| FORM 4 | 4 |
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| Check this box if no | |
| longer subject to | |
| Section 16. Form 4 or | • |
| Form 5 obligations | |
| may continue. See | |
| Instruction 1(b). | |

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

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SEC 1474 (9-02)

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| (Print or Type Responses) | | | | | | | | | | |
|--|--|--|--------------------|------|--|---------------|---|--|---|-----------|
| 1. Name and Address of Reporting Marcon Martha E. | 2. Issuer Name and Ticker or Trading Symbol Guild Holdings Co [GHLD] | | | | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner | | | |
| (Last) (First) C/O GUILD HOLDINGS C COPLEY DRIVE | (Middle) COMPANY, 5887 | 3. Date of Earliest Transaction (Month/Day/Year) 05/06/2021 | | | | | | Officer (give title below) | Other (specify | below) |
| (Street) SAN DIEGO, CA 92111 | 4. If Amendment, Date Original Filed(Month/Day/Year) | | | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person | | | |
| (City) (State) | (Zip) | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | |
| 1.Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | Code (Instr. 8) | tion | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | of | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. 7. Nature Ownership of Indirec Form: Beneficia Direct (D) Ownersh or Indirect (Instr. 4) | |
| | | | Code | v | Amount | (A) or (D) | Price | | (I) (Instr. 4) | (11150.4) |
| Restricted Stock Units | 05/06/2021 | | А | | 6,667 <u>(1)</u> | А | \$ 15 | 20,000 | D | |

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

| | (e.g., puts, calls, warrants, options, convertible securities) | | | | | | | | | | | | | | |
|-------------|--|------------------|--------------------|------------------|-----|--------|-------|--------------|------------|--------|---------|------------|----------------|-------------|------------|
| 1. Title of | | | 3A. Deemed | 4. Tromas ati | ~ ~ | 5. | | 6. Date Exer | | | | | 9. Number of | | 11. Nature |
| | Conversion | | Execution Date, if | | | | | and Expirati | | Amou | | Derivative | | Ownership | |
| Security | or Exercise | (Month/Day/Year) | any | Code | | of | | (Month/Day | /Year) | Unde | rlying | Security | Securities | Form of | Beneficial |
| (Instr. 3) | Price of | | (Month/Day/Year) | (Instr. 8) | | Deriv | ative | | | Secur | rities | (Instr. 5) | Beneficially | Derivative | Ownership |
| | Derivative | | | | | Secur | ities | | | (Instr | . 3 and | | Owned | Security: | (Instr. 4) |
| | Security | | | | | Acqu | ired | | | 4) | | | Following | Direct (D) | |
| | | | | | | (A) o | r | | | | | | Reported | or Indirect | |
| | | | | | | Dispo | osed | | | | | | Transaction(s) | (I) | |
| | | | | | | of (D) |) | | | | | | (Instr. 4) | (Instr. 4) | |
| | | | | | | (Instr | . 3, | | | | | | | | |
| | | | | | | 4, and | 15) | | | | | | | | |
| | | | | | | | | | | | Amount | | | | |
| | | | | | | | | D (| т · | | or | | | | |
| | | | | | | | | | Expiration | Title | Number | | | | |
| | | | | | | | | Exercisable | Date | | of | | | | |
| | | | | Code | V | (A) | (D) | | | | Shares | | | | |

Reporting Owners

| | Relationships | | | | | | | |
|--|---------------|--------------|---------|-------|--|--|--|--|
| Reporting Owner Name / Address | Director | 10% Owner | Officer | Other | | | | |
| Marcon Martha E. C/O GUILD HOLDINGS COMPANY 5887 COPLEY DRIVE SAN DIEGO, CA 92111 | Х | | | | | | | |

Signatures

| /s/ Lisa I. Klika, Attorney-in-Fact | 05/10/2021 |
|-------------------------------------|------------|
| **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) Represents restricted stock units of Guild Holdings Company granted to Ms. Marcon, as a non-employee director, on an annual basis. Such restricted stock units will vest, generally subject to continued service on the Board of Directors, on the date of the following year's annual shareholder meeting.

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.