NICHOLAS FINANCIAL INC Form SC 13G February 21, 2007

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, DC 20549

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934 (AMENDMENT NO. \_\_\_\_\_)\*

Nicholas Financial, Inc.

\_\_\_\_\_

(Name of Issuer)

Common Stock, no par value

(Title of Class of Securities)

65373J209

(CUSIP Number)

January 31, 2007

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- [ ] Rule 13d-1(b)
- [X] Rule 13d-1(c)
- [] Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act, but shall be subject to all other provisions of the Act (however, see the Notes).

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| 1  | NAME OF REPORTING PERSON<br>I.R.S. IDENTIFICATION NO | I.<br>DS. OF ABOVE PERSONS (ENTITIES ONLY).  |  |
|----|--|--|--|
|    | Midwood Capital Manag                                | gement LLC                                   |  |
| 2  | CHECK THE APPROPRIATE BC<br>(a) [ ]<br>(b) [ ]       | OX IF A MEMBER OF A GROUP (See Instructions) |  |
| 3  | SEC USE ONLY   |  |  |
| 4  | CITIZENSHIP OR PLACE OF ORGANIZATION                 |  |  |
|    | Delaware   |  |  |
|    |  | 5 SOLE VOTING POWER                          |  |
|    | NUMBER OF  | 516,589                                      |  |
|    | SHARES   | 6 SHARED VOTING POWER                        |  |
|    | BENEFICIALLY   |  |  |
|    | OWNED BY   | 0  |  |
|    | EACH   | 7 SOLE DISPOSITIVE POWER                     |  |
|    | REPORTING  | 516,589                                      |  |
|    | PERSON   | 8 SHARED DISPOSITIVE POWER                   |  |
|    | WITH   |  |  |
|    |  | 0  |  |
| 9  | AGGREGATE AMOUNT BENEFIC                             | IALLY OWNED BY EACH REPORTING PERSON         |  |
|    | 516,589  |  |  |
| 10 | CHECK BOX IF THE AGGREGA<br>(See Instructions)       | TE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES |  |
|    | []   |  |  |
| 11 |  | NTED BY AMOUNT IN ROW (9)                    |  |
|    | 5.2%   |  |  |
| 12 | TYPE OF REPORTING PERSON                             | I (See Instructions)                         |  |
|    | IA   |  |  |
|    |  |  |  |

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|-------|---|-------------------------------|------|------|----|-------|
|       |   |                               |      |      |    |       |
| 1     | NAME OF REPORTING PERSON.<br>I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY). |                               |      |      |    |       |
|       | David E. Cohen  |                               |      |      |    |       |
| 2     | (a) [ ]<br>(b) [ ]  | X IF A MEMBER OF A GROUP (See |      |      | 5) |       |
| 3     | SEC USE ONLY  |                               |      |      |    |       |
| 4     | CITIZENSHIP OR PLACE OF ORGANIZATION  |                               |      |      |    |       |
|       | USA   |                               |      |      |    |       |
|       |   | 5 SOLE VOTING POWER           |      |      |    |       |
|       | NUMBER OF   | 0                             |      |      |    |       |
|       | SHARES  | 6 SHARED VOTING POWER         |      |      |    |       |
|       | BENEFICIALLY  | 0 SHARED VOIING POWER         |      |      |    |       |
|       | OWNED BY  | 516,589                       |      |      |    |       |
|       | EACH  | 7 SOLE DISPOSITIVE POWER      |      |      |    |       |
|       | REPORTING   | 0                             |      |      |    |       |
|       | PERSON  | 8 SHARED DISPOSITIVE POWE     |      |      |    |       |
|       | WITH  | 6 SHARED DISPOSITIVE POWE     | JK   |      |    |       |
|       |   | 516,589                       |      |      |    |       |
| 9     | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON                              |                               |      |      |    |       |
|       | 516,589   |                               |      |      |    |       |
| 10    |   | TE AMOUNT IN ROW (9) EXCLUDES |      |      |    |       |
|       | []  |                               |      |      |    |       |
| 11    | PERCENT OF CLASS REPRESE  | NTED BY AMOUNT IN ROW (9)     |      |      |    |       |
|       | 5.2%  |                               |      |      |    |       |
| 12    | TYPE OF REPORTING PERSON  |                               |      |      |    |       |

|        | 0 0  |                                      |                    |
|--------|--|--------------------------------------|--------------------|
|        |  |                                      |                    |
|        |  |                                      |                    |
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| CUSIF  | NO. 033730209                                  | 139                                  | rage 4 OI IV rages |
|        |  |                                      |                    |
| 1      |  | N.<br>OS. OF ABOVE PERSONS (ENTITIES | ONLY).             |
|        | Ross D. DeMont                                 |                                      |                    |
| 2      | CHECK THE APPROPRIATE B(<br>(a) [ ]<br>(b) [ ] | OX IF A MEMBER OF A GROUP (See       | Instructions)      |
| 3      | SEC USE ONLY                                   |                                      |                    |
|        |  |                                      |                    |
| 4      | CITIZENSHIP OR PLACE OF                        | ORGANIZATION                         |                    |
|        | USA  |                                      |                    |
|        |  | 5 SOLE VOTING POWER                  |                    |
|        | NUMBER OF                                      | 0                                    |                    |
|        | SHARES   | 0                                    |                    |
|        | BENEFICIALLY                                   | 6 SHARED VOTING POWER                |                    |
|        | OWNED BY                                       | 516,589                              |                    |
|        | EACH   | 7 SOLE DISPOSITIVE POWER             |                    |
|        | REPORTING                                      | 0                                    |                    |
|        | PERSON   | 8 SHARED DISPOSITIVE POWE            |                    |
|        | WITH   | 6 SHARED DISPOSITIVE FOWE            | ĸ                  |
|        |  | 516,589                              |                    |
| 9      | AGGREGATE AMOUNT BENEFIC                       | CIALLY OWNED BY EACH REPORTING       | PERSON             |
|        | 516 <b>,</b> 589                               |                                      |                    |
| 1.0    |  | ATE AMOUNT IN ROW (9) EXCLUDES       |                    |
| τU     | (See Instructions)                             | TIE AMOONI IN KOM (3) EVCTODE2       | CENTAIN SHARES     |
|        | []   |                                      |                    |
| 11     |  | ENTED BY AMOUNT IN ROW (9)           |                    |

| 12    | TYPE OF REPORTING PERSON                       | (See Instructions)                          |  |
|-------|--|---|--|
|       | IN   |   |  |
|       |  |   |  |
|       |  |   |  |
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|       |  |   |  |
| 1     |  | S. OF ABOVE PERSONS (ENTITIES ONLY).        |  |
|       | Midwood Capital Partn                          | ers, L.P.                                   |  |
| 2     | CHECK THE APPROPRIATE BO<br>(a) [ ]<br>(b) [ ] | X IF A MEMBER OF A GROUP (See Instructions) |  |
| 3     | SEC USE ONLY                                   |   |  |
|       |  |   |  |
| 4     | CITIZENSHIP OR PLACE OF ORGANIZATION           |   |  |
|       | Delaware                                       |   |  |
|       |  | 5 SOLE VOTING POWER                         |  |
|       | NUMBER OF                                      | 215,789                                     |  |
|       | SHARES   | 6 SHARED VOTING POWER                       |  |
|       | BENEFICIALLY                                   | o SHARED VOIING FOWER                       |  |
|       | OWNED BY                                       | 0   |  |
|       | EACH   | 7 SOLE DISPOSITIVE POWER                    |  |
|       | REPORTING                                      | 215 720                                     |  |
|       | PERSON   | 215,789<br><br>8 SHARED DISPOSITIVE POWER   |  |
|       | WITH   | o SHARED DISPOSITIVE POWER                  |  |
|       |  | 0   |  |
| 9     | AGGREGATE AMOUNT BENEFIC                       | IALLY OWNED BY EACH REPORTING PERSON        |  |
|       | 215,789  |   |  |
|       |  |   |  |

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)

| <br>11 | PERCENT OF CLASS REPRE  | SENTED BY AMOUNT IN ROW (9)                   |  |
|--------|---|---|--|
|        | 2.2%  |   |  |
| 12     | TYPE OF REPORTING PERS  | ON (See Instructions)                         |  |
|        | PN  |   |  |
|        |   |   |  |
|        |   |   |  |
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|        |   |   |  |
| 1      | NAME OF REPORTING PERS<br>I.R.S. IDENTIFICATION 1   | DN.<br>NOS. OF ABOVE PERSONS (ENTITIES ONLY). |  |
|        | Midwood Capital Part  |   |  |
| 2      | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)<br>(a) [ ]<br>(b) [ ] |   |  |
| 3      | SEC USE ONLY  |   |  |
| 4      | CITIZENSHIP OR PLACE O  | F ORGANIZATION                                |  |
|        | Delaware  |   |  |
|        |   | 5 SOLE VOTING POWER                           |  |
|        | NUMBER OF<br>SHARES   | 300,800                                       |  |
|        | BENEFICIALLY  | 6 SHARED VOTING POWER                         |  |
|        | OWNED BY  | 0   |  |
|        | EACH  | 7 SOLE DISPOSITIVE POWER                      |  |
|        | REPORTING   | 300,800                                       |  |
|        | PERSON  | 8 SHARED DISPOSITIVE POWER                    |  |
|        | WITH  | 0   |  |
|        |   | ICIALLY OWNED BY EACH REPORTING PERSON        |  |

| 10 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES<br>(See Instructions) |
|----|--|
|    | []   |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)  |
|    | 3.0%   |
| 12 | TYPE OF REPORTING PERSON (See Instructions)  |
|    | PN   |
|    |  |

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ITEM 1.

(a) NAME OF ISSUER: Nicholas Financial, Inc. (the "Issuer").

(b) ADDRESS OF THE ISSUER'S PRINCIPAL EXECUTIVE OFFICES: 2454 McMullen Booth Road, Building C, Clearwater, Florida 33759.

ITEM 2.

(a) NAME OF PERSON FILING: This joint statement on Schedule 13G is being filed by David E. Cohen, Ross D. DeMont, Midwood Capital Management LLC, Midwood Capital Partners, L.P. and Midwood Capital Partners QP, L.P., who are collectively referred to as the "Reporting Persons." Messrs. Cohen and DeMont (the "Managers") are the managers of Midwood Capital Management LLC ("Capital"), which is the sole general partner of each of Midwood Capital Partners, L.P. ("LP") and Midwood Capital Partners QP, L.P. ("QP" and together with LP, the "Funds"). The Reporting Persons have entered into a Joint Filing Agreement, dated as of February 20, 2007, a copy of which is filed with this Schedule 13G as Exhibit 1 (which is incorporated herein by reference), pursuant to which the Reporting Persons have agreed to file this statement jointly in accordance with the provisions of Rule 13d-1(k) under the Act.

(b) ADDRESS OF PRINCIPAL BUSINESS OFFICE: The principal business office of the Reporting Persons with respect to the shares reported hereunder is 575 Boylston St., 4th Floor, Boston, MA 02116.

(c) CITIZENSHIP: Capital is a Delaware limited liability company. Each of the Funds is a Delaware limited partnership. Each of the Managers is a U.S. citizen.

(d) TITLE AND CLASS OF SECURITIES: Common stock, no par value ("Common Stock")

(e) CUSIP Number: 65373J209

ITEM 3. IF THIS STATEMENT IS FILED PURSUANT TO SECTIONS 240.13D-1(b) OR 240.13D-2(b) OR (c), CHECK WHETHER THE PERSON FILING IS A:

N/A

ITEM 4. OWNERSHIP

In the aggregate, as of February 20, 2007, the Reporting Persons beneficially own 516,589 shares of the Common Stock of the Issuer, representing approximately 5.2% of such class of securities. The beneficial ownership of each Reporting Person is as follows: (i) LP beneficially owns 215,789 shares of the Common Stock, representing approximately 2.2% of the class, (ii) QP beneficially owns 300,800 shares of the Common Stock, representing approximately 3.0% of the class, and (iii) Capital, as the sole general partner of each Fund, and Messrs. Cohen and DeMont, as the managers of Capital, each beneficially own 516,589 shares of the Common Stock of the Issuer representing approximately 5.2% of the class. The percentage of the Common Stock beneficially owned by each Reporting Person is based on a total of 9,962,381 shares of the

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Common Stock of the Issuer outstanding as of January 31, 2007, as reported in the most recent quarterly report of the Issuer on Form 10-Q for the fiscal quarter ended December 31, 2006.

Each Fund has the power to vote and dispose of the shares of Common Stock beneficially owned by such Fund (as described above). Capital, as the sole general partner of the Fund, has the sole authority to vote and dispose of all of the shares of Common Stock reported in this Schedule 13G. Each of the Managers, by virtue of their positions as managers of Capital, has the shared authority to vote and dispose of all of the shares of Common Stock reported in this joint statement Schedule 13G.

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

N/A

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

N/A

ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY OR CONTROL PERSON

N/A

ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP

N/A

ITEM 9. NOTICE OF DISSOLUTION OF GROUP

N/A

ITEM 10. CERTIFICATION

By signing below I hereby certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose. CUSIP No. 65373J209

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#### Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

DATE: February 20, 2007

MIDWOOD CAPITAL PARTNERS, L.P.

By: Midwood Capital Management LLC General Partner

\_\_\_\_\_

By: /s/ David E. Cohen

David E. Cohen Manager

MIDWOOD CAPITAL PARTNERS QP, L.P.

By: Midwood Capital Management LLC General Partner

\_\_\_\_\_

By: /s/ David E. Cohen

David E. Cohen Manager

MIDWOOD CAPITAL MANAGEMENT LLC

By: /s/ David E. Cohen -----David E. Cohen Manager

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DAVID E. COHEN

/s/ David E. Cohen David E. Cohen

\_\_\_\_\_

ROSS D. DEMONT

/s/ Ross D. DeMont

Ross D. DeMont