



Investor Presentation  
August 2021

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Further information on potential factors that could affect the financial results of Goosehead Insurance is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

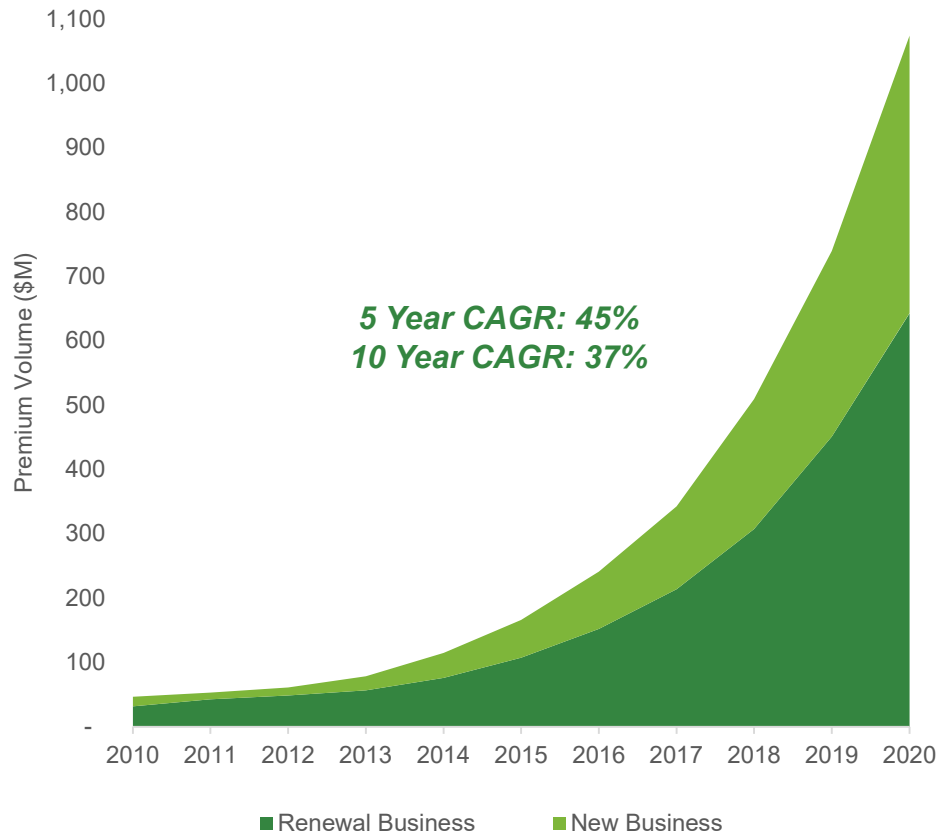
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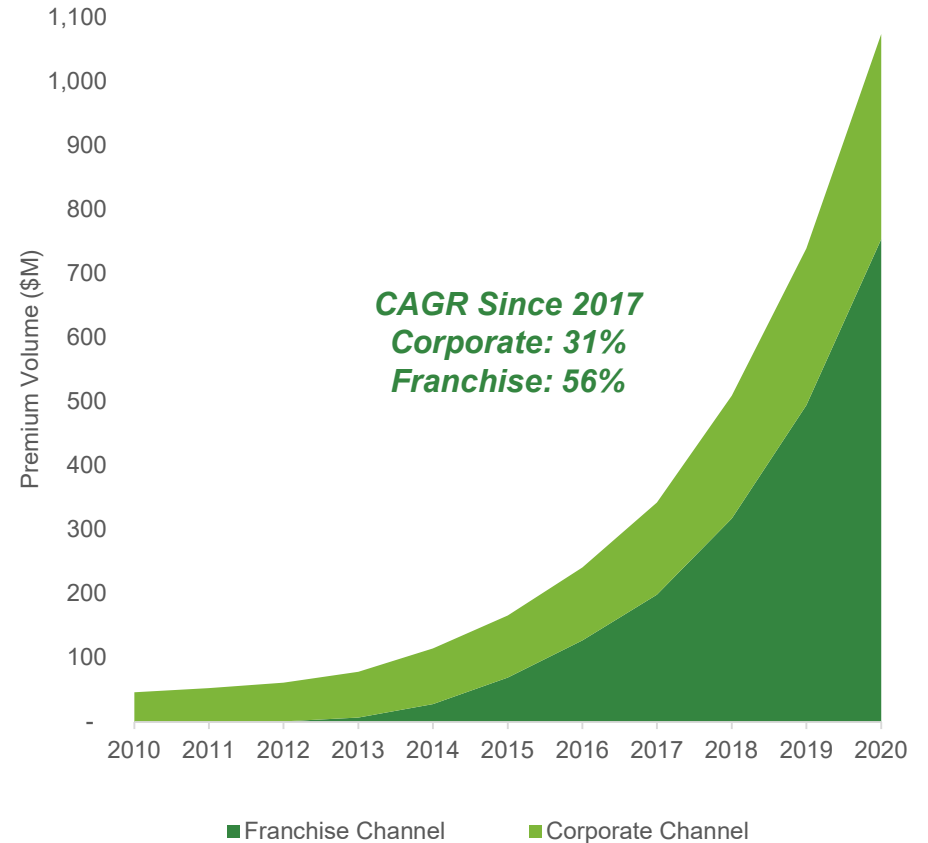
# Rapid and Responsible Organic Growth



### New Business and Renewal Premium Growth



### Corporate and Franchise Channel Premium Growth



<sup>1</sup> 5 and 10 year CAGR calculations through 12/31/2020

# Investment Highlights



**Disruptive model positioned to substantially grow in a massive and fragmented industry**

**Outpaced revenue growth driven by strategically solving industry challenges**

**Comprehensive value proposition for clients, agents and carriers**

**Highly developed recruiting strategy with experienced evaluators of talent**

**Robust and innovative technology platform supports high growth business model**

**Committed and capable management team with ambitions of industry leadership**

**Recurring revenue with strong future visibility and expanding long-term margins**

# Personal Insurance Market Large and Highly Fragmented



*Industry historically has struggled to find the right way to best serve the needs of customers*



## Independent Agencies

## Captive Agencies Owned By Carriers

## Carriers Direct To Customer

### Key Attributes

Offers products from multiple carriers with the support of a best-in-class service organization

Largely very small businesses which sell products from **multiple carriers**

Largely very small businesses which sell products from only **one carrier**

**One carrier** which sells products directly to clients

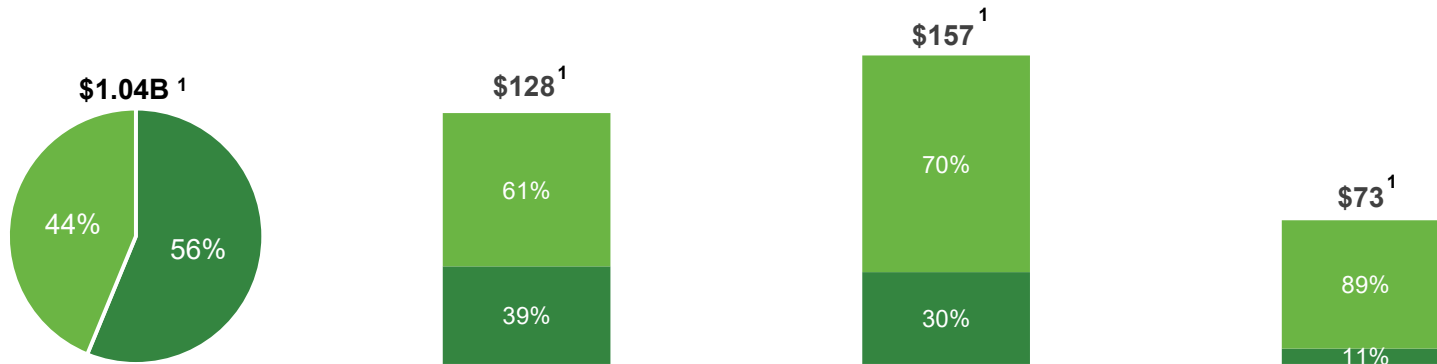
### Product Choice



### Service Quality



### U.S. Premiums

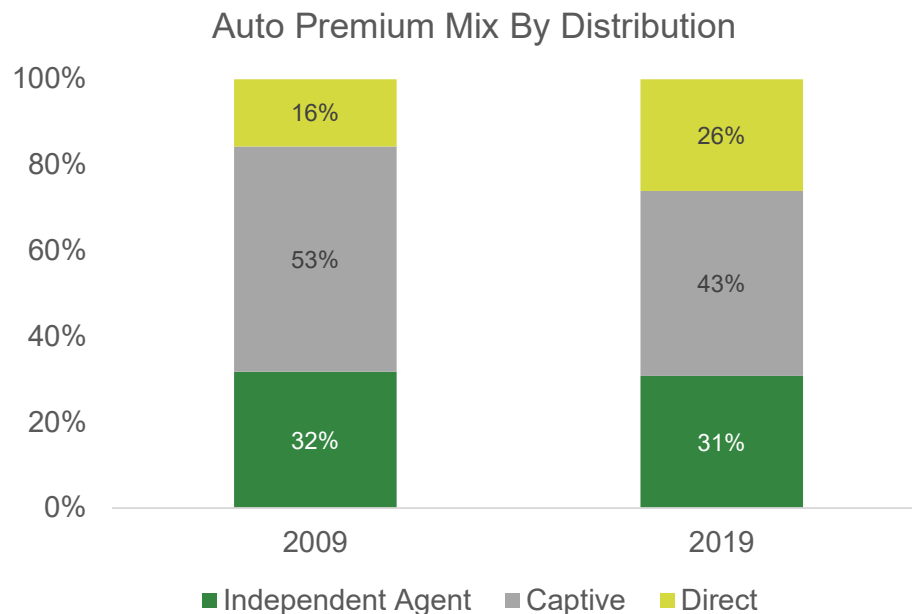
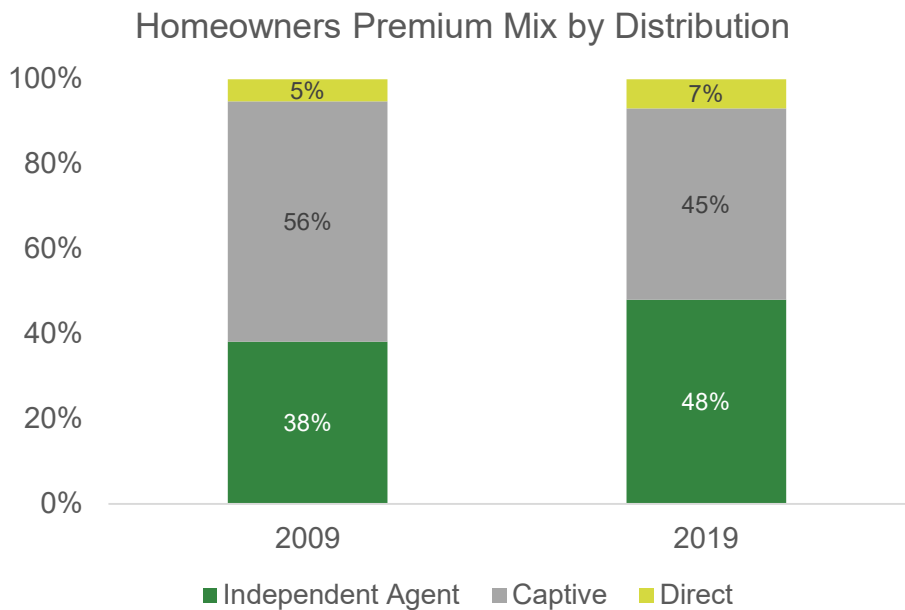


■ Home ■ Auto

Source: Independent Insurance Agents & Brokers of America

<sup>1</sup> Represents GSHD 2020 total written premiums excluding commercial and excess liability premiums and 2019 premiums for the industry, the most recently available data.

# Independent Agent Distribution Poised for Continued Share Gains



Source: Independent Insurance Agents & Brokers of America

2015 - Progressive acquires ASI expanding into homeowners through independent agent distribution

2018 – Nationwide announces transition to independent agent distribution (completed in 2020)

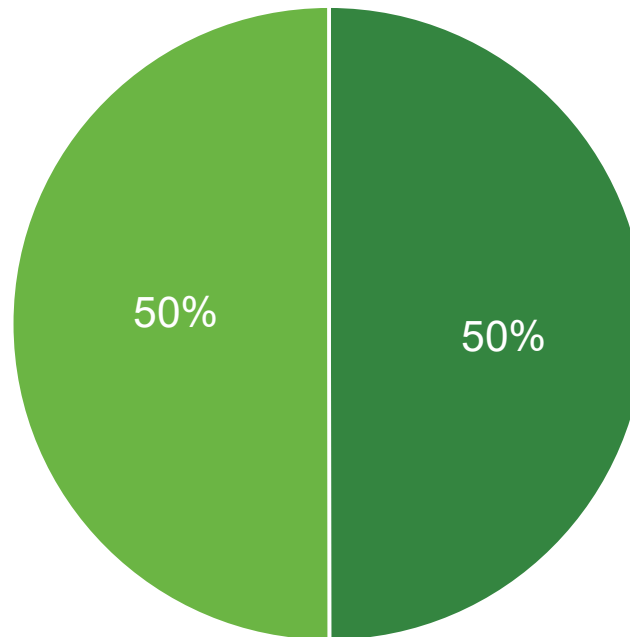
2020 – Allstate announces acquisition of National General, expanding presence through independent agent distribution



# Management Strongly Aligned with Shareholders

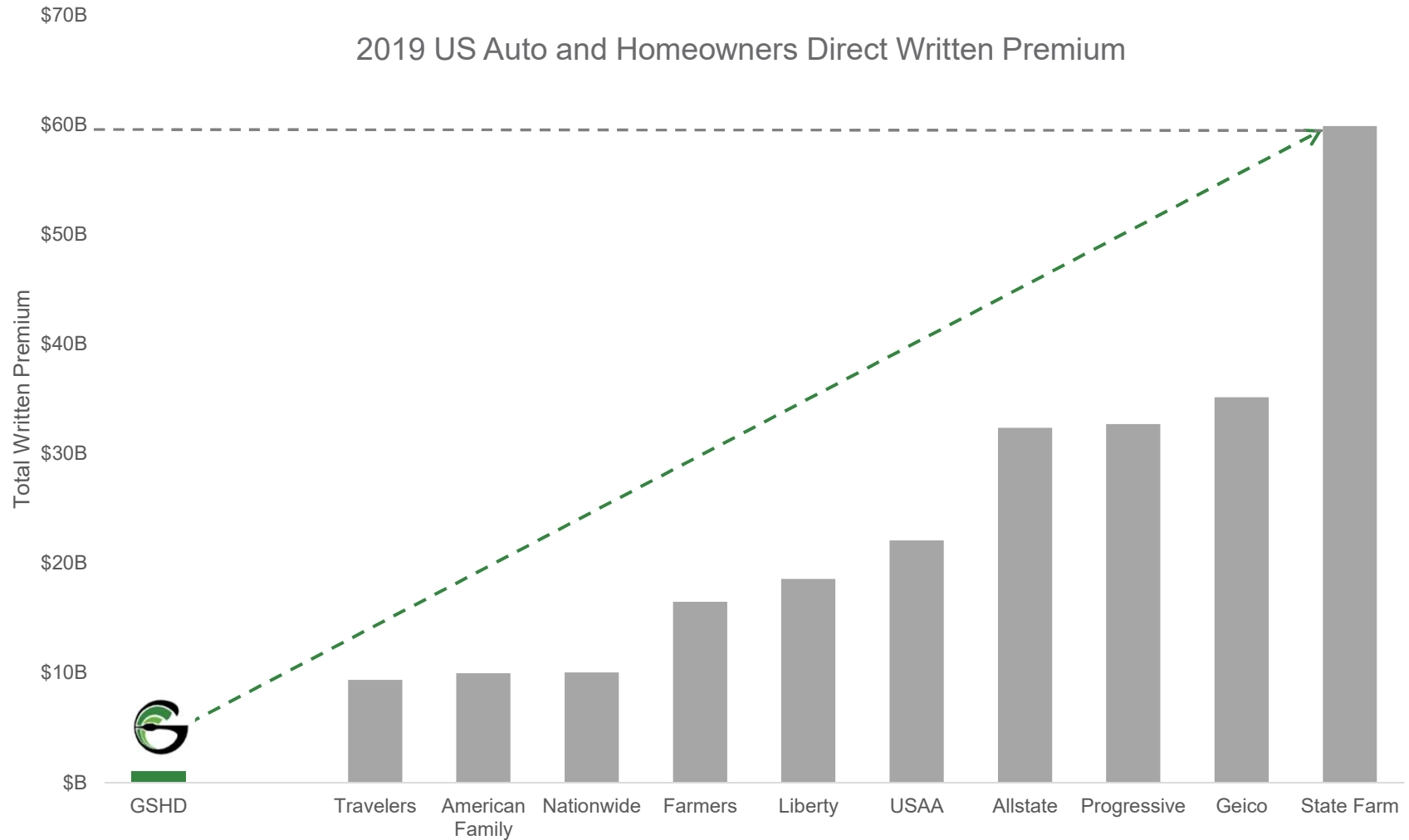
*Deeply committed to long-term success*

% Ownership as of June 30, 2021



■ Public Shareholders   ■ Founders and Management Ownership

# Long-term Goal to be Largest US Personal Lines Distributor



Source: S&P Global Statutory Data





# Delivery of Operations

# Redefining the Industry



Personal lines property and casualty insurance broker



Considerably differentiated business model serving the American consumer producing strong, sustained growth and profitability

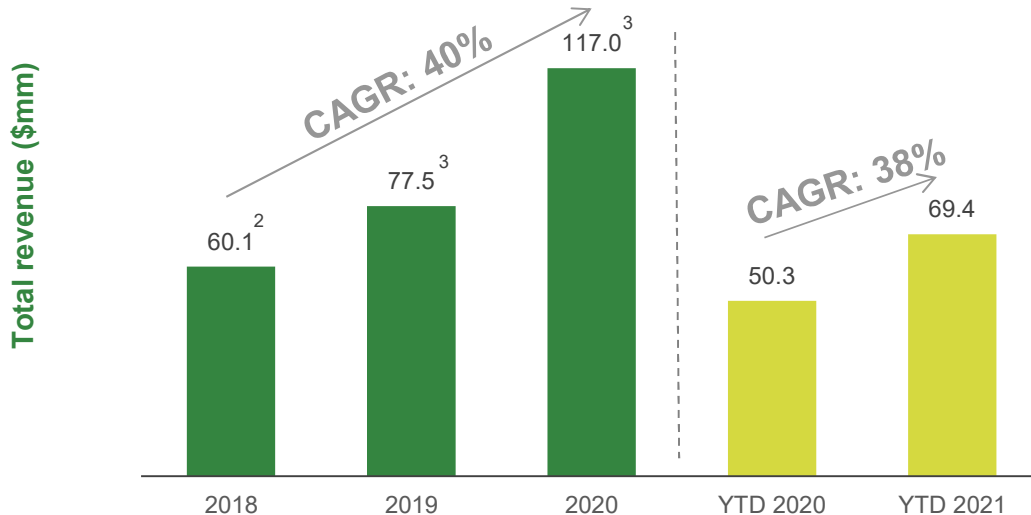


11 corporate sales offices in Texas, Illinois, North Carolina, Nevada, and Colorado; 1,801 franchise locations nationally

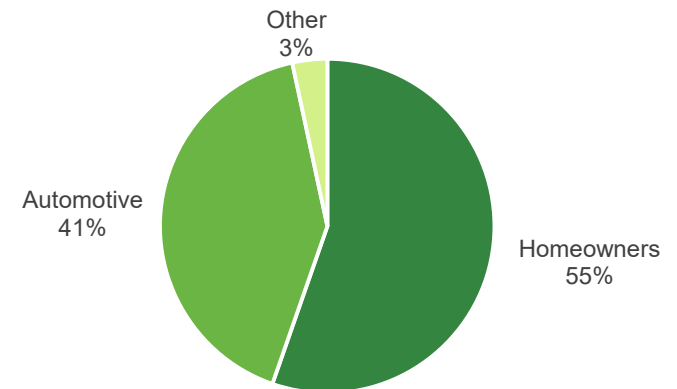


Well-established and positioned for sustained levels of strong growth and profitability

## Accelerating Growth Trajectory



## Focused on Personal Lines



TTM Jun21 Total premiums: \$1.304B

<sup>1</sup> Number of franchise locations include 729 franchises which are under contract but yet to be opened as of 6/30/2021; <sup>2</sup> Revenue as recognized under ASC 605

<sup>3</sup> Revenue as recognized under ASC 606

# Viewing Our Business Model Through Three Lenses



## Insurance Buyer Perspective

Insurance buyers want:

- Appropriate coverage
- Best possible price
- Quality carriers
- Responsive claims service



Goosehead Brings:

- Choice Platform
- Knowledgeable Sales & Service Agents
- Proprietary Technology

## Agent Perspective

Captive agents face acute pain points:

- Limited product
- High operating costs
- Outdated systems
- Inadequate service support



Goosehead Brings:

- A proven go to market strategy
- Access to over 140 carriers
- Industry leading technology
- High quality centralized service

## Carrier Perspective

Insurance carrier challenges:

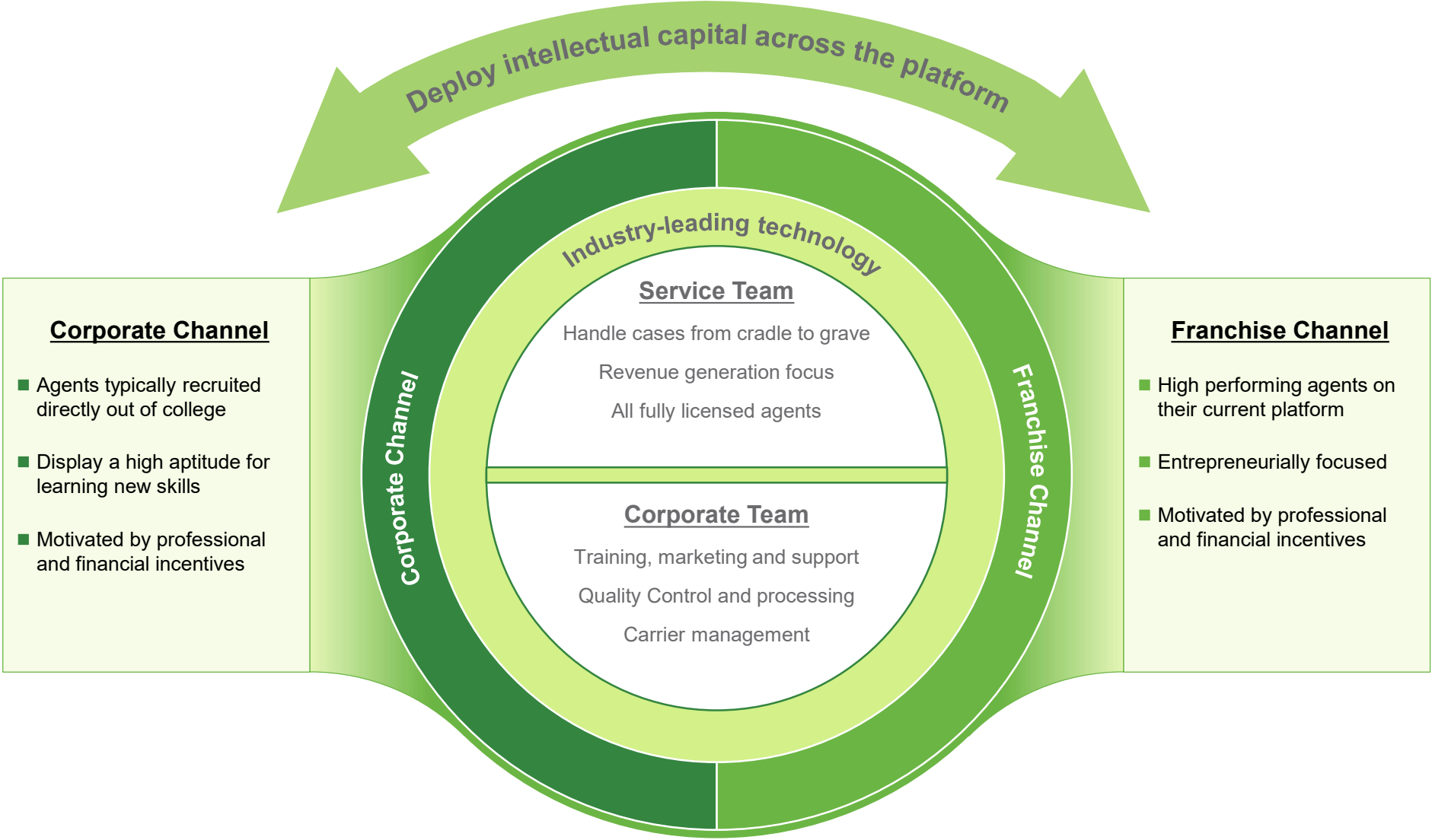
- Seek profitable growth while;
- Maximizing client lifetime value to acquisition costs
- Complexity and cost operating in independent channel with different standards and controls



Goosehead Brings:

- Scale distribution
- Training and centralized controls
- Profitable growth with less complexity

# Compelling Business Model



# Highly Developed Recruiting Strategy Supports Sustainable Outsized Growth



## Corporate Channel



## Franchise Channel



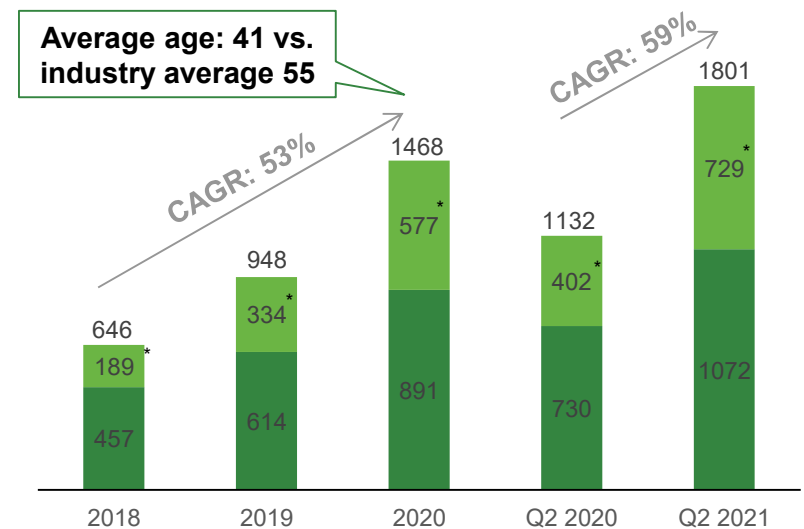
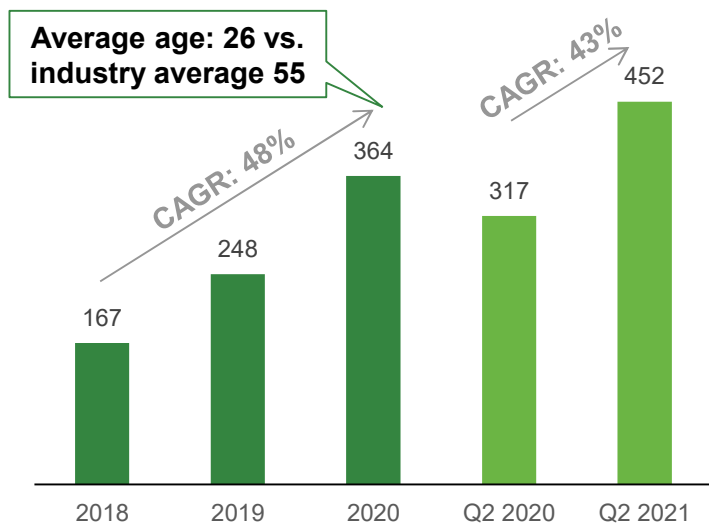
- New college graduates with entrepreneurial spirit
- Driven by professional development and financial reward based on personal performance
- Well defined target school list with strong on campus relationships and strong sponsorship

- Highly effective producers who are seeking autonomy
- Entrepreneurially motivated to continue to build their own business
- Target professionals from captive agencies and other independent agencies



- Continue to deploy highly refined recruiting and training process for new agents
- Expand geographically through recruiting at additional college campuses

- Continue to recruit and train top producers who desire autonomy from captive agencies and other independent agencies
- Approximately 130,000 potential franchise candidates in the current pipeline



\* Franchises signed but yet to open as of the end of the indicated period

# Robust and Innovative Technology Platform Supports High Growth Business Model



*“Goosehead Insurance leverages Salesforce technology to transform how it serves its partners and customers. Creating innovative applications that bring greater intelligence and value to their industry, Goosehead is a disruptor we are proud to support.”*

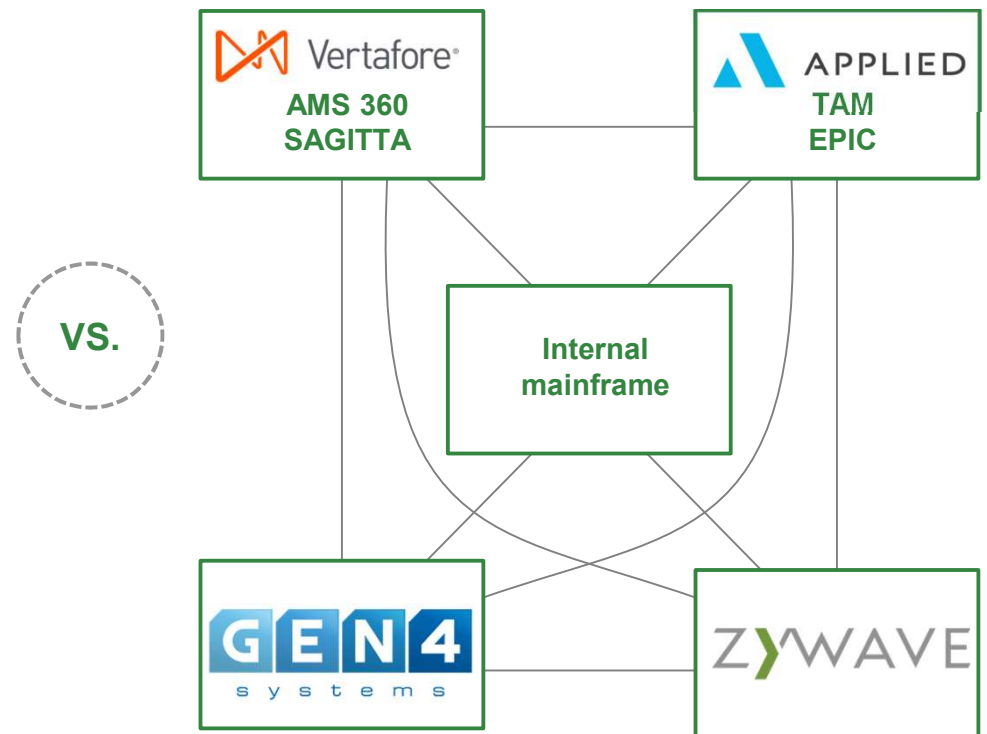
*Michael Khoury, Vice President – Financial Services, Salesforce.com*

## **Goosehead Systems**



Entire business cycle managed  
in the  cloud

## **Typical Agency Systems**



“Hodge-podge” of legacy systems  
which lack continuity

# Constantly Innovating to Remain a Step Ahead



## Enhancing Tech Platform to Optimize Efficiency and Effectiveness

### 1 Application Development and Investment



#### Comparative Rater

- Consolidate data entry into one interface
- Eliminates 75% of required input fields
- **Saves agents approximately 15 minutes per quote**

#### Cloud-based Voice Solution

- Unified communications platform
- Mobile capabilities (text, live chat)
- **Omnichannel client engagement capabilities**



### 2

### Leveraging Big Data



#### Nationwide Property Database

- Provides info for every U.S. county on age of home, construction type, square footage, roof type, etc.
- **Allows for far more efficient and accurate quoting**

#### Proprietary Mortgage Database

- Provides U.S. mortgage activity data down to micro-targeted level
- **Agents market services with sophistication and precision**



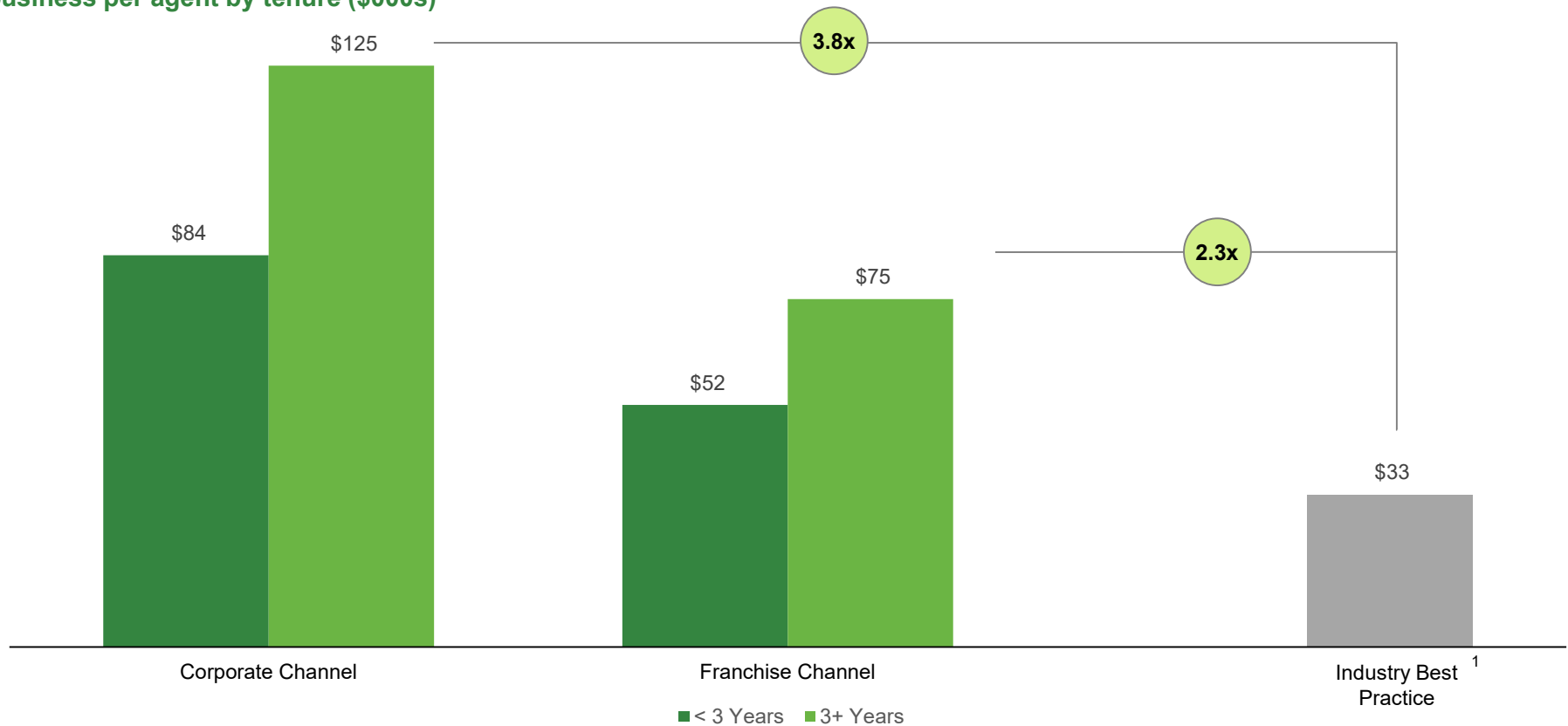
## Strengthening Barriers to Entry

# Industry-Leading New Business Production For New and Seasoned Agents



*Compelling and proven sales focused model has resulted in industry-leading production*

New business per agent by tenure (\$000s)



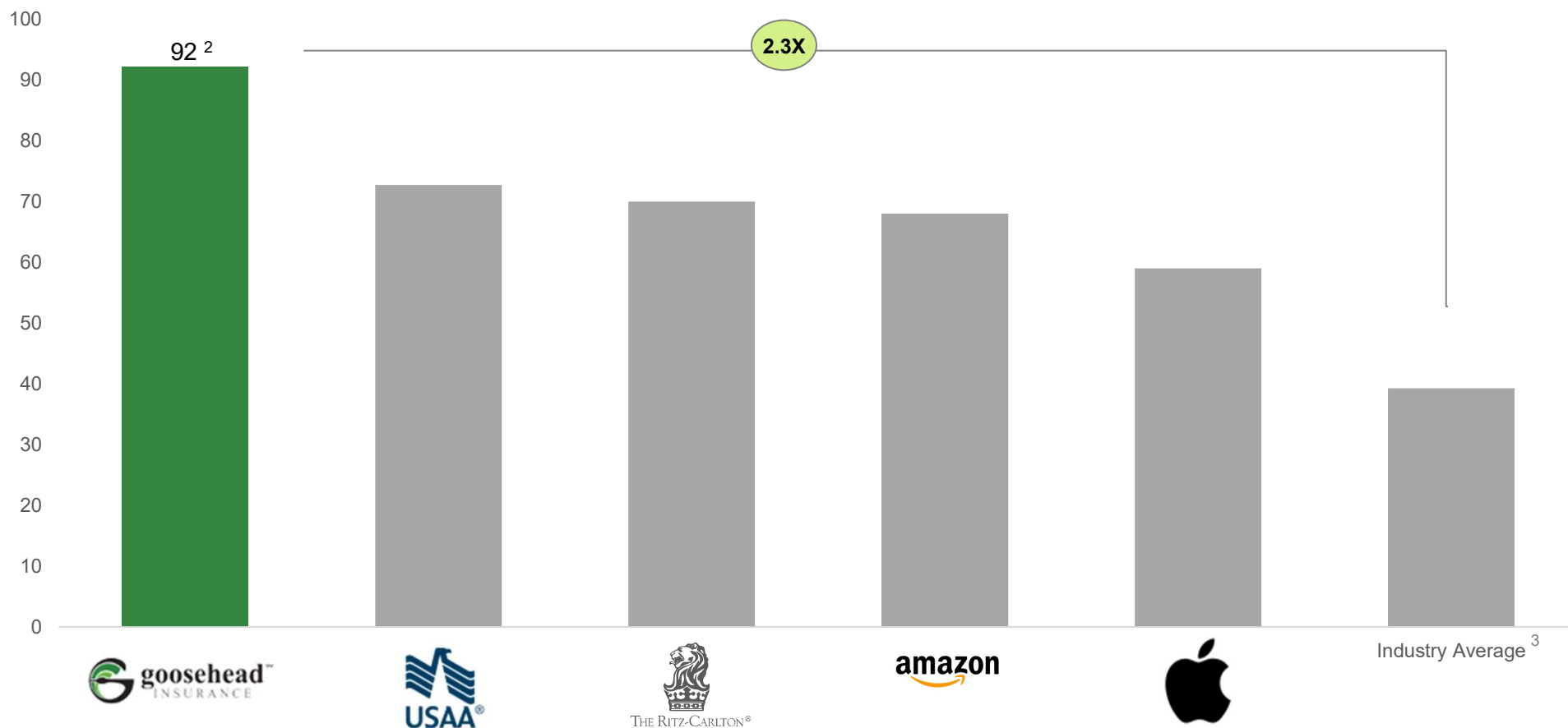
<sup>1</sup> Represents industry best practice per Reagan Consulting 2020 Best Practices Study (using 2019 data); most industry agents have tenures significantly longer than 2 to 3 years



# Best-In-Class Customer Service Drives High Revenue Retention



*Net Promoter Scores (NPS) above several of the most respected brands in the U.S.<sup>1</sup> has resulted in stable and recurring revenue with a customer retention rate of 89% in Q2 2021*



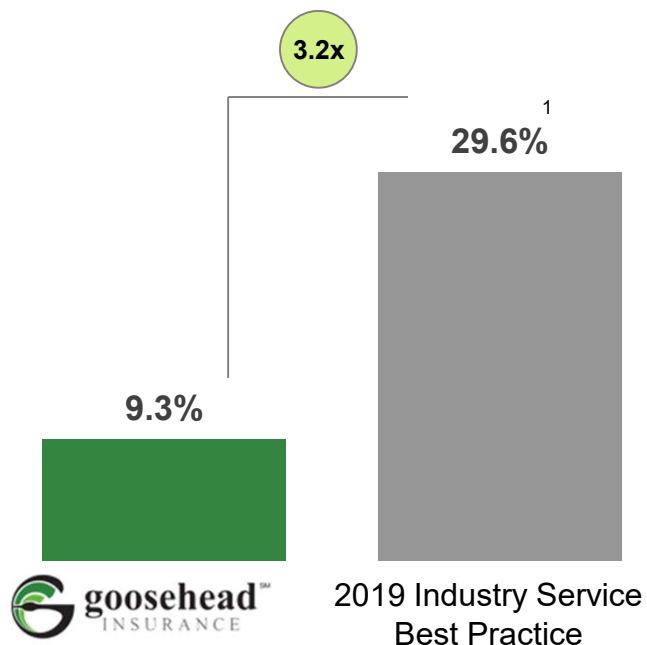
Source: External NPS data from Satmetrix; <sup>1</sup> Ritz, USAA, Apple, Amazon; <sup>2</sup> Represents Q2 2021 NPS; <sup>3</sup> Represents average of auto industry and home industry

# Technology Drives Margins While Simultaneously Ensuring Client Satisfaction



Technology enables Company to deliver service highly efficiently

## 2019 Service payroll as a % of gross personal lines commissions



## Key service center metrics



Net Promoter Score

92<sup>2</sup>



Omnichannel Approach

**Client Portal  
Chat and Text Features**



New business generation

**Cross-sell / Upsell**



In addition, we also carefully monitor call abandonment rate, call back rate and speed of answer

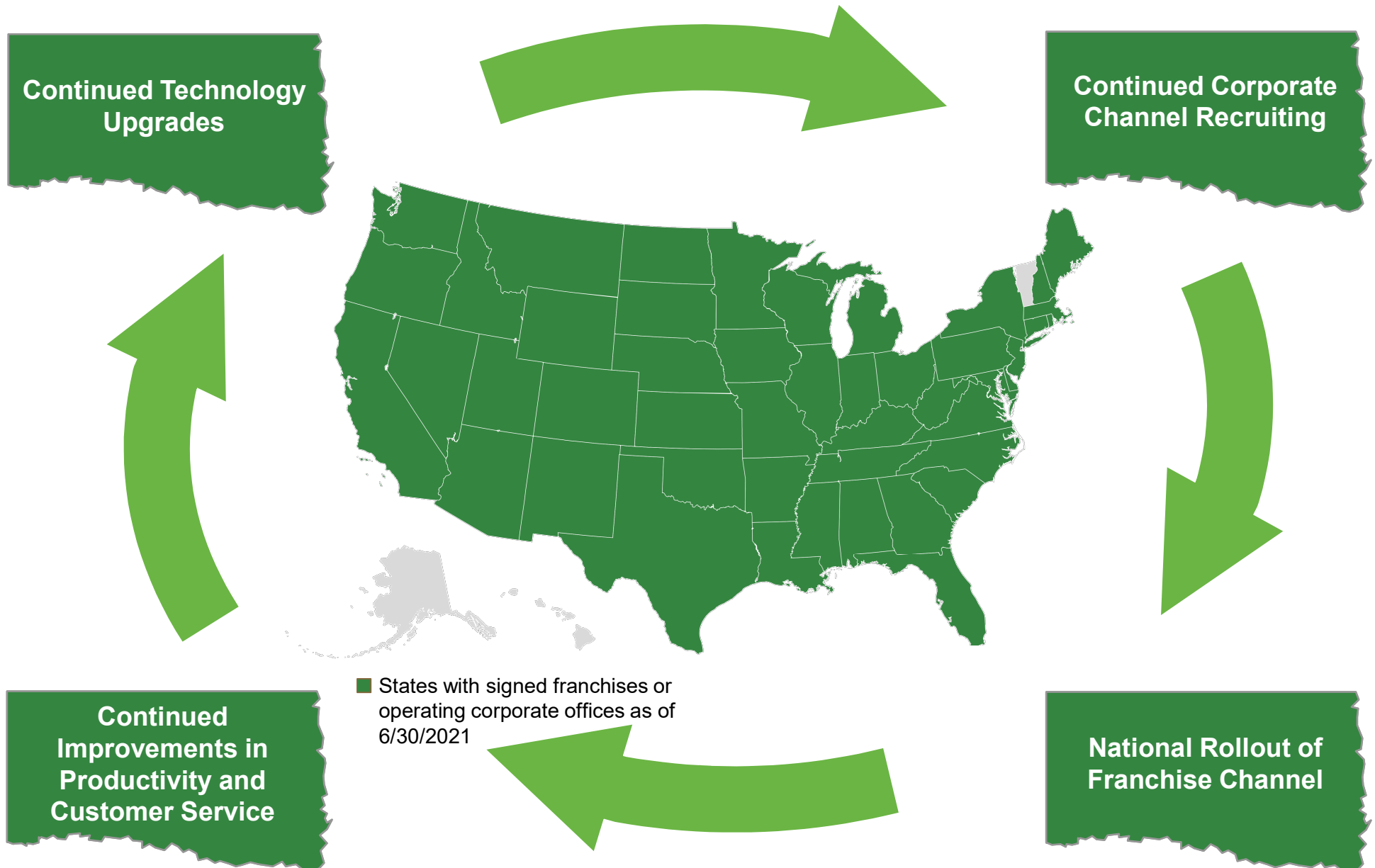


Service agent compensation

**2020 average: \$47k**

<sup>1</sup> Indicates, per Reagan Consulting 2020 Best Practices Study (using 2019 data) service compensation as a percentage of personal lines revenue for agencies with revenues of greater than \$25M; <sup>2</sup> Represents Q2 2021 NPS

# Meaningful Growth Opportunity



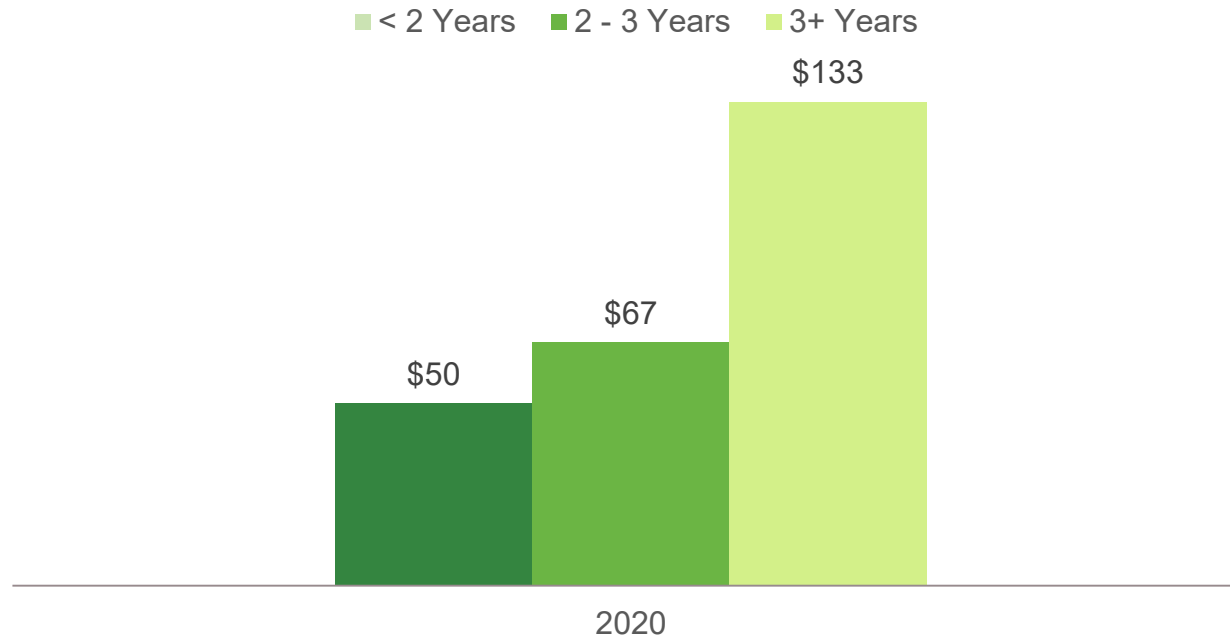
# Continued Corporate Channel Recruiting



*After working for more than three years, the typical Goosehead corporate agent earns more than \$130k annually*

- Goosehead has a highly developed process for recruiting new agents which we have continually refined over the last 10+ years. Additional college campuses to be added
- The ongoing enhancements to our recruiting and training processes has resulted in higher success rates for our corporate agents

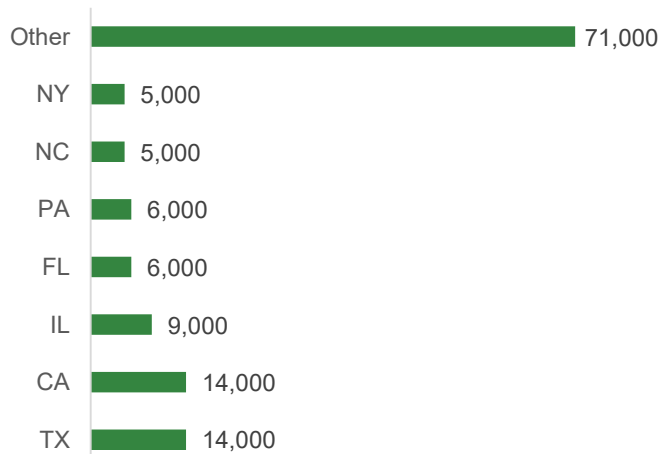
## Average corporate agent compensation by tenure (\$000s)



# National Rollout Of Franchise Channel



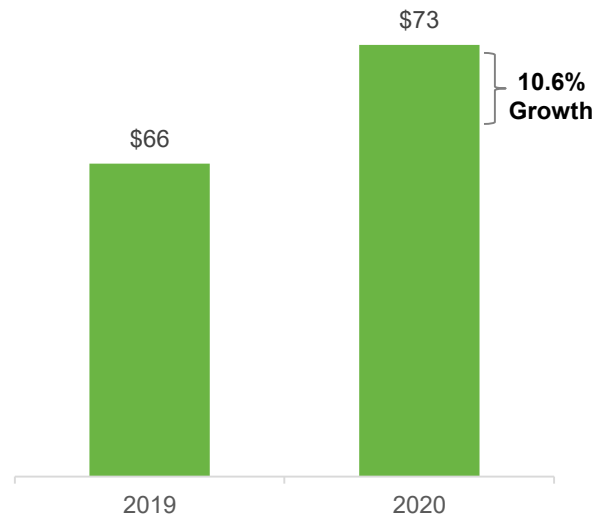
## Pipeline Growth



**Total Leads as of Jun 2021: 130,000**

- 89 members on the recruiting team as of Q2 21
- Recruiting targets include the universe of nearly 400,000 U.S. insurance agents
- Actively recruit motivated sales minded individuals from non-insurance backgrounds

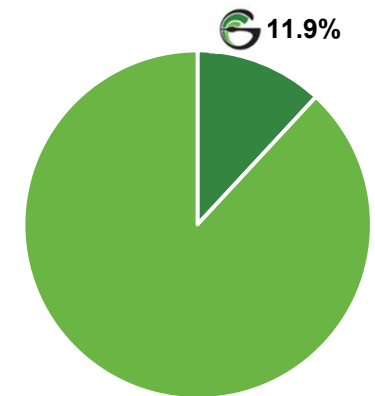
## Production Ramp-up



- Through a combination of both refining the Franchise criteria and training, Goosehead significantly lifted productivity for Franchises

■ Non-Texas New Business per agency, >1 year (\$000s)

## National Implications



Market share of homeowners insurance in new mortgage originations / refinancings in Texas

**2019 TX mortgage originations / refinancing: ~541k<sup>1</sup>**

11.9% Goosehead market share × 9.3mm Originations / refinancing in the U.S.<sup>1</sup>

**1.11M**  
Potential new clients each year

<sup>1</sup> Source: 2019 Home Mortgage Disclosure Act Data

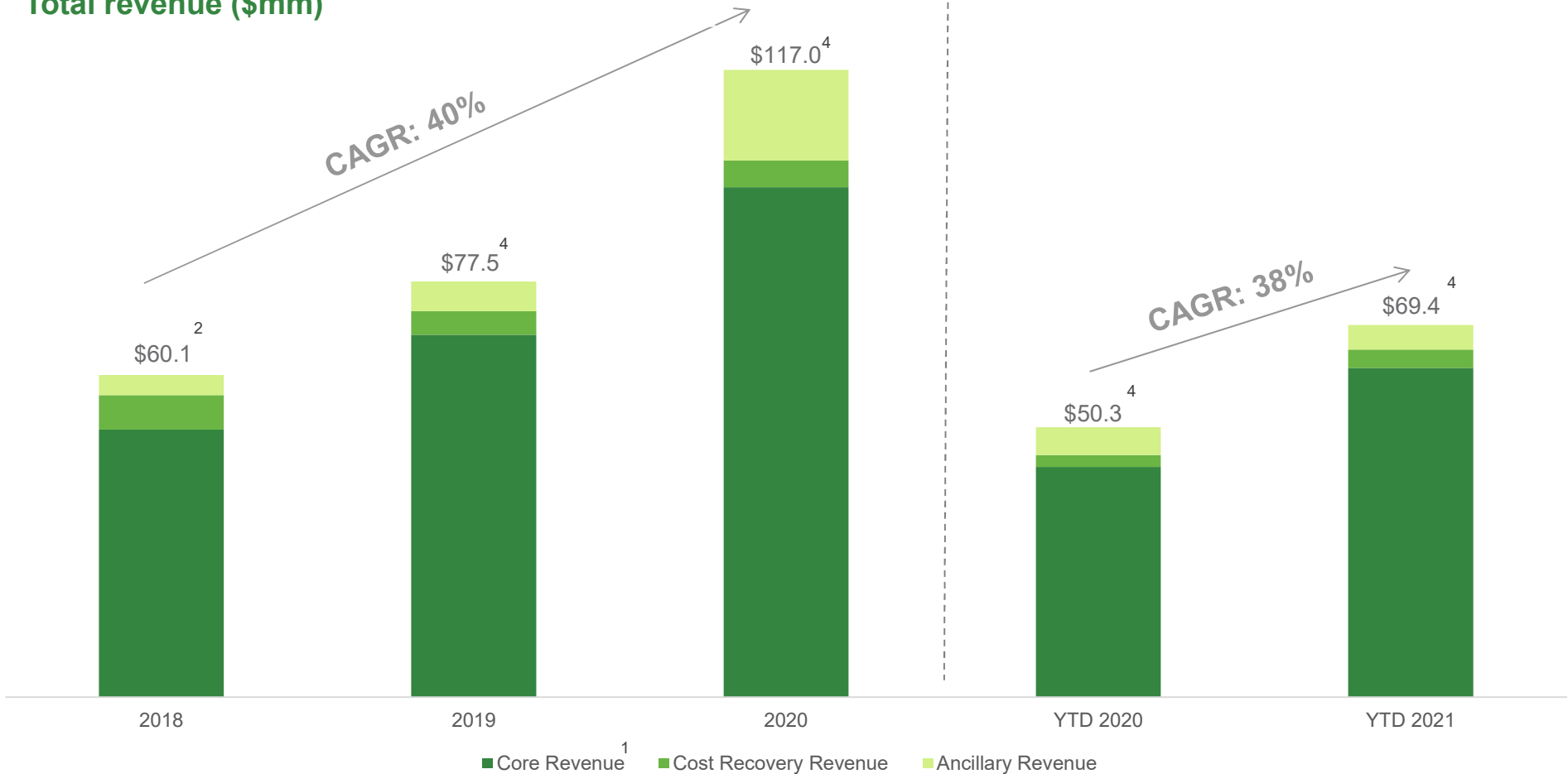


**Economics of our  
Business**

# Strong Revenue Growth and Stable Margins



Total revenue (\$mm)



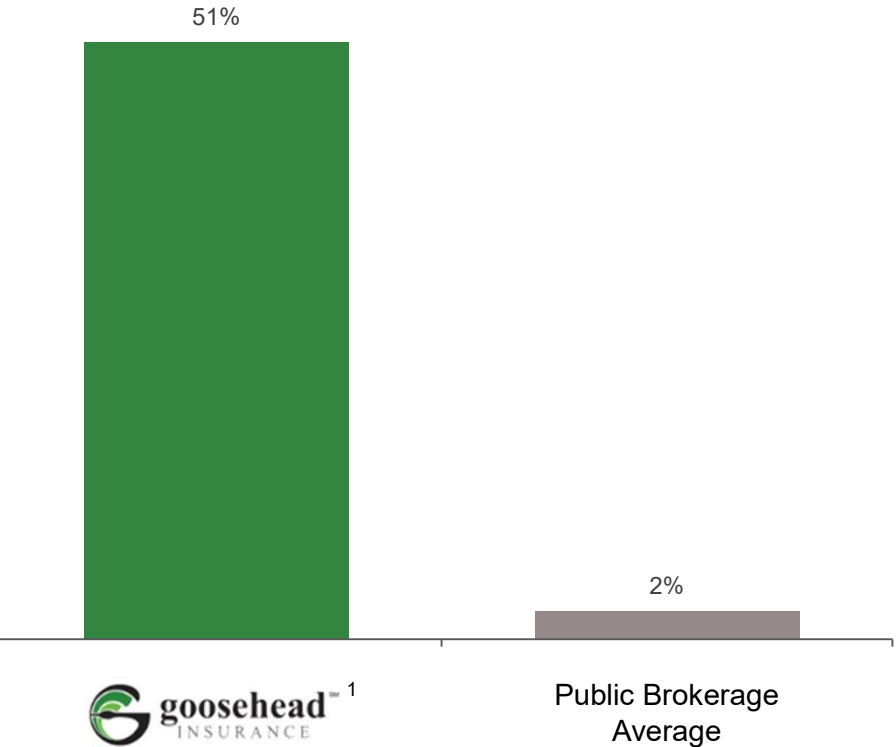
Year	Adj. EBITDA Margin <sup>3</sup>
2018	25%
2019	23%
2020	24%
YTD 2020	22%
YTD 2021	13%

<sup>1</sup> Includes royalty fees; <sup>2</sup> 2018 Revenue as recognized under ASC 605 <sup>3</sup> See Appendix for GAAP reconciliation <sup>4</sup> 2019, 2020, and 2021 Revenue as recognized under ASC 606

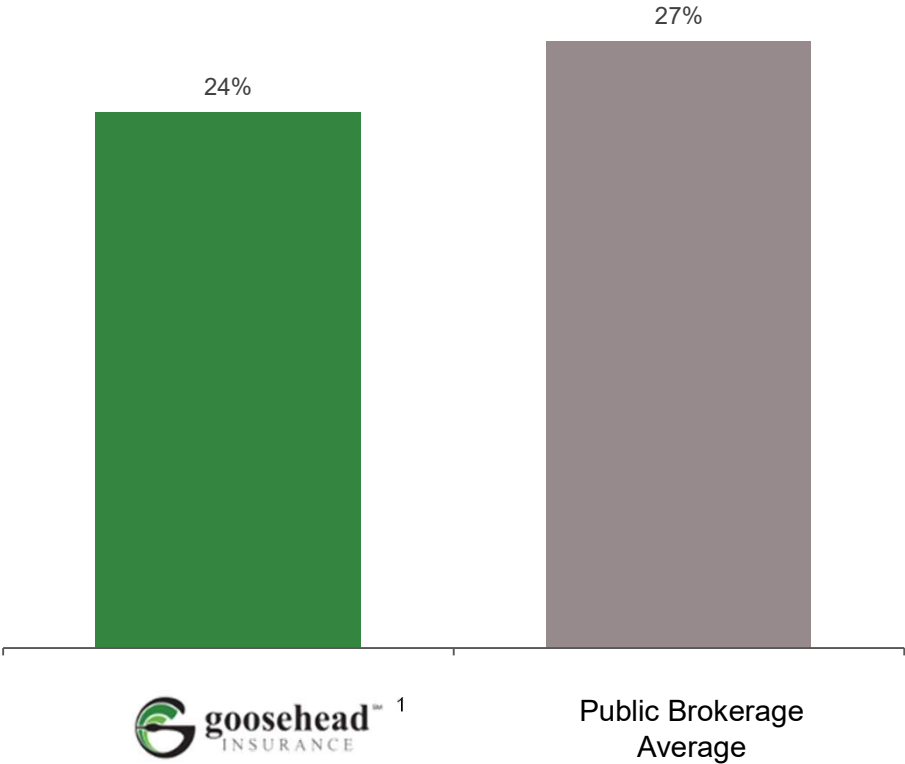
# Outpacing the Industry in Growth with a Clear Path to Margin Expansion



2020 Organic revenue growth



2020 Adjusted EBITDA margins



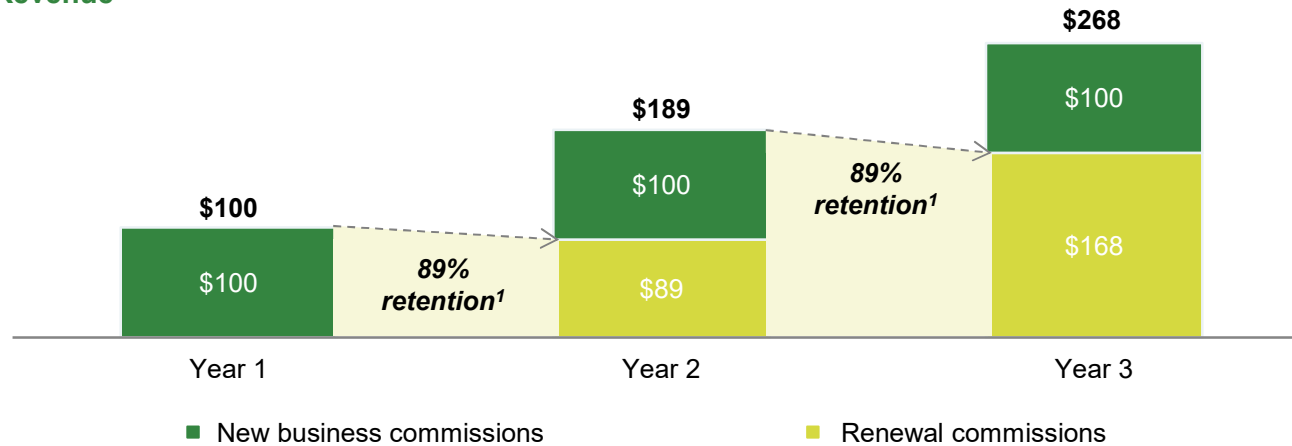
Source: Public filings; <sup>1</sup> Represents 2020 Revenue and Adjusted EBITDA margin as recognized under ASC 606; Note: Public comparables include AON, AJG, BRO, MMC and WLTW,; represent North American retail insurance brokerage organic growth or closest approximation



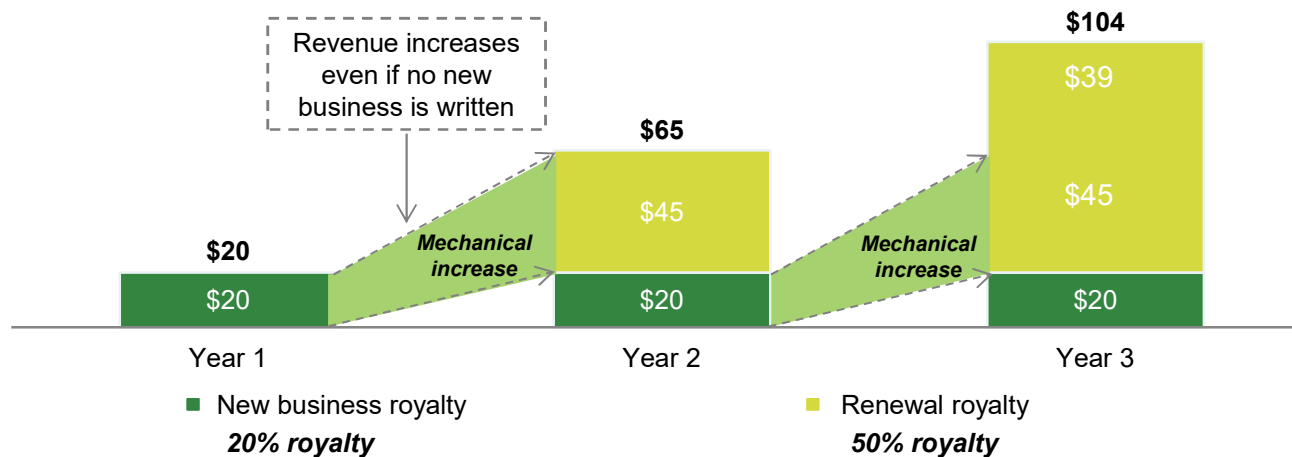
# Compelling Economics Drive Growth And Visibility

*Allowing agents to focus solely on selling creates a clear path to continued organic growth and revenue visibility*

## Corporate Channel Revenue



## Franchise Channel Revenue



Note: Illustrative example

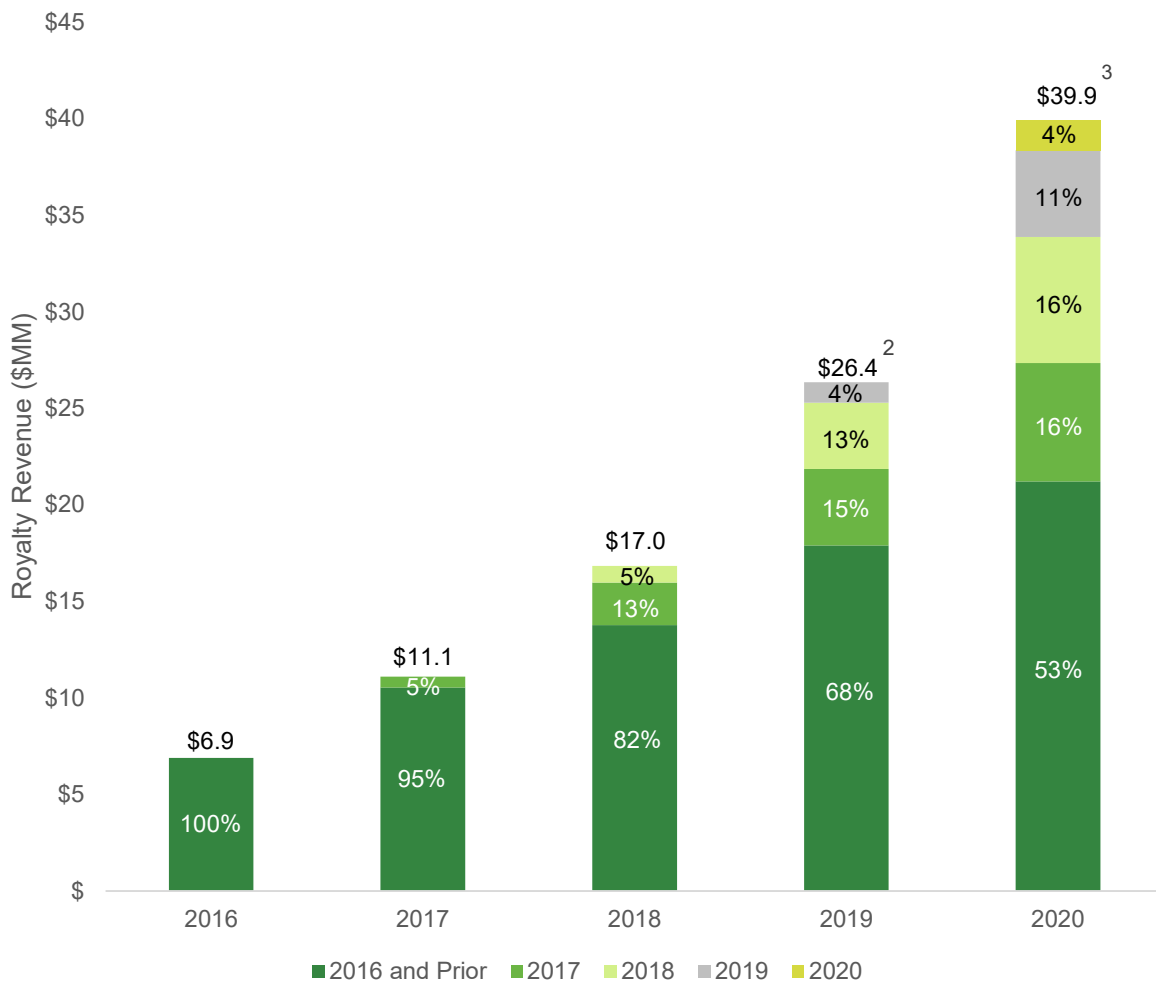
<sup>1</sup> Represents Q2 2021 client retention rate

# Mechanical Growth Provides Abundant and Predictable Organic Opportunity

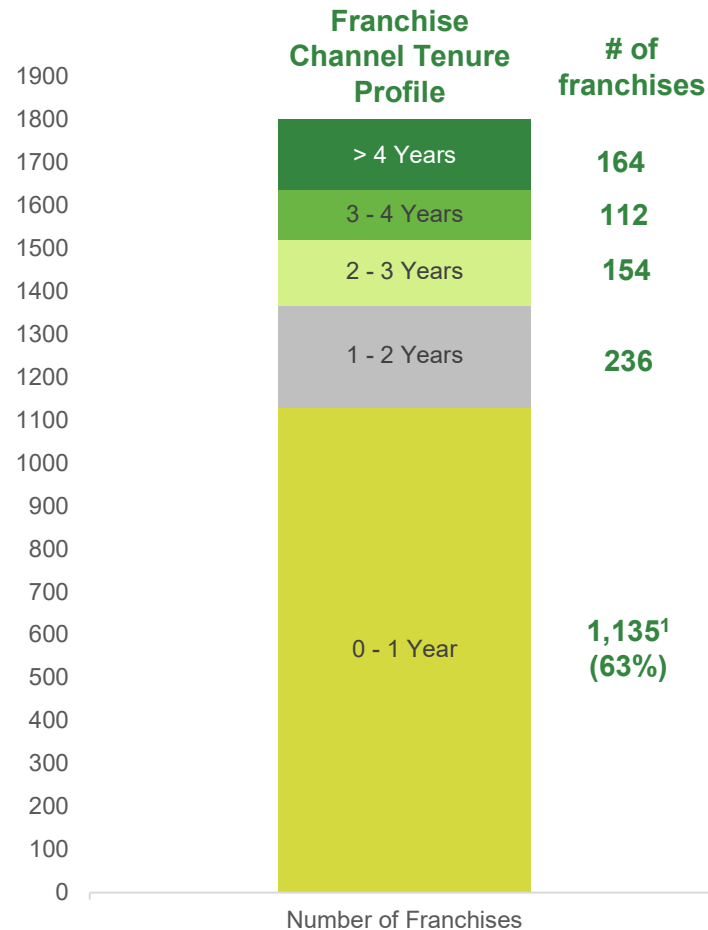


*New franchise units take several years to materially impact revenue*

*Young tenure of franchises provides large volumes of predictable future revenue*



2020 over 2019 Operating Franchise Growth 45%



<sup>1</sup> Number of franchise locations include 641 franchises which are under contract but yet to be opened as of 6/30/2021 <sup>2</sup> 2019 Revenue as recognized under ASC 605 <sup>3</sup> 2020 Revenue as recognized under ASC 606

# Margins Increase Mechanically As New Business Becomes Renewal Business



## New and renewal business costs

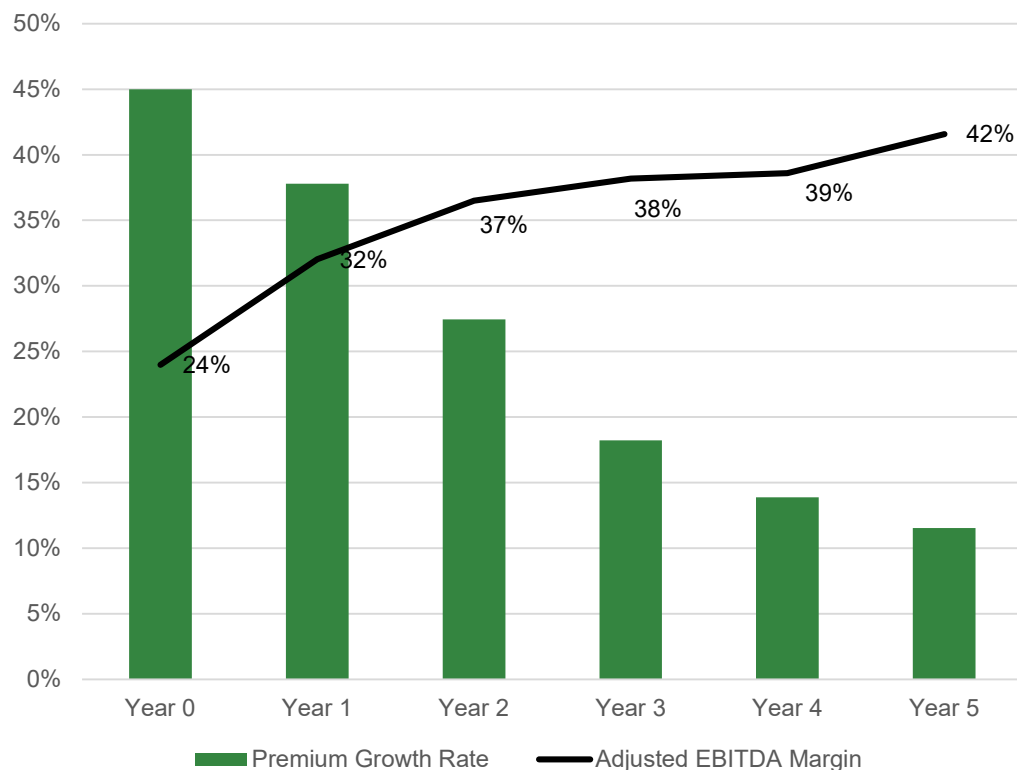
	New Business	Renewal Business	
Commissions to agents / franchisees (net revenue)	●	◐	■ >50% lower for renewal business
Client service salaries and bonuses	●	◐	■ Critical to both new and renewal business; burden heaviest for new clients
Quality control salaries and bonuses	●	○	■ Not relevant for renewal business
Training salaries	●	○	■ Not relevant for renewal business
Client development costs	●	○	■ Not relevant for renewal business
Franchise support	●	○	■ Not relevant for renewal business

*Opportunities to further expand margins through operating leverage created by revenue growth*

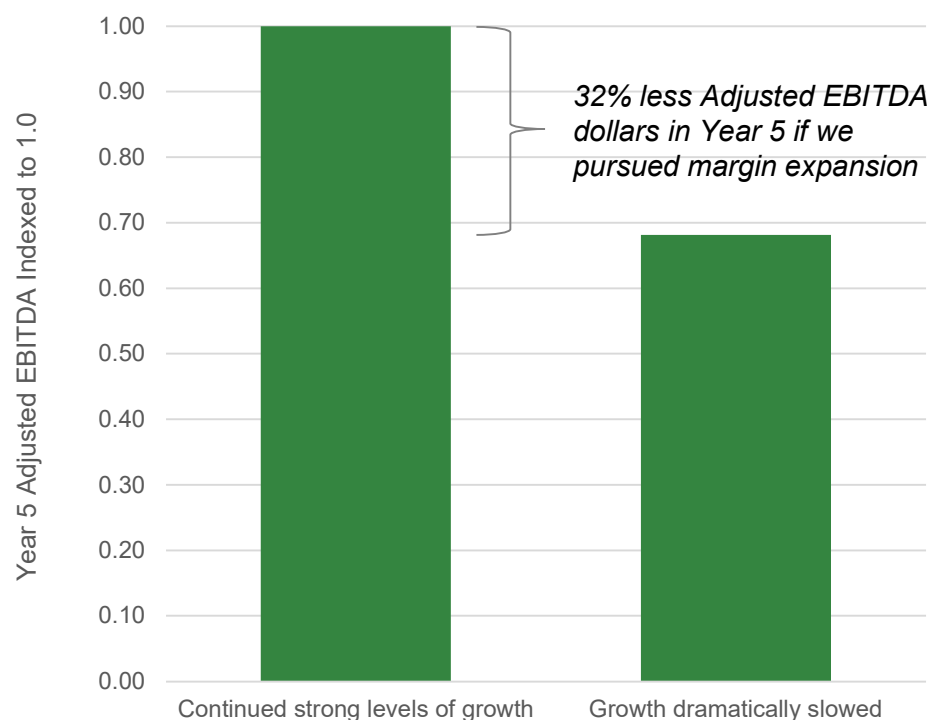
# Hypothetical Growth Compression Impact on Profits



Hypothetical Premium Growth Deceleration Drives Margin Improvement



Maintaining Strong Premium Growth Maximizes Long Term EBITDA Generation



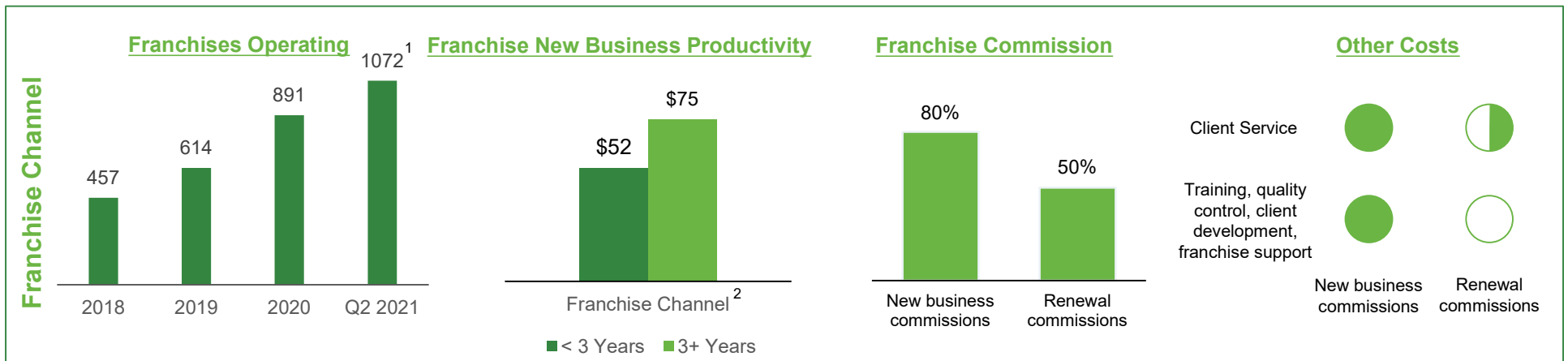
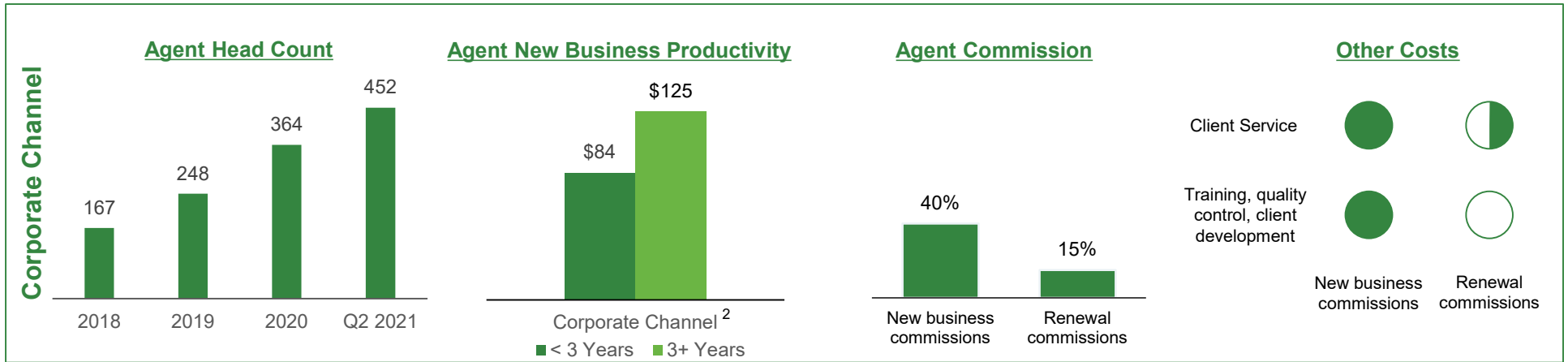
- Margin is a lever we can pull at any time, but it would take 5 years to scale down growth to a sustained level of 10-12%.
- At 10-12% premium growth, margins would likely be well in excess of 40% in Year 5, but total Adjusted EBITDA dollars would be 32% less
- Our goal is to sustain strong long-term premium and revenue growth to maximize long term profit dollars.

*Note: Data is based on a hypothetical model where the Company slows growth in hiring of recruiters and corporate sales agents, then calculates the amount of back-office support and G&A spend needed for the slowed growth. This is for illustrative purposes only and should not be interpreted as forward-looking guidance.*

# Investments In People Will Result In Long-Term Growth And Margin Expansion



*Making significant investments today to ensure growth and profitability is sustainable for years to come*



<sup>1</sup> Excludes all new signings and franchises in implementation; <sup>2</sup> Year ended 12/31/2020

# Investment Highlights



**Disruptive model positioned to substantially grow in a massive and fragmented industry**

**Outpaced revenue growth driven by strategically solving industry challenges**

**Comprehensive value proposition for clients, agents and carriers**

**Highly developed recruiting strategy with experienced evaluators of talent**

**Robust and innovative technology platform supports high growth business model**

**Committed and capable management team with ambitions of industry leadership**

**Recurring revenue with strong future visibility and expanding long-term margins**



# Appendix

# Executive biographies



## Mark E. Jones



### ***Co-Founder, Chairman and Chief Executive Officer***

Mr. Jones is a co-founder of the company and has served as Chief Executive Officer since inception in 2003. Under his leadership, Goosehead has grown to be counted among the largest and fastest growing personal lines insurance agencies in the country. Prior to joining the company, he was a Senior Partner and Director of Bain & Company, the global management consulting firm. Earlier in his career, he worked in the audit and mergers and acquisitions practice groups for Ernst & Young. He holds a Bachelor of Commerce degree from the University of Alberta and an MBA from Harvard Business School

## Michael Colby



### ***President and Chief Operating Officer***

Mr. Colby joined Goosehead Insurance in 2006, was promoted to Senior Vice President and Chief Financial Officer, and served in that role from 2010 to 2014. He was appointed Executive Vice President and Chief Operating Officer in 2011 and then promoted to President and COO in 2016. Mr. Colby has led the franchise operations of the company since 2011, leading Goosehead's exponential growth and expansion into several states. Earlier in his career, Mr. Colby worked with KPMG in their audit practice. He holds a B.B.A in Accounting and an M.S. in Finance from Texas A&M University

## Mark Colby



### ***Chief Financial Officer***

Mr. Colby has served as Chief Financial Officer since 2016. Mr. Colby joined Goosehead in 2012 as Manager of Strategic Initiatives, where he worked on Information Systems platform development and migration, real estate planning, and business diversification initiatives. Since his promotion to Vice President of Finance in 2015, Mr. Colby has overseen Goosehead's internal and external financial reporting, budgeting and forecasting, payroll/401(k) administration, treasury function, and Quality Control/Risk Management department. Prior to joining Goosehead full-time, Mr. Colby worked in Ernst & Young's Transaction Advisory Services and Audit service lines from 2009 to 2012. He graduated cum laude from Texas A&M University in 2009 with a B.B.A. in Accounting and a M.S. in Finance and is a Certified Public Accountant

## Ryan Langston



### ***General Counsel***

Mr. Langston joined Goosehead Insurance in 2014 as Vice President and General Counsel. He is responsible for coordinating and leading legal activity and compliance. Prior to joining Goosehead, Mr. Langston was an attorney with Strasburger & Price, LLP where he represented businesses in commercial litigation and arbitration involving business dissolutions, theft of trade secrets, enforcement of noncompetition agreements, and breach of contracts. He holds a Bachelor of Arts degree from Brigham Young University and received his J.D. from the University of Texas School of Law



# Executive biographies (cont'd)



## Michael Moxley



### ***Vice President***

Mr. Moxley serves as Vice President of Service Delivery for Goosehead Insurance. He joined the company from Transcom Global, an international BPO company, where he was Director of Service Delivery for North America, having oversight for a service operations team spanning four service centers and two countries. Prior to Transcom, Mr. Moxley worked with Alorica, another global BPO firm, where he was a key contributor to their expansion strategy, growing operations to over 3,000 agents in five centers. Earlier in his career Mr. Moxley spent more than 10 years leading various sales and service teams for AT&T. Mr. Moxley has over 13 years of experience in scaling service operations and driving client satisfaction

## Megan Bailey



### ***Vice President***

Ms. Bailey serves as Vice President of Franchise Sales for Goosehead Insurance. She joined Goosehead in 2011 to launch the franchise division of the firm. Goosehead has since grown to over 400 franchise locations in six years. She has over 15 years of sales and management experience including retail, advertising, and software. Originally from Cedar Rapids, Iowa, Megan graduated from the University of Iowa with a Bachelor's degree in Business Communications

## Matthew Colby



### ***Vice President***

Mr. Colby is a Co-Founder of Goosehead Insurance's Houston Office and currently serves as Vice President of Agency Sales. He began his professional career at Charles Schwab as a 401(k) Associate in their Plan Conversions Department. He joined Goosehead Insurance Dallas as an Account Executive in 2007, and was promoted to Manager in 2008. In 2009, Mr. Colby moved to Houston to open Goosehead's first satellite office. Prior to working at Goosehead, Mr. Colby obtained a Bachelor of Science at Texas A&M University where he majored in Political Science with a minor in Business Administration

## Gary Delavan



### ***Vice President***

Mr. Delavan joined Goosehead Insurance as an Account Executive in 2005, became a Sales Manager in 2007, was promoted to Partner and Director in 2010, and now serves as Vice President of Corporate Sales. As Vice President of Corporate Sales, Mr. Delavan leads the strategic growth and development of the company's high-octane Corporate Sales teams located in Irving, Fort Worth, Houston, Austin and Chicago. In his 12 years at Goosehead, Mr. Delavan has been involved in many aspects of the business, including recruiting top talent, training & development of that talent, geographic expansion and supporting Goosehead's network of franchise owners. As a third generation Longhorn, Mr. Delavan attended the University of Texas where he graduated Cum Laude with a Major in Finance and minor in Accounting

# Executive biographies (cont'd)



## Drew Burks



### **Chief Information Officer**

Mr. Burks joined Goosehead Insurance in 2006 serving in both risk management and technology roles. In 2013 he was promoted to Director of Risk Management, transitioned to Director of Information Systems in 2015, and now serves as Chief Information Officer. Mr. Burks is a Salesforce Certified Administrator and has led Goosehead's development of this platform since its implementation in 2009. He also holds DocuSign for Salesforce and Dell Boomi Integration Developer I certifications. Mr. Burks graduated from Baylor University in 2003 with a B.B.A. in Management Information Systems.

## Mark Jones, Jr.



### **Vice President**

Mr. Jones joined Goosehead in 2016 as Controller, and was promoted to Vice President – Finance in 2020. Mr. Jones made significant contributions in strengthening the finance function leading up to and following the company's initial public offering. Mr. Jones currently oversees Goosehead's SEC reporting, financial planning and analysis, and payroll functions. Prior to joining Goosehead Mr. Jones worked in Ernst & Young's Audit practice, primarily focused on financial services companies. Mr. Jones graduated from Texas A&M University with a B.B.A. in Accounting and a M.S. in Finance and is a Certified Public Accountant.

## Brian Pattillo



### **Vice President**

Mr. Pattillo joined Goosehead Insurance in 2009 as an Account Executive, and was the first inductee into Goosehead's President's Club. In 2014, he was promoted to Sales Manager and then to Managing Director in 2016. While in sales, Brian worked closely with the technology group to develop the real estate transaction database, the comparative rating platform, as well as many other technology initiatives. He now serves as Vice President, driving the innovation efforts across Goosehead by interfacing between each business function and the technology group. Prior to joining Goosehead, Brian received his BBA in Business Administration and MS in Marketing from Texas A&M University.

## Dan Farrell



### **Vice President**

Mr. Farrell joined Goosehead Insurance in 2020 as Vice President, Capital Markets. In this role, he is responsible for leading the company's Investor Relations and Public Relations efforts. Dan has over 19 years of experience in the insurance sector. Prior to joining Goosehead, he was Head of Investor Relations for Marsh & McLennan Companies and Head of Strategy for Mercer. Dan spent much of his career as sell side equity analyst covering the insurance sector for 16 years. He graduated from Georgetown University with a B.A. in Economics.



## Ann Challis



### ***Chief Marketing Officer***

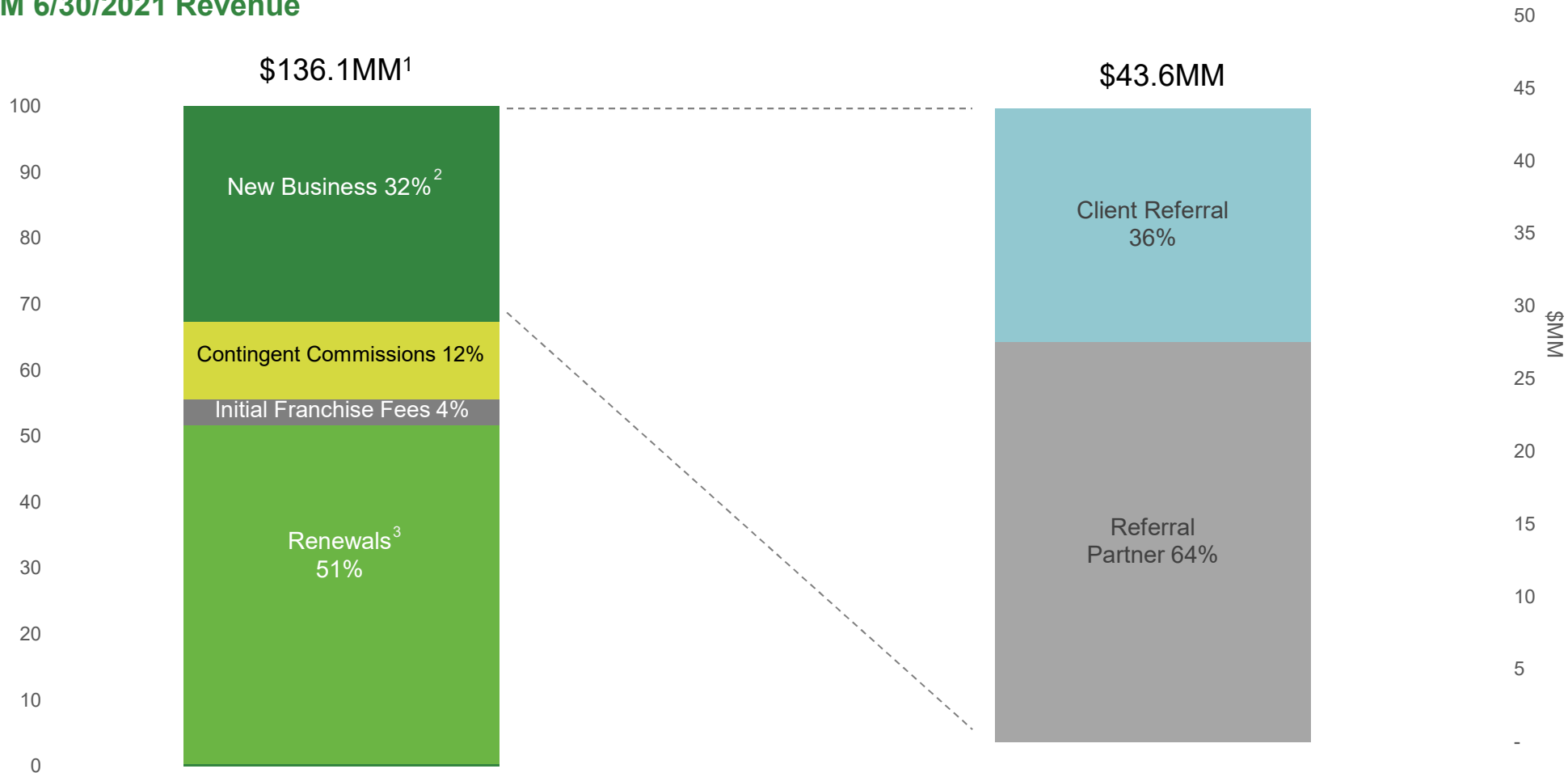
Ms. Challis joined Goosehead Insurance in 2021 as Chief Marketing Officer to lead the efforts in building and managing our digital engagement platform. She brings 25 years of marketing leadership and experience in driving profitable growth for both B2B and B2C companies. Most recently, she spent 5 years in the fintech space as the head of marketing for Elevate and Credible. Prior to that, she led growth marketing teams at BlackRock and Wells Fargo Bank. Ann holds a Bachelors of Business Administration in International Business from Loyola University Maryland and served as a medical service officer for 11 years in the US Army Reserve.

# Revenue Break-Down (ASC 606)



*Only 20% of total revenue is exposed to housing market conditions*

## TTM 6/30/2021 Revenue



<sup>1</sup> TTM 6/30/2021 Revenue as recognized under ASC 606

<sup>2</sup> Includes TTM New Business Commissions, Agency Fees, and New Business Royalty Fees

<sup>3</sup> Includes TTM Renewal Commissions and Renewal Royalty Fees

# Non-GAAP Adjusted EBITDA Reconciliation



	<u>2020</u>	<u>2019</u>	<u>2018</u>
	<b>(ASC 606)</b>	<b>(ASC 606)</b>	<b>(ASC 605)</b>
Net Income	\$ 18.4	\$ 10.4	\$ (18.7)
Other (Income) Expense	(0.1)	-	0.2
Interest Expense	2.3	2.4	4.3
Depreciation and Amortization	3.1	1.9	1.5
Equity Compensation	4.7	1.5	27.1
Income Tax Expense	(0.7)	1.3	0.4
<b>Adjusted EBITDA</b>	<b>\$ 27.8</b>	<b>\$ 17.5</b>	<b>\$ 14.8</b>
Adjusted EBITDA Margin	24%	23%	25%

Note: Financials represent Goosehead Financial, LLC and Subsidiaries and Affiliates. May not sum to total due to rounding.

# Total Revenue ASC 606 and 605



	<b>2020</b>	<b>2019</b>	<b>2018</b>
	<b><u>(ASC 606)</u></b>	<b><u>(ASC 606)</u></b>	<b><u>(ASC 605)</u></b>
<b>Total Revenues</b>	<b>\$117,014</b>	<b>\$77,486</b>	<b>\$60,148</b>
Core Revenue:			
Renewal Commissions <sup>(1)</sup>	\$28,891	\$22,924	\$18,357
Renewal Royalty Fees <sup>(2)</sup>	29,309	19,462	12,104
New Business Commissions <sup>(1)</sup>	17,324	11,961	9,347
New Business Royalty Fees <sup>(2)</sup>	10,623	7,149	4,873
Agency Fees <sup>(1)</sup>	8,921	6,058	5,169
<b>Total Core Revenue</b>	<b>95,068</b>	<b>67,554</b>	<b>49,850</b>
Cost Recovery Revenue:			
Initial Franchise Fees <sup>(2)</sup>	4,236	3,784	6,045
Interest Income	813	617	422
<b>Total Cost Recovery Revenue</b>	<b>5,049</b>	<b>4,401</b>	<b>6,467</b>
Ancillary Revenue:			
Contingent Commissions <sup>(1)</sup>	16,675	5,423	3,831
Other Income <sup>(2)</sup>	222	108	-
<b>Total Ancillary Revenue</b>	<b>16,897</b>	<b>5,531</b>	<b>3,831</b>
<b>Total Revenues</b>	<b>\$117,014</b>	<b>\$77,486</b>	<b>\$60,148</b>

Note: Financials represent Goosehead Financial, LLC and Subsidiaries and Affiliates. May not sum to total due to rounding.