# SEC Form 4

# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

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

OMB APPROVAL										
OMB Number:	3235-0287									
Estimated average burden										
hours per response:	0.5									

1. Name and Address of Reporting Person*			2. Issuer Name <b>and</b> Ticker or Trading Symbol Goosehead Insurance, Inc. [GSHD]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
<u>Jones Mark Evan</u>				X Director X 10% Owner					
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	X Officer (give title X Other (specify below)					
C/O GOOSEHEAD INSURANCE, INC.			03/20/2019	CEO / Member of 10% owner group					
1500 SOLANA	BLVD., BUI	LDING 4, STE 4500							
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)					
WESTLAKE	ТХ	76262		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

Table 1 - 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)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership		
			Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)		
Class B Common Stock	03/20/2019		С		21,058	D	\$0	14,493,663	Ι	By Trust <sup>(1)</sup>		
Class A Common Stock	03/20/2019		С		21,058	A	\$0	1,769,339	I	By Mark and Robyn Jones Descendants Trust 2014		
Class A Common Stock	03/20/2019		S		21,058	D	\$29.2504 <sup>(2)</sup>	1,748,281	I	By Mark and Robyn Jones Descendants Trust 2014		
Class B Common Stock <sup>(3)</sup>								182,349	D			
Class A Common Stock <sup>(3)</sup>								749,317	D			

#### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1. Title of Derivative Security 6. Date Exercisable and 7. Title and Amount 11. Nature 3. Transaction 3A. Deemed 5. Number 8. Price of 9. Number of 10. Execution Date, if any Expiration Date (Month/Day/Year) of Securities Underlying Derivative of Indirect Beneficial Conversion ctior of Derivative derivative Ownership Tra (Month/Day/Year) or Exercise Security Form: Code (Instr. Securities Direct (D) (Instr. 3) Price of (Month/Dav/Year) 8) Securities **Derivative Security** (Instr. 5) Beneficially Ownership or Indirect Derivative Acquired (Instr. 3 and 4) Owned (Instr. 4) (A) or Disposed of (D) (Instr. Security Following (I) (Instr. 4) Reported Transaction(s) 3, 4 and 5) (Instr. 4) Amount 0

			Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Number of Shares				
LLC Units in Goosehead Financial, LLC	\$0.0	03/20/2019	С			21,058	(4)	(4)	Class A Common Stock	21,058	\$ <mark>0</mark>	14,493,663	Ι	By Trust <sup>(1)</sup>
LLC Units in Goosehead Financial, LLC <sup>(3)</sup>	\$0.0						(4)	(4)	Class A Common Stock	182,349		182,349	D	

## Explanation of Responses:

1. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held in trust for which the reporting person serves as a trustee and of which immediate family members of the reporting person are beneficiaries.

2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$29.00 to \$30.14, 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. This does not reflect shares directly held by the reporting person's spouse, who is independently a reporting person of the issuer.

4. 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:

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

<u>/s/ P. Ryan Langston, as</u> <u>Attorney-in-Fact for Mark Evan</u> 03/20/2019 Jones

\*\* 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.