FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response:

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

1. Name and Address of Reporting Person* <u>Lanni Elaine Romney Family Trust 2014</u>						or Section 30(h) of the Investment Company Act of 1940 2. Issuer Name and Ticker or Trading Symbol Goosehead Insurance, Inc. [GSHD]										Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X 10% Owner					
(Last) (First) (Middle) C/O GOOSEHEAD INSURANCE, INC. 1500 SOLANA BLVD., BLDG 4, STE 4500					1	1/20/	2023			`			6. Indi	Officer (give title X Other (specify below) Member of 10% owner group 6. Individual or Joint/Group Filing (Check Applicable							
(Street) WESTLAKE TX 76262															Form filed by One Reporting Person X Person Person						
(City) (State) (Zip)					F	☐ Che	e 10b5-1(c) Transaction Indication heck this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to stimulative defense conditions of Rule 10b5-1(c). See Instruction 10.										satisfy the				
		т	able I - No	n-De	rivat	ive S	ecu	rities <i>E</i>	/ca	uired	Dis	nosec	l of or F	Bene	ficially (Owned					
1. Title of Security (Instr. 3)				2. Tra	2. Transaction			2A. Deemed Execution Date,			3. Transaction Code (Instr. 8)		4. Securities Acquired Disposed Of (D) (Instr.		A) or	5. Amount of Securities Beneficially Owned Following Reported		Form:	Direct I Indirect E tr. 4) (7. Nature of indirect Beneficial Ownership (Instr. 4)	
									Code	v	Amoun	it (A)	A) or D) Price		Transaction (Instr. 3 au	on(s) nd 4)			(111341. 4)		
Class B C	ommon Sto	ock		11/20/2023						С		15,0	000	D	\$0	264,	534 I		D ⁽¹⁾		
Class A C	Common Sto	ock		11/20/2023						С		15,0	000	A	\$0	15,000		D ⁽¹⁾			
Class A C	Common Sto	ock		11/20/2023						S		11,8	355	D	\$73.21(2)	3,145		D ⁽¹⁾			
Class A C	Common Sto	ock		11.	11/20/2023							3,1	45	D	\$73.77(3)	0		D ⁽¹⁾			
Class A C	Common Sto	ock														189,551(4)]	D ⁽⁵⁾		
Class B Common Stock															182,349]	D ⁽⁵⁾			
Class A C	Common Sto	ock														181,	181,290		D ⁽⁶⁾		
Class B Common Stock														132,349]	D ⁽⁶⁾				
Class B Common Stock																9,412,313 ⁽⁷⁾				By Trust ⁽⁸⁾	
			Table II -										of, or Be			wned					
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Da if any (Month/Day/	ate,	4. Transa Code (8)	action	5. No of Deri Secu Acqu (A) o Disp	umber vative urities uired	6. D Exp	ate Exercipiration D	cisab ate	ole and 7. Title and Amount		ount of erlying	8. Price of Derivative Security (Instr. 5) 9. Numt derivative Securiti Benefic Owned Followin Reporte Transac (Instr. 4		e s ally g	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(D)	Date Exe	e rcisable	Exp Dat	oiration te	Title		unt or ber of es						
LLC Units in Goosehead Financial, LLC	\$0	11/20/2023			C			15,000		(9)		(9)	Class A Common Stock	1	5,000	\$0	264,534		D ⁽¹⁾		
LLC Units in Goosehead Financial, LLC	\$0									(9)		(9)	Class A Common Stock	18	32,349		182,349		D ⁽⁵⁾		
LLC Units in Goosehead Financial, LLC										(9)		(9)	Class A Common Stock	13	32,349		132,349		D ⁽⁶⁾		
LLC Units in Goosehead Financial, LLC	\$0									(9)		(9)	Class A Common Stock	9,4	12,313 ⁽⁷⁾		9,412,3	13 ⁽⁷⁾	I	By Trust ⁽⁸⁾	
1. Name an	d Address of	Reporting Person*		,							•		*				•				

Lanni Elaine Romney Family Trust 2014

(Last) (First) (Middle)

C/O GOOSEHEAD INSURANCE, INC. 1500 SOLANA BLVD., BLDG 4, STE 4500

(Street) WESTLAKE	TX	76262					
(City)	(State)	(Zip)					
1. Name and Address of Reporting Person* Jones Mark Evan							
(Last) C/O GOOSEHEAD	(First) INSURANCE, INC.	(Middle)					
1500 SOLANA BLVD., BUILDING 4, STE 4500							
(Street) WESTLAKE	TX	76262					
(City)	(State)	(Zip)					
1. Name and Address of Reporting Person* <u>Jones Robyn Mary Elizabeth</u>							
(Last)	(First)	(Middle)					
C/O GOOSEHEAD INSURANCE, INC. 1500 SOLANA BLVD., BUILDING 4, STE 4500							
(Street) WESTLAKE	TX	76262					
(City)	(State)	(Zip)					

Explanation of Responses:

- 1. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held (i) directly by the Lanni Elaine Romney Family Trust 2014 and (ii) indirectly by Mark Evan Jones and Robyn Mary Elizabeth Jones, who serve as trustees of the Lanni Elaine Romney Family Trust 2014 and whose immediate family members are beneficiaries of the Lanni Elaine Romney Family Trust 2014.
- 2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$72.52 to \$73.51, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.
- 3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$73.52 to \$74.05, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.
- 4. Reflects a reduction in shares due to a same-day gift by Mark Evan Jones, for which a separate Form 4 will be filed.
- 5. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held directly by Mark Evan Jones, and does not reflect Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held by his spouse, Robyn Mary Elizabeth Jones, who is independently a reporting person of the issuer.
- 6. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held directly by Robyn Mary Elizabeth Jones, and does not reflect Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held by her spouse, Mark Evan Jones, who is independently a reporting person of the issuer.
- 7. Reflects a reduction in shares held indirectly by Mark Evan Jones and Robyn Mary Elizabeth Jones due to 11/20/2023 and 11/21/2023 sales by certain trusts for which Mark Evan Jones and Robyn Mary Elizabeth Jones serve as trustees and of which their immediate family members are beneficiaries, each a separate reporting person and for which separate Form 4s will be filed.
- 8. Reflects shares of Class B Common Stock or LLC Units, as applicable, held indirectly by Mark Evan Jones and Robyn Mary Elizabeth Jones, who serve as trustees of various trusts and whose immediate family members are beneficiaries of such trusts.
- 9. Each LLC Unit, together with a share of Class B common stock, may be converted by the holder into one share of Class A common stock at any time. The LLC Units do not expire.

Remarks:

/s/ John O'Connor, as Attorneyin-Fact for Lanni Elaine 11/22/2023 Romney Family Trust 2014

** Signature of Reporting Person Date

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.