FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| l | OMB APPRO              | VAL       |  |  |  |  |
|---|------------------------|-----------|--|--|--|--|
|   | OMB Number:            | 3235-0287 |  |  |  |  |
| l | Estimated average burd | en        |  |  |  |  |
| l | hours per response:    | 0.5       |  |  |  |  |

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

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

| 1. Name and Address of Reporting Person*  Colby Matthew  (Last) (First) (Middle)  1500 SOLANA BLVD  BUILDING 4, SUITE 4500  (Street)  WESTLAKE TX 76262 |   |  |   |       |  |      | head<br>f Earlie<br>018                                     | est Tran | ran<br>sacti | tion (Mo                         | nC.  | Symbol GSHD Day/Year) (Month/D: | (Ct           | Relationship of Reporting Person(s) to Issuer Check all applicable) Director 10% Owner  X Officer (give title Other (specify below) Vice President of Agency Sales  Individual or Joint/Group Filing (Check Applicable ine)  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  |   |  |   |       |  |      |   |          |              |                                  |  |                                 |               |  |   |                                 |                                   |  |  |            |
| Da  |   |  |   |       | . Transaction<br>Date<br>Month/Day/Year) |      | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |          | Code (Instr. |                                  | 4. Securities Acquired (A)<br>Disposed Of (D) (Instr. 3,<br>5) |                                 |               |  | Benefici<br>Owned I                                 | es<br>ally<br>Following         | Form<br>(D) o                     | n: Direct<br>r Indirect<br>nstr. 4)                                      | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership                |            |
|   |   |  |   |       |  |      |   |          | Ī            | Code                             | ٧  | Amount                          | (A) or<br>(D) |  | Price   | Reporte<br>Transac<br>(Instr. 3 | tion(s)                           |  |  | (Instr. 4) |
| Class B C   | ommon St  | 11/2                                       | 8/2018  | 18    |  |      | С   |          | 2,50         | 0                                | D  | \$0                             | 92,           | 444 <sup>(1)</sup>   |   | D                               |                                   |  |  |            |
| Class A C   | 11/2  | 8/2018                                     | 2018  |       |  | С    |   | 2,50     | 0            | A                                | \$0  | 2,                              | ,500          |  | D   |                                 |                                   |  |  |            |
| Class A Common Stock 11/2   |   |  |   |       |  | 2018 |   |          | S            |                                  | 2,50   | 0 D                             |               | \$25   |   | 0                               |                                   | D  |  |            |
|   |   | Т  |   |       |  |      |   |          |              |                                  |  | osed of<br>onverti              |               |  |   | Owned                           |                                   |  |  |            |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)   | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deeme<br>Execution<br>if any<br>(Month/Da | Date, | 4.<br>Transactio<br>Code (Inst<br>8)     |      | on of   |          | Exp          | Date Exe<br>piration<br>onth/Day |  |                                 |               |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) |                                 | e O<br>S<br>Illy D<br>OI<br>I (I) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |            |
|   |   |  |   |       | Code                                     | v    | (A)   | (D)      |              | Date<br>Exercisable              |  | xpiration<br>ate                | Title         |  | Amount<br>or<br>Jumber<br>of<br>Shares              |                                 |                                   |  |  |            |
| LLC Units<br>in<br>Goosehead<br>Financial,  | \$0.0   | 11/28/2018                                 |   |       | С  |      |   | 2,500    |              | (2)                              |  | (2)                             |               | ss A<br>imon<br>ock  | 2,500   | \$0                             | 92,444 <sup>0</sup>               | (1)  | D  |            |

## **Explanation of Responses:**

- 1. Reflects 94,944 shares of Class B Common Stock and LLC Units received pursuant to a pro rata distribution from Texas Wasatch Insurance Partners, LP.
- 2. 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/ P. Ryan Langston, as 11/30/2018 Attorney-in-Fact for Matthew

<u>Colby</u> \*\* 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.