### 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 par raspansa:      | 0.5       |  |  |  |  |  |  |  |  |

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

| (Last)   |   | Name and Address of Reporting Person*     Jones Mark Evan |     |   |  | 2. Issuer Name <b>and</b> Ticker or Trading Symbol Goosehead Insurance, Inc. [ GSHD ] |  |  |  |    |                          |  |  | (Ch  | S. Relationship of Reporting Person(s) to Issuer (Check all applicable)     X Director X 10% Owner  Officer (size title Check (asset)) |       |  |  |  |  |
|--|---|---|-----|---|--|---|--|--|--|----|--------------------------|--|--|--|--|-------|--|--|--|--|
|  |   |   |     | 3. Date of Earliest Transaction (Month/Day/Year) 05/01/2019 |  |   |  |  |  |    |                          |  | -  | X Officer (give title X Other (specify below)  CEO / Member of 10% owner group |  |       |  |  |  |  |
| (Street) WESTLAK   | Street) WESTLAKE TX 76262   |   |     | 4. If Amendment, Date of Original Filed (Month/Day/Year)    |  |   |  |  |  |    |                          | Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person |  |  |  |       |  |  |  |  |
|  | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned        |   |     |   |  |   |  |  |  |    |                          |  |  |  |  |       |  |  |  |  |
| 1. Title of Security (Instr. 3)  2. Transaction Date (Month/Day/Yea  |   |   |     | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |  | 3.<br>Transaction<br>Code (Instr.<br>8)   |  | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and 5) |  |    |                          | 5)   | Beneficially<br>Owned Following  |  | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4)  |       | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership                    |  |  |  |
|  |   |   |     |   |  |   |  | Cod  | e V  | Am | ount                     | (A) or<br>(D)  | Price  |  | Reported<br>Transacti<br>(Instr. 3 a   | on(s) |  |  | (Instr. 4)                               |  |
| Class A Common Stock 05/01/20  |   |   | 019 |   |  | S   |  | g  | ),332  | D  | \$30.0278 <sup>(1)</sup> |  | 1,738,949  |  | I  |       | By Mark<br>and Robyn<br>Jones<br>Descendants<br>Trust 2014             |  |  |  |
| Class A Common Stock <sup>(2)</sup>  |   |   |     |   |  |   |  |  |  |    |                          |  |  | 749,   | 317  |       | D  |  |  |  |
| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |   |   |     |   |  |   |  |  |  |    |                          |  |  |  |  |       |  |  |  |  |
| Security or (Instr. 3) Pri   | Derivative Conversion Date Execution Date, Gecurity or Exercise (Month/Day/Year) if any |   |     | C   | ansaction of local control of local cont |   |  | tive<br>ties<br>red<br>sed   | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |    |                          | Am<br>Sec<br>Und<br>Der<br>Sec   | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Instr. and 4) |  | Reporte<br>Transac<br>(Instr. 4  |       | ive Owners ies Form: cially Direct ( or Indir ng (I) (Inst ed ction(s) |  | Beneficial<br>Ownership<br>ct (Instr. 4) |  |

## **Explanation of Responses:**

- 1. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$30.00 to \$30.47, 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.
- 2. This does not reflect shares directly held by the reporting person's spouse, who is independently a reporting person of the issuer.

# Remarks:

The sales reported were effected pursuant to a Rule 10b5-1 trading plan adopted by the Mark and Robyn Jones Descendants Trust 2014.

/s/ P. Ryan Langston, as 05/03/2019 Attorney-in-Fact for Mark

**Evan Jones** 

\*\* Signature of Reporting Person Date

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

- $^{\star}$  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.