shares of Class A common stock under the Plan, of which up to 200,000 Class C common shares may be issued in place of up to 200,000 shares of Class A common stock.

The 2013 Plan is to be administered by the Board of Directors or by a committee designated by the Board. The terms of options granted or stock awards or sales affected under the 2013 Plan are to be determined by the Board of

Directors or its committee. No options may be exercised for a term of more than ten years from the date of the grant. Options intended as incentive stock options may be issued only to employees, and must meet certain conditions imposed by the Internal Revenue Code, including a requirement that the option exercise price be no less than the fair market value of the option shares on the date of grant. The 2013 Plan provides that the exercise price for non-qualified options will not be less than at least 50% of the fair market value of the stock subject to such option as of the date of grant of such options, as determined by the Company's Board of Directors.

The 2013 Plan also provides that if the shares of common stock shall be subdivided or combined into a greater or smaller number of shares or if the Company shall issue any shares of common stock as a stock dividend on its outstanding common stock, the number of shares of common stock deliverable upon the exercise of options shall be increased or decreased proportionately, and appropriate adjustments shall be made in the purchase price to reflect such subdivision, combination or stock dividend. In addition, the number of shares of common stock reserved for purposes of the plan shall be adjusted by the same proportion. No options may be exercised for a term of more than ten years from the date of grant.

On December 4, 2015, the Board of Directors approved a resolution to amend the 2013 Plan to include additional equity incentive awards. These additional incentive awards in the plan consist of stock appreciation rights (SARs), restricted stock units (RSUs) and performance share awards. Stock appreciation rights are awards that entitle the recipient to receive cash or stock equal to the excess of the Company's stock price on the date the SAR is exercised over the Company's stock price on the date the SAR was granted times the number of shares of stock with respect to which the SAR is exercised. Restricted stock units entitle the recipient to receive RSUs that require the Company on the distribution dates to transfer to the recipient one unrestricted, fully transferable share of stock for each RSU scheduled to be paid out on that date. Performance share awards entitle the recipient to receive stock based on the Company meeting certain performance goals.

The 2013 Plan has a term of ten years. The Board of Directors may amend or terminate the 2013 Plan at any time, from time to time, subject to approval of certain modifications to the 2013 Plan by the stockholders of the Company as may be required by law or the 2013 Plan.

DIRECTOR COMPENSATION FOR FISCAL 2015

The following table sets forth the compensation of the Company's non-employee directors for fiscal 2015.

Name	Fees Earned or Paid In Cash (\$)	Stock Awards (\$)	Option Awards (\$)	Non-Equity Incentive Plan Compensation (\$)	Change in Pension Value and Nonqualified Deferred Compensation Earnings	All Other Compensation (\$)	Total (\$)
John L. Cook ⁽¹⁾	\$ 16,800	-	\$ 10,156	-	-	-	\$ 26,956
Gilbert A. Fuller ⁽²⁾	19,050	-	10,156	-	-	-	26,956
Robert G. Hunter ⁽³⁾	16,800	-	10,156	-	-	-	29,206
H. Craig Moody ⁽⁴⁾	19,050	-	10,156	-	-	-	29,206
Norman G. Wilbur ⁽⁵⁾	19,050	-	10,156	-	-	-	29,206

⁽¹⁾ Mr. Cook has options to purchase 19,679 shares of the Company's Class A common stock.

⁽²⁾ Mr. Fuller has options to purchase 20,895 shares of the Company's Class A common stock.

⁽³⁾ Mr. Hunter has options to purchase 66,891 shares of the Company's Class A common stock.

⁽⁴⁾ Mr. Moody has options to purchase 66,861 shares of the Company's Class A common stock.

⁽⁵⁾ Mr. Wilbur has options to purchase 25,974 shares of the Company's Class A common stock.

Director Compensation

Directors of the Company (but not including directors who are employees) are currently paid a director's fee of \$21,600 per year, beginning January 1, 2016, for their services and are reimbursed for their expenses in attending board and committee meetings. An additional fee of \$750 is paid to each audit committee member for each audit committee

meeting attended. Each director is provided with an annual grant of stock options to purchase 1,000 shares of Class A common stock, which occurred under the 2000 Director Stock Option Plan for years 2000 to 2005 and under the 2006 Director Stock Option Plan and under the 2014 Director Plan for years 2006 to 2015. During 2015 and 2014, each director was granted options to purchase an additional 5,000 and 5,000 shares, respectively, of Class A common stock.

2014 Director Stock Option Plan

On May 16, 2014, the Company adopted the 2014 Director Stock Option Plan (the “2014 Director Plan”). The 2014 Director Plan provides for the grant by the Company of options to purchase up to an aggregate of 150,000 shares of Class A common stock to be made available for issuance under the plan. The 2014 Director Plan also provides that each member of the Company's Board of Directors who is not an employee or paid consultant of the Company is automatically eligible to receive options to purchase the Company's Class A common stock under the plan. The 2014 Director Plan replaces the Company's 2006 Director Stock Option Plan, which was terminated on July 2, 2014.

Additionally, the 2014 Director Plan provides that beginning on December 7, 2014, and on each year thereafter during the term of the plan, each outside director shall automatically receive an option to purchase 1,000 shares of Class A common stock. In addition, each new outside director who first joins the Board after the effective date shall be granted an option to purchase 1,000 shares of Class A common stock upon the date which such person first becomes an outside director and an annual grant of an option to purchase 1,000 shares of Class A common stock on each anniversary date thereof during the term of the 2014 Director Plan. The options granted to outside directors shall vest in their entirety on the first anniversary date of the grant. The primary purposes of the 2014 Director Plan are to enhance the Company's ability to attract and retain well-qualified persons for service as directors and to provide incentives to such directors to continue their association with the Company.

In the event of a merger of the Company with or into another company, or a consolidation, acquisition of stock or assets or other change in control transaction involving the Company, each option granted under the 2014 Director Plan becomes fully vested and exercisable in full, unless such option is assumed by the successor corporation. In the event the transaction is not approved by a majority of the “continuing directors” (as defined in the 2014 Director Plan), each option becomes fully vested and exercisable in full immediately prior to the consummation of such transaction, whether or not assumed by the successor corporation.

Compliance with Section 16(a) of the Securities Exchange Act of 1934

Section 16(a) of the Securities Exchange Act of 1934, as amended, requires the Company's executive officers, directors and persons who own more than 10% of a registered class of the Company's equity securities to file reports of ownership and periodic changes in ownership of the Company's common stock with the Securities and Exchange Commission. Such persons are also required to furnish the Company with copies of all Section 16(a) reports they file.

Based solely on its review of the copies of stock reports received by it with respect to fiscal 2015, or written representations from certain reporting persons, the Company believes that its directors, officers and greater than 10% beneficial owners complied with all Section 16(a) filing requirements applicable to them, except that each of the Company's executive officers and directors, through an oversight, filed one late Form 4 report disclosing the granting of stock options on December 4, 2015.

SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT

The following table sets forth security ownership information of the Company's Class A and Class C common stock as of March 31, 2016 (i) for persons who own beneficially more than 5% of the Company's outstanding Class A or Class C common stock, (ii) each director of the Company, and (iii) for all executive officers and directors of the Company as a group.

<u>Name and Address (1)</u>	<u>Class A Common Stock</u>		<u>Class C Common Stock</u>		<u>Class A and Class C Common Stock</u>	
	<u>Amount Beneficially Owned</u>	<u>Percent of Class</u>	<u>Amount Beneficially Owned</u>	<u>Percent of Class</u>	<u>Amount Beneficially Owned</u>	<u>Percent of Class</u>
George R. and Shirley C. Quist Family Partnership, Ltd. (2)	1,503,863	12.3%	574,406	33.6%	2,078,269	14.9%
Scott M. Quist (3)(9)(10)(11)(12) 401(k) Retirement Savings Plan (4)	319,065	2.6%	1,301,463	58.8%	1,620,528	11.2%
Jordan Capital AM, LLC (5) Employee Stock Ownership Plan (ESOP) (6)	1,511,478	12.4%	—	*	1,511,478	10.8%
Non-Qualified Deferred Compensation Plan (7)	1,183,480	8.6%	—	*	1,183,480	7.6%
Christie Q. Overbaugh (13)	569,513	4.7%	265,623	15.5%	835,136	6.0%
Jason G. Overbaugh (14)	760,139	6.2%	—	*	760,139	5.5%
Associated Investors (8)	255,528	2.1%	22,537	1.3%	278,065	2.0%
Estate of George R. Quist	197,809	1.6%	—	*	197,809	1.4%
S. Andrew Quist (10)(15)	71,317	*	112,132	6.6%	183,449	1.3%
Jeffrey R. Stephens (16)	108,096	0.9%	66,757	3.9%	174,853	1.3%
Robert G. Hunter, M.D. (10)(17)	138,430	*	—	*	138,430	*
H. Craig Moody (18)	83,987	*	—	*	83,987	*
Garrett S. Sill (9)(11)(19)	70,698	*	—	*	70,698	*
Stephen C. Johnson (20)	68,945	*	—	*	68,945	*
Norman G. Wilbur (21)	67,172	*	—	*	67,172	*
Gilbert A. Fuller (22)	40,066	*	—	*	40,066	*
John L. Cook (23)	20,709	*	—	*	20,709	*
All directors and executive officers (12 persons) (9)(10)(11)(12)	16,748	*	—	*	16,748	*
	14,953	*	—	*	14,953	*
	2,294,110	9.9%	1,324,000	77.2%	2,628,110	17.7%

* Less than 1%

- (1) Unless otherwise indicated, the address of each listed stockholder is c/o Security National Financial Corporation, 5300 South 360 West, Suite 250, Salt Lake City, Utah 84123.
- (2) This stock is owned by the George R. and Shirley C. Quist Family Partnership, Ltd., of which Scott M. Quist is the managing general partner and, accordingly, exercise sole voting and investment powers with respect to such shares.
- (3) Mr. Quist is the Company's Chairman of the Board, President and Chief Executive Officer. Includes options to purchase 585,966 shares of Class C common stock granted to Mr. Quist that are currently exercisable or will become exercisable within 60 days of March 31, 2015. Mr. Quist's options are to purchase either 585,966 shares of Class A common stock or 585,966 shares of Class C common stock, or any combination thereof. Mr. Quist has elected to purchase Class C common shares with his options to the extent there are sufficient authorized but unissued Class C common shares available for issuance with respect to such options. Otherwise, Mr. Quist will elect to purchase shares of Class A common stock with respect to his options.
- (4) The investment committee of the 401(k) Retirement Savings Plan consists of Scott M. Quist, and Garrett S. Sill, who exercise shared voting and investment powers.
- (5) Based solely on Schedule 13G filed on February 11, 2016. Jordan Capital AM, LLC has shared voting and dispositive power with respect to 1,127,124 shares of the Company's Class A common stock. Jordan Capital AM, LLC is the general partner of Jordan Capital Partners, L.P., which has shared voting and dispositive power with respect to 1,127,124 shares of Class A common stock, or 8.6% of the outstanding shares of Class A common stock. The address for Jordan Capital AM, LLC and Jordan Capital Partners, L.P. is 6001 River Road, Suite 100,

Columbus, Georgia 31904.

- (6) The trustees of the Employee Stock Ownership Plan (ESOP) are Scott M. Quist, S. Andrew Quist and Robert G. Hunter, who exercise shared voting and investment powers.
- (7) The investment committee of the Company's Non-Qualified Deferred Compensation Plan consists of Scott M. Quist and Garrett S. Sill, who exercise shared voting and investment powers with respect to such shares.
- (8) The managing general partner of Associated Investors is Scott M. Quist, who exercises sole voting and investment powers.
- (9) Does not include 1,511,478 shares of Class A common stock owned by the Company's 401(k) Retirement Savings Plan, of which Scott M. Quist and Garrett S. Sill are members of the investment committee and, accordingly, exercise shared voting and investment powers with respect to such shares.
- (10) Does not include 569,513 shares of Class A common stock and 265,623 shares of Class C common stock owned by the Company's Employee Stock Ownership Plan (ESOP), of which Scott M. Quist, S. Andrew Quist and Robert G. Hunter are the trustees and, accordingly, exercise shared voting and investment powers with respect to such shares.
- (11) Does not include 760,139 shares of Class A common stock owned by the Company's Non-Qualified Deferred Compensation Plan, of which Scott M. Quist and Garrett S. Sill are members of the investment committee and, accordingly, exercise shared voting and investment powers with respect to such shares.
- (12) Does not include 71,317 shares of Class A common stock and 112,132 shares of Class C common stock owned by Associated Investors, a Utah general partnership, of which Scott M. Quist is the managing partner and, accordingly, exercises sole voting and investment powers with respect to such shares.
- (13) Ms. Christie Overbaugh is the Company's Senior Vice President of Internal Operations. Includes options to purchase 24,164 shares of Class A common stock granted to Ms. Overbaugh that are currently exercisable or will become exercisable within 60 days of March 31, 2016.
- (14) Mr. Jason Overbaugh is the Company's Vice President, National Marketing Director of Life Insurance, Assistant Corporate Secretary and a director. Includes options to purchase 49,901 shares of Class A common stock granted to Mr. Overbaugh that are exercisable within 60 days of March 31, 2016.
- (15) Mr. Andrew Quist is the Company's Vice President, Associate General Counsel and a director. Includes options to purchase 87,279 shares of Class A common stock granted to Mr. Quist that are exercisable within 60 days of March 31, 2016.
- (16) Mr. Stephens is the Company's General Counsel and Corporate Counsel. Includes options to purchase 15,514 shares of Class A common stock granted to Mr. Stephens that are currently exercisable or will become exercisable within 60 days of March 31, 2016.
- (17) Includes options to purchase 62,135 shares of Class A common stock granted to Dr. Hunter that are currently exercisable or will become exercisable within 60 days of March 31, 2016.
- (18) Includes options to purchase 62,135 shares of Class A common stock granted to Mr. Moody that are currently exercisable or will become exercisable within 60 days of March 31, 2016.
- (19) Mr. Sill is the Company's Chief Financial Officer and Treasurer. Includes options to purchase 20,486 shares of Class A common stock granted to Mr. Sill that are currently exercisable, or will become exercisable, within 60 days of March 31, 2016.
- (20) Mr. Johnson is the Company's Vice President of Mortgage Operations. Includes options to purchase 19,668 shares of Class A common stock granted to Mr. Johnson that are currently exercisable or will become exercisable within 60 days of March 31, 2016.
- (21) Includes options to purchase 16,169 shares of Class A common stock granted to Mr. Wilbur that are currently exercisable or will become exercisable within 60 days of March 31, 2016.
- (22) Includes options to purchase 16,169 shares of Class A common stock granted to Mr. Fuller that are currently exercisable, or will become exercisable, within 60 days of March 31, 2016.
- (23) Includes options to purchase 14,953 shares of Class A common stock granted to Mr. Cook that are currently exercisable or will become exercisable within 60 days of March 31, 2016.

The Company's executive officers and directors, as a group, own beneficially approximately 19.3% of the outstanding shares of the Company's Class A and Class C common stock. At the Annual Meeting of Stockholders that was held on July 2, 2014, the stockholders approved resolutions providing for a 1-for-10 reverse stock split of the Company's Class C common stock and for weighted voting of the Class C common stock. As a result, each share of Class C common stock has weighted voting of ten votes per share and may be converted into one share of Class A common stock.

Certain Relationships and Related Transactions and Director Independence

The Company's Board of Directors has a written procedure, which requires disclosure to the board of any

material interest or any affiliation on the part of its officers, directors or employees that is in conflict or may be in conflict with the interests of the Company.

REPORT OF THE COMPENSATION COMMITTEE

Compensation Discussion and Analysis

Under rules established by the Securities and Exchange Commission (the “Commission”), the Company is required to provide certain data and information in regard to the compensation and benefits provided to its Chief Executive Officer, Chief Financial Officer, and the three other most highly compensated executive officers. In fulfillment of this requirement, the Compensation Committee, at the direction of the Board of Directors, has prepared the following report for inclusion in this Proxy Statement.

Executive Compensation Philosophy. The Compensation Committee of the Board of Directors is composed of five directors, all of whom are independent, outside directors. The Compensation Committee is responsible for setting and administering the policies and programs that govern both annual compensation and stock ownership programs for the executive officers of the Company. The Company’s executive compensation policy is based on principles designed to ensure that an appropriate relationship exists between executive pay and corporate performance, while at the same time motivating and retaining executive officers.

Executive Compensation Components. The key components of the Company’s compensation program are base salary, an annual incentive award, and equity participation. These components are administered with the goal of providing total compensation that is competitive in the marketplace, rewards successful financial performance and aligns executive officers’ interests with those of stockholders. The Compensation Committee reviews each component of executive compensation on an annual basis.

Base Salary. Base salaries for executive officers are set at levels believed by the Compensation Committee to be sufficient to attract and retain qualified executive officers. Base pay increases are provided to executive officers based on an evaluation of each executive’s performance, as well as the performance of the Company as a whole. In establishing base salaries, the Compensation Committee not only considers the financial performance of the Company, but also the success of the executive officers in developing and executing the Company’s strategic plans, developing management employees and exercising leadership. The Compensation Committee believes that executive officer base salaries for 2014 were reasonable as compared to amounts paid by companies of similar size.

Annual Incentive. The Compensation Committee believes that a significant proportion of total cash compensation for executive officers should be subject to attainment of specific Company financial performance. This approach creates a direct incentive for executive officers to achieve desired performance goals and places a significant percentage of each executive officer’s compensation at risk. Consequently, each year the Compensation Committee establishes potential bonuses for executive officers based on the Company’s achievement of certain financial performance. The Compensation Committee believes that executive officer annual bonuses for 2015 were reasonable as compared to amounts paid by companies of similar size.

Stock Options. The Compensation Committee believes that equity participation is a key component of its executive compensation program. Stock options are granted to executive officers primarily based on the officer’s actual and potential contribution to the Company’s growth and profitability and competitive marketplace practices. Option grants are designed to retain executive officers and motivate them to enhance stockholder value by aligning the financial interests of executive officers with those of stockholders. Stock options also provide an effective incentive for management to create stockholder value over the long term since the full benefit of the compensation package cannot be realized unless an appreciation in the price of the Company’s Class A common stock occurs over a number of years.

Compensation of Chief Executive Officer. Consistent with the executive compensation policy and components described above, the Compensation Committee determined the salary, bonus and stock options received by Scott M. Quist, Chairman of the Board, President and Chief Executive Officer of the Company, for services rendered in 2015. Mr. Quist had received a base salary of \$462,700 for 2015. Under the Compensation Committee’s rules, the Chief Executive Officer may not be present during voting or deliberations related to his compensation.

COMPENSATION COMMITTEE

Norman G. Wilbur, Chairman
John L. Cook
Gilbert A. Fuller
Robert G. Hunter, M.D.
H. Craig Moody

REPORT OF THE AUDIT COMMITTEE

The Company has an Audit Committee consisting of three non-management directors: Gilbert A. Fuller, H. Craig Moody and Norman G. Wilbur (Chairman of the committee). Each member of the Audit Committee is considered independent and qualified in accordance with applicable independent director and audit committee listing standards. The Company's Board of Directors has adopted a written charter for the Audit Committee.

During the year 2015, the Audit Committee met three times. The Audit Committee has met with management and discussed the Company's internal controls, the quality of the Company's financial reporting, the results of internal and external audit examinations, and the audited financial statements. In addition, the Audit Committee met with the Company's independent registered public accountants, Eide Bailly LLP and discussed all matters required to be discussed by the auditors with the Audit Committee under Statement on Auditing Standards No. 114 (communication with audit committees). The Audit Committee reviewed and discussed with the auditors their annual written report on their independence from the Company and its management, which is made under Independence Standards Board Standard No. 1 (Independence Discussions with Audit Committees) and Public Company Accounting Oversight Board Rule No. 3526 (Communication with Audit Committees Concerning Independence), and considered with the auditors whether the non-audit services provided by them to the Company during 2015 was compatible with the auditors' independence.

In performing these functions, the Audit Committee acts only in an oversight capacity. In its oversight role, the Audit Committee relies on the work and assurances of the Company's management, which is responsible for the integrity of the Company's internal controls and its financial statements and reports, and the Company's independent auditors, who are responsible for performing an independent audit of the Company's financial statements in accordance with generally accepted auditing standards and for issuing a report on these financial statements.

Pursuant to the reviews and discussions described above, the Audit Committee recommended to the Board of Directors that the audited financial statements be included in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2015, for filing with the Securities and Exchange Commission.

AUDIT COMMITTEE

Norman G. Wilbur, Chairman
Gilbert A. Fuller
H. Craig Moody

APPROVAL, ON AN ADVISORY BASIS, OF THE COMPENSATION OF THE COMPANY'S NAMED EXECUTIVE OFFICERS

PROPOSAL 2

The Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010, or the Dodd-Frank Act, enables the Company's stockholders to vote to approve, on an advisory (nonbinding) basis, the compensation of the Named Executive Officers as disclosed in this Proxy Statement in accordance with the SEC's rules. Thus, pursuant to Section 14A of the Securities Exchange Act of 1934, the Company is asking stockholders for an advisory approval of the compensation of the Company's Named Executive Officers as described in the Compensation Discussion and Analysis, the compensation tables, and related narrative discussion included in this Proxy Statement.

As discussed in the Compensation Discussion and Analysis, the Company designs its compensation programs to maintain a performance- and achievement-oriented environment throughout the Company. The goals of the Company's executive compensation program are to provide total compensation that is competitive in the market place and that rewards successful financial performance in order to attract, retain, and motivate highly-qualified executive officers and other key employees who contribute to the Company's long-term success, to align executive compensation with the Company's business objectives and performance, and to motivate executive officers to enhance long-term stockholder value.

Consistent with these goals and as discussed in the Compensation Discussion and Analysis, the Compensation Committee has designed guiding principles to ensure that an appropriate relationship exists between executive pay and corporate performance, while at the same time motivating and retaining executive officers.

The Company is asking its stockholders to indicate their support for the compensation of the Company's Named Executive Officers as described in this Proxy Statement. This proposal, commonly known as a "say-on-pay" proposal, gives the stockholders the opportunity to express their views on the compensation of the Named Executive Officers. This vote is not intended to address any specific item of compensation, but rather the overall compensation of the Company's Named Executive Officers and the philosophy, policies, and practices described in this Proxy Statement. Accordingly, the Board of Directors asks the stockholders to vote "FOR" the following resolution at the Annual Meeting:

"RESOLVED, that the Company's stockholders approve, on an advisory basis, the compensation of the Named Executive Officers, as disclosed in the Company's Proxy Statement for the 2016 Annual Meeting of Stockholders pursuant to the compensation disclosure rules of the Securities and Exchange Commission, including the Compensation Discussion and Analysis, the 2015 Summary Compensation Table, and the other related tables and disclosures."

The say-on-pay vote is advisory, and therefore not binding on the Company, the Board of Directors, or the Compensation Committee. The Board of Directors and the Compensation Committee value the opinions of the Company's stockholders and will take into account the outcome of this vote in considering future compensation arrangements for the Named Executive Officers.

The Board of Directors recommends that the stockholders vote "FOR" approval, on an advisory basis, of the compensation paid to the Company's Named Executive Officers.

APPROVAL OF INCREASE IN THE NUMBER OF AUTHORIZED CLASS C COMMON SHARES

PROPOSAL 3

The Company's Articles of Incorporation currently authorizes the issuance of 20,000,000 shares of Class A common stock and 2,000,000 shares of Class C common stock. As of the record date, there were issued and outstanding 13,137,697 shares of Class A common stock, \$2.00 par value per share, and 1,716,024 shares of Class C common stock, \$2.00 par value per share. In addition, between December 7, 2006 and May 20, 2016, the Company granted stock options that are currently outstanding to officers, directors and employees to purchase 2,563,617 shares of Class A common stock, as adjusted for stock dividends, at exercise prices ranging from \$0.95 per share to \$7.05 per share, and to purchase 800,017 shares of Class C common stock, as adjusted for stock dividends, at exercise prices ranging from \$1.30 per share to \$7.02 per share.

As a result of the Company's prior stock dividends, financings, acquisitions and efforts to provide incentives to officers, directors and employees, the Board of Directors has determined that it is in the best interest of the Company and its stockholders to amend Article IV of the Company's Articles of Incorporation (the "Amendment") to increase the authorized capital stock of the Company from 32,000,000 shares to 33,000,000 shares by increasing the number of authorized shares of Class C common stock from 2,000,000 shares to 3,000,000 shares, and hereby solicits stockholders' approval of the Amendment. The text of the proposed Amendment is attached hereto as Exhibit I. If the stockholders approve the Amendment, the Board of Directors intends to file an Amendment to the Company's Articles of Incorporation reflecting the Amendment with the Utah Division of Corporations and Commercial Code of the State of Utah as soon as practicable following such stockholder approval.

The objective of the increase in the number of authorized shares of Class C common stock is to insure that the Company will have sufficient shares available for future issuances. The Board of Directors believes that it is necessary and

prudent to increase the authorized number of shares of Class C common stock to the proposed levels in order to provide a reserve of shares available for issuance to meet the Company's business needs as they arise. Although the Board of Directors has no immediate plans to issue a significant number of additional shares of Class C common stock, except for shares issuable upon the exercise of stock options previously granted to the Company's officers and employees, such future business needs may include, without limitation, paying stock dividends, funding future financings and acquisitions, and providing equity incentives to the Company's officers, directors and employees through stock option and employee stock ownership plans. The Board of Directors has declared 5% stock dividends payable to the holders of shares of Class A and Class C common stock each year since 1992.

Outstanding Stock Options and Equity Overhang

The following tables provide information about the Company's outstanding stock options as of March 31, 2016. Approximately 84.2% of outstanding stock options were exercisable on that date and approximately 6.7% of exercisable options had exercise prices above the closing price on that date. On March 31, 2016, the closing price of the Company's Class A common stock on The Nasdaq National Market was \$5.09 per share.

Range of Exercise Prices	Aggregate Options Outstanding(1) (2)			Aggregate Options Exercisable (1)(2)	
	Number Outstanding as of March 31, 2016 (in thousands)	Weighted Average Remaining Contractual Life (in years)	Weighted Average Exercise Price	Number Exercisable as of March 31, 2016 (in thousands)	Weighted Average Exercise Price
Under \$2.00	381,767	2.35	\$1.22	381,767	\$1.22
\$2.01 - \$3.00	39,734	2.87	\$2.51	39,734	\$2.51
\$3.01 - \$4.00	51,774	7.78	\$3.84	51,774	\$3.84
\$4.01 - \$5.00	443,923	5.79	\$4.43	443,923	\$4.43
\$5.01 and above	<u>250,039</u>	<u>7.53</u>	<u>\$6.64</u>	<u>66,147</u>	<u>\$6.61</u>
	1,167,237	5.03	\$2.89	983,345	\$3.22

(1) Adjusted for annual 5% stock dividends.

(2) Assumes all shares of Class C common stock options are converted into shares of Class A common stock at a conversion rate of one share of Class A common stock for each share of Class C common stock.

As of March 31, 2016, the sum of (i) the total number of stock options and other equity awards granted and outstanding plus (ii) the shares available for grant under all active equity plans (but not giving effect to the proposed amendment to the 2013 Plan), as a percentage of the Company's outstanding shares of Class A common stock (also referred to as the Company's "equity overhang"), was equal to 8.9%.

Three-Year Burn Rate

The Board reviews the Company's equity programs annually in its effort to balance the Board's goal of including the use of equity in its compensation programs to attract, motivate and retain its executive officers, directors and employees, with the stockholders' interest in limiting dilution due to the equity plans. The following table provides information on the Company's annual share usage.

	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>3-Year Average</u>
Stock options granted (1)	174,144	380,880	290,332	281,785
Restricted stock awarded or purchased	—	—	—	—
Total number of shares cancelled	140,490	30,571	30,519	67,193
Weighted average of Class A common shares outstanding	13,669,797	13,605,916	14,210,352	13,828,688
Net Burn Rate (2)	.3%	2.6%	1.8%	1.6%
Equity awards made to Named Executive Officers, and non-employee directors (as a percentage of equity awards granted under the 2013 Plan, the 2014 Director Plan, the 2006 Director Stock Option Plan and the 2003 Stock Option Plan)	64%	64%	64%	64%

(1) Adjusted for annual 5% stock dividends.

(2) Burn rate is equal to the stock options granted *plus* restricted stock awards and purchases, minus the number of shares cancelled, *divided* by weighted average of common shares outstanding.

2013 Plan Equity Awards

Equity awards under the 2013 Plan are subject to the discretion of the Board and the Compensation Committee. There are no projections under consideration by the Board or the Compensation Committee for future equity awards under the 2013 Plan. Therefore, it is not possible to determine the awards that will be made in the future to participants in the 2013 Plan. As of March 31, 2016, the Company had made the following equity grants consisting of stock options under the 2013 Plan:

	Number of Equity Awards Granted Under 2013 Plan ⁽¹⁾
Scott M. Quist	328,256
Garrett S. Sill	28,361
J. Lynn Beckstead, Jr.	6,699
Jeffrey R. Stephens	16,413
S. Andrew Quist	65,651
All executive officers as a group	547,407
All non-executive officer employees as a group	105,407

(1) Adjusted for annual 5% stock dividends

Dilutive Impact of Amendments to 2013 Director Plan

Neither the Board nor the Compensation Committee have any future plans under consideration to again amend the 2013 Plan to authorize additional shares of Class A or Class C common stock to be made available for issuance under the plan. In addition, there are not any projections under consideration for future stock options or other equity awards to be made available under the 2013 Plan. There can be no assurance, however, that there will be no additional amendments proposed to the 2013 Plan in the future to make additional common shares available for issuance under the plan.

Any future amendment, if any, to the 2013 Plan to reserve additional shares for issuance thereunder would require stockholder approval at an annual or special meeting of the stockholders. Stockholders would be furnished with a proxy statement in connection with any such amendment, explaining the reasons for the amendment and the dilutive impact of the amendment on the stockholders' common shares.

Possible Effects of Proposed Amendment to Articles of Incorporation

All authorized but unissued shares of Class C common stock will be available for issuance from time to time for any proper purpose approved by the Board of Directors. There are currently no arrangements, agreements or understandings for the issuance or use of the additional shares of the authorized Class C common stock, except for shares issuable upon the exercise of stock options previously granted to the Company's officers and employees under stock option plans. However, inasmuch as the Board of Directors has declared 5% stock dividends payable to the holders of Class C common stock each year since 1992, it is likely that the Board of Directors will continue this practice in the future even though there are currently no express arrangements, agreements or understandings by the Board to declare any stock dividends in the future.

The Company's Class C stockholders do not currently have any preemptive or similar rights to subscribe for or purchase any additional shares of Class C common stock that may be issued in the future. Thus, future issuances of common stock may, depending on the circumstances, have a dilutive effect on the earnings per share, voting power and other interests of the existing Class C stockholders.

This proposed increase in authorized shares of Class C common stock is not intended to have any anti-takeover effect and is not part of any series of anti-takeover measures contained in any debt instruments or the Articles of Incorporation or the Bylaws of the Company in effect on the date of this Proxy Statement. Stockholders should note, however, that the availability of authorized but unissued shares of Class A and Class C common stock could make any attempt to gain control of the Company or the Board more difficult or time consuming and might make it more difficult to remove current management.

Although the Board of Directors currently has no intention of doing so, shares of Class C common stock could be issued by the Board to dilute the percentage of Class C common stock owned by a significant stockholder and increase the costs of, or the number of, voting shares necessary to acquire control of the Board or to meet the voting requirements imposed by Utah law with respect to a merger or other business combination involving the Company. The Company is not aware of any proposed attempt to take over the Company or, except for the purchases of the Class A common shares by Jordan Capital AM, LLC, of any attempt to acquire a large block of the Company's Class A or Class C common stock. The Company has no present intention to use the authorized Class C common stock for anti-takeover purposes.

Vote Required and Recommendation of the Board of Directors.

The affirmative vote of a majority of the shares of Class A common stock held by the Class A common stockholders and the affirmative vote of a majority of the shares of Class C common stock held by the Class C common stockholders will be required to approve the proposed amendment to the Company's Articles of Incorporation, assuming a quorum is present.

The Board of Directors recommends that the Class A and Class C shareholders vote "FOR" approval of the Amendment to the Articles of Incorporation to increase the authorized capital stock of the Company from 32,000,000 shares to 33,000,000 shares by increasing the number of authorized shares of Class C common stock from 2,000,000 shares to 3,000,000 shares.

RATIFICATION OF APPOINTMENT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTANTS

PROPOSAL 4

The independent public accounting firm of Eide Bailly LLP and its predecessor firm of Hansen, Barnett & Maxwell, P.C. have been the Company's independent registered public accountants since May 20, 2005. The Audit Committee has recommended and the Board of Directors has appointed Eide Bailly LLP for purposes of auditing the consolidated financial statements of the Company for the fiscal year ending December 31, 2016. It is anticipated that representatives of Eide Bailly LLP will be present at the Annual Meeting and will be provided an opportunity to make a statement if they desire, and to be available to respond to appropriate questions.

The Board of Directors recommends that stockholders vote “FOR” ratification of the appointment of Eide Bailly LLP as the Company's independent registered public accountants for fiscal year ending December 31, 2016.

PRINCIPAL ACCOUNTING FEES AND SERVICES

Audit fees for the year 2015 for the annual audit of the financial statements and employee benefit plans and related quarterly reviews by the Company's independent registered public accountants were \$367,531. In addition, there were \$78,933 in tax preparation fees during 2015.

Audit fees for the year 2014 for the annual audit of the financial statements and employee benefit plans and related quarterly reviews by the Company's independent registered public accountants were \$329,565. In addition, there were \$94,008 in tax preparation fees during 2014.

OTHER MATTERS

The Company knows of no other matters to be brought before the Annual Meeting, but if other matters properly come before the meeting, it is the intention of the persons named in the enclosed form of Proxy to vote the shares they represent in accordance with their judgment.

ANNUAL REPORT AND FINANCIAL STATEMENTS

Stockholders are referred to the Company's Annual Report, including financial statements, for the fiscal year ended December 31, 2015. The 2015 Annual Report is not included with this Proxy Statement. Please go online to review the Company's 2015 Annual Report at <https://www.securitynational.com/shareholders>. The Company will provide, without charge to each stockholder upon request, the 2015 Annual Report as filed with the Securities and Exchange Commission for the fiscal year ended December 31, 2015. Such requests should be directed to Jeffrey R. Stephens, General Counsel and Corporate Secretary, by email at contact@securitynational.com or by regular mail at Security National Financial Corporation, P.O. Box 57250, Salt Lake City, Utah 84157-0250.

DEADLINE FOR RECEIPT OF STOCKHOLDER'S PROPOSALS FOR ANNUAL MEETING TO BE HELD IN JULY 2016

Any proposal by a stockholder to be presented at the Company's Annual Meeting of Stockholders expected to be held in July 2017 must be received at the offices of the Company, P.O. Box 57250, Salt Lake City, Utah 84157-0250, no later than March 31, 2017.

By order of the Board of Directors,



Jeffrey R. Stephens
General Counsel and Corporate Secretary

May 31, 2016
Salt Lake City, Utah

**TEXT OF PROPOSED AMENDMENT
TO
ARTICLES OF INCORPORATION
OF
SECURITY NATIONAL FINANCIAL CORPORATION**

ARTICLE IV

Capital Stock

The authorized capital stock of the Corporation shall consist of 33,000,000 shares divided into 20,000,000 shares of \$2.00 par value common stock, 5,000,000 shares of \$1.00 par value common stock, 3,000,000 shares of \$2.00 par value Common stock and 5,000,000 shares of \$1.00 par value Preferred Stock. The Common Stock which the Corporation is authorized to issue is divided as follows:

Twenty Million (20,000,000) shares of \$2.00 par value Class A Common Stock;

Five Million (5,000,000) shares of \$1.00 par value Class B Common Stock; and

Three Million (3,000,000) shares of \$2.00 par value Class C Common Stock.

The Preferred Stock may be issued:

- (a) Subject to the right of the Corporation to redeem any of such shares at a price not less than the par value thereof;
- (b) Entitling the holders thereof to cumulative, non-cumulative or partially cumulative dividends;
- (c) Having preference over any other class or series of shares as to payment of dividends;
- (d) Having preference in the assets of the Corporation over any other class or classes of shares upon the voluntary or involuntary liquidation of the Corporation;
- (e) Being convertible into shares of any other class or into shares of any series of the same or any other class, except a class having prior or superior rights and preferences as to dividends or distribution of assets upon liquidation.

The Board of Directors shall have authority to divide and issue the Preferred Stock in series and to establish variations in relative rights and preferences between such series as provided by the Utah Revised Business Corporation Act. All shares of Preferred Stock shall be identical except as to any variations established by the Board of Directors pursuant to the preceding sentence. Except as may be provided for by law, the Preferred Stock shall be non-voting and the holders of such stock shall not be entitled to any voice in the management of the Corporation, nor to any voting powers at any stockholders meeting, by virtue thereof.

PROXY - SECURITY NATIONAL FINANCIAL CORPORATION - PROXY
THIS PROXY IS SOLICITED BY THE BOARD OF DIRECTORS
CLASS A COMMON STOCK

The undersigned Class A common stockholder of Security National Financial Corporation (the "Company") acknowledges receipt of the Notice of Annual Meeting of the Stockholders to be held on Wednesday, July 6, 2016, at Valley Center Towers, 5373 South Green Street, Classroom No. 237, Salt Lake City, Utah, beginning at 10:00 a.m., Mountain Daylight Time, and hereby appoints Messrs. Scott M. Quist and Jeffrey R. Stephens, or either of them, each with full power of substitution, as attorneys and proxies to vote all the shares of the undersigned at said Annual Meeting of Stockholders and at all adjournments or postponements thereof, hereby ratify and confirm all that said attorneys and proxies may do or cause to be done by virtue hereof. The above-named attorneys and proxies are instructed to vote all of the undersigned's shares as follows:

1. To elect three directors to be voted upon by Class A common stockholders voting separately as a class

FOR all nominees listed below (except as marked to the contrary below)

WITHHOLD AUTHORITY to vote for all nominees listed below

(INSTRUCTION: to withhold authority to vote for any individual nominee, strike a line through that nominee's name in the list below.)

Scott M. Quist, Jason G. Overbaugh and Gilbert A. Fuller

2. To elect the remaining five directors to be voted upon by Class A and Class C common stockholders together

FOR all nominees listed below (except as marked to the contrary below)

WITHHOLD AUTHORITY to vote for all nominees listed below

(INSTRUCTION: to withhold authority to vote for any individual nominee, strike a line through that nominee's name in the list below.)

John L. Cook, Robert G. Hunter, M.D., H. Craig Moody,
S. Andrew Quist and Norman G. Wilbur

3. To approve, on an advisory basis, the compensation of the Company's Named Executive Officers

FOR AGAINST ABSTAIN

4. To approve the amendment to the Company's Articles of Incorporation to increase the authorized capital stock of the Company from 32,000,000 shares to 33,000,000 shares by increasing the number of authorized shares of Class C common stock from 2,000,000 shares to 3,000,000 shares

FOR AGAINST ABSTAIN

5. To ratify the appointment of Eide Bailly LLP as the Company's independent registered public accountants for the fiscal year ending December 31, 2016

FOR AGAINST ABSTAIN

6. To transact such other business as may properly come before the meeting or any adjournment or postponements thereof

THIS PROXY, WHEN PROPERLY EXECUTED, WILL BE VOTED AS DIRECTED HEREIN BY THE UNDERSIGNED STOCKHOLDER. IF NO DIRECTION IS MADE, THIS PROXY WILL BE VOTED FOR THE NOMINEES LISTED IN PROPOSALS 1 AND 2 ABOVE AND PROPOSALS 3, 4, 5 and 6.

Dated _____, 2016

Signature of Stockholder

Signature of Stockholder

Please sign your name exactly as it appears on your share certificate. If shares are held jointly, each holder should sign. Executors, trustees, and other fiduciaries should so indicate when signing.

PROXY - SECURITY NATIONAL FINANCIAL CORPORATION - PROXY
THIS PROXY IS SOLICITED BY THE BOARD OF DIRECTORS
CLASS C COMMON STOCK

The undersigned Class C common stockholder of Security National Financial Corporation (the "Company") acknowledges receipt of the Notice of Annual Meeting of the Stockholders to be held on Wednesday, July 6, 2016, at Valley Center Towers, 5373 South Green Street, Classroom No. 237, Salt Lake City, Utah, beginning at 10:00 a.m., Mountain Daylight Time, and hereby appoints Messrs. Scott M. Quist, S. Andrew Quist and Jeffrey R. Stephens, or either of them, each with full power of substitution, as attorneys and proxies to vote all the shares of the undersigned at said Annual Meeting of Stockholders and at all adjournments or postponements thereof, hereby ratify and confirm all that said attorneys and proxies may do or cause to be done by virtue hereof. The above-named attorneys and proxies are instructed to vote all of the undersigned's shares as follows:

1. To elect five of the eight directors to be voted upon by Class A and Class C common stockholders together

FOR all nominees listed below (except as marked to the contrary below)

WITHHOLD AUTHORITY to vote for all nominees listed below

(INSTRUCTION: to withhold authority to vote for any individual nominee, strike a line through that nominee's name in the list below.)

John L. Cook, Robert G. Hunter, M.D., H. Craig Moody,
S. Andrew Quist and Norman G. Wilbur

2. To approve, on an advisory basis, the compensation of the Named Executive Officers

FOR AGAINST ABSTAIN

3. To approve the amendment to the Company's Articles of Incorporation to increase the authorized capital stock of the Company from 32,000,000 shares to 33,000,000 shares by increasing the number of authorized shares of Class C common stock from 2,000,000 shares to 3,000,000 shares

FOR AGAINST ABSTAIN

4. To ratify the appointment of Eide Bailly LLP as the Company's independent registered public accountants for the fiscal year ending December 31, 2016

FOR AGAINST ABSTAIN

5. To transact such other business as may properly come before the meeting or any adjournment or postponements thereof.

THIS PROXY, WHEN PROPERLY EXECUTED, WILL BE VOTED AS DIRECTED HEREIN BY THE UNDERSIGNED STOCKHOLDER. IF NO DIRECTION IS MADE, THIS PROXY WILL BE VOTED FOR THE NOMINEES LISTED IN PROPOSAL 1 ABOVE AND FOR PROPOSALS 2, 3, 4 and 5.

Dated _____, 2016

Signature of Stockholder

Signature of Stockholder

Please sign your name exactly as it appears on your share certificate. If shares are held jointly, each holder should sign. Executors, trustees, and other fiduciaries should so indicate when signing. Please sign, date, and return this Proxy Card immediately.