

General Finance CORP  
Form SC 13G/A  
February 13, 2018

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D. C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. 1)\*

GENERAL FINANCE CORPORATION  
(Name of Issuer)

Common Stock  
(Title of Class of Securities)

369822101  
(CUSIP Number)

December 31, 2017  
(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)  
 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.

CUSIP No. 369822101

1 NAME OF REPORTING PERSON

JACK SILVER  
CHECK THE  
APPROPRIATE  
BOX IF A  
MEMBER OF A (a) x  
GROUP (b) ..

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

UNITED STATES

NUMBER OF SOLE VOTING  
SHARES 5 POWER

BENEFICIALLY 1,620,880  
OWNED BY SHARED VOTING  
EACH 6 POWER

REPORTING SOLE DISPOSITIVE  
PERSON 7 POWER

WITH 1,620,880

8 SHARED DISPOSITIVE POWER

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

1,620,880

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

11 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (9)

6.1%

12 TYPE OF REPORTING  
PERSON

IN

CUSIP No. 369822101

NAME OF REPORTING  
PERSON

1

sherleigh associates inc.  
profit sharing plan

CHECK THE  
APPROPRIATE  
BOX IF A

2

MEMBER OF A (a) x  
GROUP (b) ..

SEC USE ONLY

3

CITIZENSHIP OR PLACE  
OF ORGANIZATION

4

UNITED STATES

NUMBER OF	SOLE
SHARES	VOTING
	5 POWER
BENEFICIALLY	807,066
OWNED BY	SHARED
EACH	VOTING
	6 POWER
REPORTING	0
PERSON	SOLE
	DISPOSITIVE
WITH	POWER
	7
	807,066
	8 SHARED
	DISPOSITIVE
	POWER

0

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

807,066

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

11 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (9)

3.0%

12 TYPE OF REPORTING  
PERSON

EP

CUSIP No. 369822101

NAME OF REPORTING  
PERSON

1

LEIGH SILVER ROTH  
LLC

CHECK THE  
APPROPRIATE  
BOX IF A

2

MEMBER OF A (a) x  
GROUP (b) ..

SEC USE ONLY

3

CITIZENSHIP OR PLACE  
OF ORGANIZATION

4

new york

NUMBER OF  
SHARES

SOLE  
VOTING  
5 POWER

BENEFICIALLY

3,150  
SHARED

OWNED BY

VOTING  
6 POWER

EACH

0

REPORTING

SOLE  
DISPOSITIVE  
POWER

PERSON

7

WITH

3,150

8 SHARED  
DISPOSITIVE  
POWER

0

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

3,150

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

11 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (9)

0.0%

12 TYPE OF REPORTING  
PERSON

PN



CUSIP No. 369822101

NAME OF REPORTING  
PERSON

1

ROMY SILVER ROTH  
LLC

CHECK THE  
APPROPRIATE  
BOX IF A

2

MEMBER OF A (a) x  
GROUP (b) ..

SEC USE ONLY

3

CITIZENSHIP OR PLACE  
OF ORGANIZATION

4

new york

NUMBER OF  
SHARES

SOLE  
VOTING  
5 POWER

BENEFICIALLY

3,150  
SHARED

OWNED BY

VOTING  
6 POWER

EACH

0

REPORTING

SOLE  
DISPOSITIVE  
POWER

PERSON

7

WITH

3,150

8 SHARED  
DISPOSITIVE  
POWER

0

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

3,150

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

11 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (9)

0.0%

12 TYPE OF REPORTING  
PERSON

PN

CUSIP No. 369822101

NAME OF REPORTING  
PERSON

1

SILVER family 2007 limited  
partnership

CHECK THE  
APPROPRIATE  
BOX IF A

2

MEMBER OF A (a) x  
GROUP (b) ..

SEC USE ONLY

3

CITIZENSHIP OR PLACE  
OF ORGANIZATION

4

delaware

NUMBER OF  
SHARES

SOLE  
VOTING  
5 POWER

BENEFICIALLY

1  
SHARED  
VOTING  
6 POWER

OWNED BY

EACH

0  
SOLE  
DISPOSITIVE  
POWER

REPORTING

PERSON

7

WITH

1

8 SHARED  
DISPOSITIVE  
POWER

0

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

1

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

11 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (9)

0.0%

12 TYPE OF REPORTING  
PERSON

PN

CUSIP No. 369822101

NAME OF REPORTING  
PERSON

1

JACK SILVER ROTH LLC  
CHECK THE  
APPROPRIATE  
BOX IF A  
MEMBER OF A (a) x  
GROUP (b) ..

2

SEC USE ONLY

3

CITIZENSHIP OR PLACE  
OF ORGANIZATION

4

new york

NUMBER OF	SOLE
SHARES	VOTING
	5 POWER
BENEFICIALLY	22,513
OWNED BY	SHARED
EACH	VOTING
	6 POWER
REPORTING	0
PERSON	SOLE
	DISPOSITIVE
WITH	POWER
	7 22,513
	8 SHARED
	DISPOSITIVE
	POWER
	0

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

22,513

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

11 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (9)

0.1%

12 TYPE OF REPORTING  
PERSON

PN

CUSIP No. 369822101

NAME OF REPORTING  
PERSON

1

JACK SILVER ROTH LLC

2

CHECK THE  
APPROPRIATE

BOX IF A

MEMBER OF A

2

GROUP

(a)

(b)

SEC USE ONLY

3

CITIZENSHIP OR PLACE  
OF ORGANIZATION

4

new york

NUMBER OF

SOLE  
VOTING

SHARES

5 POWER

BENEFICIALLY

20,000  
SHARED

OWNED BY

6 POWER

EACH

0

REPORTING

SOLE  
DISPOSITIVE

PERSON

POWER

WITH

7

20,000

8

SHARED  
DISPOSITIVE  
POWER

0

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

20,000

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

11 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (9)

0.1%

12 TYPE OF REPORTING  
PERSON

PN



CUSIP No. 369822101

NAME OF REPORTING  
PERSON

1

rs properties i LLC

CHECK THE  
APPROPRIATE  
BOX IF A

2

MEMBER OF A (a) x  
GROUP (b) ..

SEC USE ONLY

3

CITIZENSHIP OR PLACE  
OF ORGANIZATION

4

DELAWARE

NUMBER OF	SOLE
SHARES	VOTING
	5 POWER
BENEFICIALLY	29,120
OWNED BY	SHARED
EACH	VOTING
	6 POWER
REPORTING	0
PERSON	SOLE
	DISPOSITIVE
WITH	7 POWER
	29,120
	8 SHARED
	DISPOSITIVE
	POWER
	0

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

29,120

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

11 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (9)

0.1%

12 TYPE OF REPORTING  
PERSON

PN

CUSIP No. 369822101

**Item 1.**

(a) Name of Issuer:

General Finance Corporation

(b) Address of Issuer's Principal Executive Offices:

39 East Union Street

Pasadena, CA 91103

**Item 2.**

(a) Name of Person Filing:

Jack Silver

Sherleigh Associates Inc. Profit Sharing Plan

Leigh Silver Roth LLC, a New York limited liability company

Romy Silver Roth LLC, a New York limited liability company

Silver Family 2007 Limited Partnership, a Delaware limited partnership

Jack Silver Roth LLC, a New York limited liability company

Jack Silver Roth LLC 2, a New York limited liability company

RS Properties I LLC, a New York limited liability company

(b) Address of Principal Business Office or, if none, Residence:

80 Columbus Circle PH76A

New York, NY 10023

(c) Citizenship:

United States

(d) Title of Class of Securities:

Common Stock

(e) CUSIP Number:

369822101

**Item 3. If this statement is filed pursuant to §§240.13d-1(b), or 240.13d-2(b) or (c), check whether the person filing is a:**

(a)  Broker or Dealer registered under Section 15 of the Act

(b)  Bank as defined in section 3(a)(6) of the Act

CUSIP No. 369822101

- (c) " Insurance Company as defined in section 3(a)(19) of the Act
- (d) " Investment Company registered under section 8 of the Investment Company Act of 1940
- (e) " Investment Adviser in accordance with Rule 13d-1(b)(1)(ii)(E)
- (f) " Employee Benefit Plan or Endowment Fund in accordance with Rule 13d-1(b)(1)(ii)(F)
- (g) " Parent Holding Company or Control Person, in accordance with Rule 13d-1(b)(1)(ii)(G)
- (h) " A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act
- (i) " A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940
- (j) " A non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J)
- (k) " Group, in accordance with Rule 13d-1(b)(1)(ii)(K)

**Item 4. Ownership.**

(a) – (c)

As of the date hereof, the reporting persons beneficially owned, in the aggregate, 1,650,000 shares of common stock of General Finance Corporation (the "Common Stock") representing 6.2% of the outstanding common stock, based on

26,721,974 shares of Common Stock outstanding as reported in the issuer's quarterly report on Form 10-Q for the quarter ended December 31, 2017. Such shares of Common Stock include (i) 765,000 shares held by Jack Silver, (ii) 807,066 shares held by Sherleigh Associates Inc. Profit Sharing Plan, a trust of which Mr. Silver is the trustee, (iii) 3,150 shares held by Leigh Silver Roth LLC, a limited liability company of which Mr. Silver is a Manager, (iv) 3,150 shares held by Romy Silver Roth LLC, a limited liability company of which Mr. Silver is a Manager, (v) 1 share held by Silver Family 2007 Limited Partnership, a limited partnership of which Mr. Silver is the General Manager, (vi) 22,513 shares held by Jack Silver Roth LLC, a limited liability company of which Mr. Silver is a Manager, (vii) 20,000 shares held by Jack Silver Roth LLC 2, a limited liability company of which Mr. Silver is a Manager, and (viii) 29,120 shares held by RS Properties I LLC.

Mr. Silver has the sole voting and dispositive power with respect to 1,620,880 shares of Common Stock held by Mr. Silver, Sherleigh Associates Inc. Profit Sharing Plan, Leigh Silver Roth LLC, Romy Silver Roth LLC, Silver Family 2007 Limited Partnership, Jack Silver Roth LLC and Jack Silver Roth LLC 2.

**Item 5. Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following “.”

CUSIP No. 369822101

**Item 6. Ownership of More than Five Percent on Behalf of Another Person.**

Not applicable.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person.**

Not applicable.

**Item 8. Identification and Classification of Members of the Group.**

A "group," within the meaning of Section 13(d)(3) of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or Rule 13d-5(b)(1) thereunder, may have been formed that includes, Jack Silver and RS Properties I LLC.

**Item 9. Notice of Dissolution of Group.**

Not applicable.

**Item 10. Certification.**

By signing below I 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 such purposes or effect, other than activities solely in connection with a nomination under Rule 14a-11.

**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.

February 12, 2018  
Date

/s/ Jack Silver  
Jack Silver

Sherleigh  
Associates Inc.  
Profit Sharing Plan

By: /s/ Jack Silver  
Name: Jack Silver  
Title: Trustee



CUSIP No. 369822101

Leigh Silver Roth  
LLC

By: /s/ Jack Silver  
Name: Jack Silver  
Title: Manager

Romy Silver Roth  
LLC

By: /s/ Jack Silver  
Name: Jack Silver  
Title: Manager

Silver Family 2007  
Limited Partnership

By: /s/ Jack Silver  
Name: Jack Silver  
Title: General  
Partner

Jack Silver Roth  
LLC

By: /s/ Jack Silver  
Name: Jack Silver  
Title: Manager

Jack Silver Roth  
LLC 2

By: /s/ Jack Silver  
Name: Jack Silver  
Title: Manager

RS Properties I LLC

By: /s/ Jesse Kohn  
Name: Jesse Kohn  
Title: Manager