Heritage Insurance Holdings, Inc.

Form 4 July 17, 2015

### FORM 4

#### OMB APPROVAL

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

OMB Number: 3235-0287

Check this box if no longer subject to Section 16.

Expires: January 31, 2005

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Estimated average burden hours per response... 0.5

Form 4 or Form 5 obligations may continue.

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

See Instruction 30(h) of the Investment Compa

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \*\* WIDDICOMBE RICHARD A

2. Issuer Name and Ticker or Trading

5. Relationship of Reporting Person(s) to Issuer

Symbol

Heritage Insurance Holdings, Inc.

(Check all applicable)

President

[HRTG]

07/15/2015

(Last)

(Middle)

3. Date of Earliest Transaction (Month/Day/Year)

\_X\_\_ Director \_\_ \_X\_\_ Officer (give title \_\_

e \_\_\_\_\_ 10% Owner
Other (specify below)

C/O HERITAGE INSURANCE HOLDINGS, INC., 2600

(First)

(Street)

MCCORMICK DRIVE SUITE 300

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

below)

Filed(Month/Day/Year) Applicable Line)

\_X\_ Form filed by One Reporting Person
\_\_\_ Form filed by More than One Reporting

CLEARWATER, FL 33759

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

(2)

1.Title of 2. Transaction Date 2A. Deemed 4. Securities Acquired (A) 5. Amount of 7. Nature of Indirect Security (Month/Day/Year) Execution Date, if Transactionr Disposed of (D) Securities Ownership (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially Form: Beneficial (Month/Day/Year) (Instr. 8) Owned Direct (D) Ownership (Instr. 4) **Following** or Indirect Reported (A) Transaction(s) (Instr. 4) or (Instr. 3 and 4) Code V (D) Amount Price \$ Common 07/15/2015  $S^{(1)}$ 13,500 D 25.947 538,573 D Stock

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

### Edgar Filing: Heritage Insurance Holdings, Inc. - Form 4

#### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title	and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amoun	t of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underly	ying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ies	(Instr. 5)	Bene
	Derivative				Securities			(Instr. 3	3 and 4)		Own
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									A manuat		
									Amount		
						Date	Expiration		Or Number		
						Exercisable Da	Date		Number		
				C + V	(A) (D)				of		
				Code V	(A) (D)				Shares		

### **Reporting Owners**

Reporting Owner Name / Address		Relationships					
Topo mag o mao mano, manoso	Director	10% Owner	Officer	Other			
WIDDICOMBE RICHARD A							
C/O HERITAGE INSURANCE HOLDINGS, INC.	X	President					
2600 MCCORMICK DRIVE SUITE 300							
CLEARWATER, FL 33759							

## **Signatures**

/s/ Bruce Lucas, by Power of 07/17/2015 Attorney

\*\*Signature of Reporting Person Date

### **Explanation of Responses:**

- If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Sale pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on March 12, 2015.
- The price is the weighted average price for the transactions reported on this line. The range of prices for the transactions reported on this (2) line is between \$25.59 and \$26.13 per share. Complete information regarding the number of shares sold at each separate price will be provided upon request by the Commission Staff, the issuer or a security holder of the issuer.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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