

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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* <u>Jones Mark Evan</u>			2. Issuer Name and Ticker or Trading Symbol <u>Goosehead Insurance, Inc. [ GSHD ]</u>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) <u>CEO / Member of 10% owner group</u>			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <u>08/04/2023</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person			
<u>C/O GOOSEHEAD INSURANCE, INC.</u>			4. If Amendment, Date of Original Filed (Month/Day/Year)			Rule 10b5-1(c) Transaction Indication			
<u>1500 SOLANA BLVD., BUILDING 4, STE 4500</u>						<input type="checkbox"/> Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.			
(Street)	(City)	(State)	(Zip)						
<u>WESTLAKE</u>	<u>TX</u>	<u>76262</u>							

Table I - 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 Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock <sup>(1)</sup>	08/04/2023		M		24,197	A	\$10	220,698	D	
Class A Common Stock <sup>(1)</sup>	08/04/2023		S		9,496	D	\$65.31 <sup>(2)</sup>	211,202	D	
Class A Common Stock <sup>(1)</sup>	08/04/2023		S		8,576	D	\$66.52 <sup>(3)</sup>	202,626	D	
Class A Common Stock <sup>(1)</sup>	08/04/2023		S		6,125	D	\$67.44 <sup>(4)</sup>	196,501	D	
Class A Common Stock <sup>(1)</sup>	08/07/2023		M		12,192	A	\$10	208,693	D	
Class A Common Stock <sup>(1)</sup>	08/07/2023		S		2,264	D	\$65.5 <sup>(5)</sup>	206,429	D	
Class A Common Stock <sup>(1)</sup>	08/07/2023		S		9,928	D	\$66.36 <sup>(6)</sup>	196,501	D	
Class A Common Stock <sup>(1)</sup>	08/08/2023		M		10,553	A	\$10	207,054	D	
Class A Common Stock <sup>(1)</sup>	08/08/2023		S		10,553	D	\$65.32 <sup>(7)</sup>	196,501	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Employee Stock Options (right to buy)	\$10	08/04/2023		M			24,197	(8)	04/26/2028	Class A Common Stock	24,197	\$10	86,127	D	
Employee Stock Options (right to buy)	\$10	08/07/2023		M			12,192	(8)	04/26/2028	Class A Common Stock	12,192	\$10	73,935	D	
Employee Stock Options (right to buy)	\$10	08/08/2023		M			10,553	(8)	04/26/2028	Class A Common Stock	10,553	\$10	63,382	D	

Explanation of Responses:

- This does not reflect shares directly held by the reporting person's spouse, who is independently a reporting person of the issuer.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$65.00 to \$65.84, 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.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$66.01 to \$67.00, 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.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$67.04 to \$67.77, 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.

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5. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$65.04 to \$66.00, 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.

6. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$66.05 to \$66.96, 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.

7. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$65.02 to \$65.98, 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.

8. One third (1/3rd) of the option, which represents the right to purchase a total of 320,000 shares, vested and became exercisable, subject to continued employment, on each of the second, third and fourth anniversaries of the grant date, which was April 26, 2018.

**Remarks:**

/s/ John O'Connor, as Attorney-  
in-Fact for Mark Evan Jones - 08/08/2023

\*\* 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.**