
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13D

Under the Securities Exchange Act of 1934

(Amendment No. 43)*

GOOSEHEAD INSURANCE, INC.

(Name of Issuer)

CLASS A COMMON STOCK, PAR VALUE \$0.01 PER SHARE

(Title of Class of Securities)

(CUSIP Number)

Mark E. Jones
1500 Solana Blvd, Building 4 Suite 4500
Westlake, TX, 76262
214-838-5500

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

08/20/2026

(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box. ☐

The information required on the remainder of this cover page shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 (“Act”) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

SCHEDULE 13D

CUSIP No.

Name of reporting person

1

Mark E. Jones

2

Check the appropriate box if a member of a Group (See Instructions)

	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	☐
	Citizenship or place of organization
6	UNITED STATES
	Sole Voting Power
7	878,434.00
Number of	Shared Voting Power
Shares	
Beneficially	8 11,583,655.00
Owned by	Sole Dispositive Power
Each	9 878,434.00
Reporting	Shared Dispositive Power
Person	
With:	10 11,583,655.00
	Aggregate amount beneficially owned by each reporting person
11	12,462,089.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	34.2 %
	Type of Reporting Person (See Instructions)
14	IN, OO

SCHEDULE 13D

CUSIP No.

	Name of reporting person
1	Robyn Jones
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	☐
	Citizenship or place of organization
6	UNITED STATES
Number of	7 Sole Voting Power

Shares	
Beneficially	0.00
Owned by	Shared Voting Power
Each	8
Reporting	259,325.00
Person	Sole Dispositive Power
With:	9
	0.00
	Shared Dispositive Power
	10
	259,325.00
	Aggregate amount beneficially owned by each reporting person
11	259,325.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	0.7 %
	Type of Reporting Person (See Instructions)
14	IN

SCHEDULE 13D

CUSIP No.

	Name of reporting person
1	The Mark & Robyn Jones Descendants Trust 2014
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	☐
	Citizenship or place of organization
6	UNITED STATES
	Sole Voting Power
	7
	0.00
Number of	Shared Voting Power
Shares	8
Beneficially	6,745,180.00
Owned by	Sole Dispositive Power
Each	9
Reporting	0.00
Person	Shared Dispositive Power
With:	10
	6,745,180.00
11	Aggregate amount beneficially owned by each reporting person

	6,745,180.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐
13	Percent of class represented by amount in Row (11)
	18.6 %
14	Type of Reporting Person (See Instructions)
	OO

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	The Lanni Elaine Romney Family Trust 2014
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
	Sole Voting Power
7	0.00
Number of	Shared Voting Power
Shares	
Beneficially	8
Owned by	264,534.00
Each	Sole Dispositive Power
Reporting	9
Person	0.00
With:	Shared Dispositive Power
	10
	264,534.00
	Aggregate amount beneficially owned by each reporting person
11	264,534.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐
13	Percent of class represented by amount in Row (11)
	0.7 %
14	Type of Reporting Person (See Instructions)
	OO

SCHEDULE 13D

CUSIP No.

1

Name of reporting person

The Lindy Jean Langston Family Trust 2014

Check the appropriate box if a member of a Group (See Instructions)

2

☒ (a)

☐ (b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

☐

Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Shared Voting Power

8

282,734.00

Sole Dispositive Power

9

0.00

Shared Dispositive Power

10

282,734.00

Aggregate amount beneficially owned by each reporting person

11

282,734.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

☐

Percent of class represented by amount in Row (11)

13

0.8 %

Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

CUSIP No.

1

Name of reporting person

The Camille LaVaun Peterson Family Trust 2014

Check the appropriate box if a member of a Group (See Instructions)

2

☒ (a)

☐ (b)

3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
	Sole Voting Power
7	0.00
Number of Shares Beneficially Owned by Each Reporting Person With:	Shared Voting Power
8	275,434.00
	Sole Dispositive Power
9	0.00
	Shared Dispositive Power
10	275,434.00
	Aggregate amount beneficially owned by each reporting person
11	275,434.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐
13	Percent of class represented by amount in Row (11)
	0.8 %
14	Type of Reporting Person (See Instructions)
	OO

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	The Desiree Robyn Coleman Family Trust 2014
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
Number of Shares Beneficially	Sole Voting Power
7	0.00

Owned by Each Reporting Person With:	8	Shared Voting Power
		276,834.00
		Sole Dispositive Power
	9	0.00
		Shared Dispositive Power
	10	276,834.00
		Aggregate amount beneficially owned by each reporting person
11		276,834.00
12		Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
		☐
		Percent of class represented by amount in Row (11)
13		0.8 %
14		Type of Reporting Person (See Instructions)
		OO

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	The Adrienne Morgan Jones Family Trust 2014
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
	Sole Voting Power
7	0.00
	Shared Voting Power
Number of Shares Beneficially Owned by Each Reporting Person With:	8
	282,734.00
	Sole Dispositive Power
	9
	0.00
	Shared Dispositive Power
	10
	282,734.00
	Aggregate amount beneficially owned by each reporting person
11	282,734.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

	☐	Percent of class represented by amount in Row (11)
13		0.8 %
		Type of Reporting Person (See Instructions)
14		OO

SCHEDULE 13D

CUSIP No.

	Name of reporting person	
1	The Mark Evan Jones, Jr. Family Trust 2014	
	Check the appropriate box if a member of a Group (See Instructions)	
2	☒ (a)	
	☐ (b)	
3	SEC use only	
	Source of funds (See Instructions)	
4	OO	
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)	
5	☐	
	Citizenship or place of organization	
6	UNITED STATES	
	Sole Voting Power	
7	0.00	
Number of	Shared Voting Power	
Shares		
Beneficially	8	282,734.00
Owned by	Sole Dispositive Power	
Each	9	0.00
Reporting	Shared Dispositive Power	
Person	10	282,734.00
With:		
	Aggregate amount beneficially owned by each reporting person	
11	282,734.00	
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)	
12	☐	
	Percent of class represented by amount in Row (11)	
13	0.8 %	
	Type of Reporting Person (See Instructions)	
14	OO	

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	Serena Jones
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	ALBERTA, CANADA
	Sole Voting Power
7	0.00
	Shared Voting Power
8	352,822.00
	Sole Dispositive Power
9	0.00
	Shared Dispositive Power
10	352,822.00
	Aggregate amount beneficially owned by each reporting person
11	352,822.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	1.0 %
	Type of Reporting Person (See Instructions)
14	IN

SCHEDULE 13D**CUSIP No.**

1	Name of reporting person
	Lanni Romney
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)

	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
	Citizenship or place of organization
6	UNITED STATES
	Sole Voting Power
7	0.00
Number of Shares Beneficially Owned by Each Reporting Person With:	Shared Voting Power
8	180,291.00
	Sole Dispositive Power
9	0.00
	Shared Dispositive Power
10	180,291.00
	Aggregate amount beneficially owned by each reporting person
11	180,291.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	0.5 %
	Type of Reporting Person (See Instructions)
14	IN

SCHEDULE 13D

CUSIP No.

	Name of reporting person
1	Lindy Langston
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	☐
	Citizenship or place of organization
6	UNITED STATES
	Sole Voting Power
7	0.00
Number of Shares Beneficially Owned by Each	8 Shared Voting Power

Reporting Person With:	200,079.00
	Sole Dispositive Power
9	0.00
	Shared Dispositive Power
10	200,079.00
11	Aggregate amount beneficially owned by each reporting person
	200,079.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐
13	Percent of class represented by amount in Row (11)
	0.5 %
14	Type of Reporting Person (See Instructions)
	IN

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	Camille Peterson
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
	Sole Voting Power
7	0.00
Number of Shares Beneficially Owned by Each Reporting Person With:	Shared Voting Power
8	255,019.00
	Sole Dispositive Power
9	0.00
	Shared Dispositive Power
10	255,019.00
11	Aggregate amount beneficially owned by each reporting person
	255,019.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐

13 Percent of class represented by amount in Row (11)

0.7 %

Type of Reporting Person (See Instructions)

14

IN

SCHEDULE 13D

CUSIP No.

Name of reporting person

1

Desiree Coleman

Check the appropriate box if a member of a Group (See Instructions)

2

☒ (a)

☐ (b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

☐

Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Number of
Shares

Shared Voting Power

Beneficially

8

Owned by

200,000.00

Each

Sole Dispositive Power

Reporting

9

Person

0.00

With:

Shared Dispositive Power

10

200,000.00

Aggregate amount beneficially owned by each reporting person

11

200,000.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

☐

Percent of class represented by amount in Row (11)

13

0.5 %

Type of Reporting Person (See Instructions)

14

IN

SCHEDULE 13D

CUSIP No.

1 Name of reporting person
Adrienne Kebodeaux
Check the appropriate box if a member of a Group (See Instructions)

2 ☒ (a)
☐ (b)

3 SEC use only
Source of funds (See Instructions)

4 OO
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5 ☐
Citizenship or place of organization

6 UNITED STATES
Sole Voting Power

7 0.00
Number of Shares Beneficially Owned by Each Reporting Person With: Shared Voting Power

8 273,027.00
Sole Dispositive Power

9 0.00
Shared Dispositive Power

10 273,027.00
Aggregate amount beneficially owned by each reporting person

11 273,027.00
Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12 ☐
Percent of class represented by amount in Row (11)

13 0.7 %
Type of Reporting Person (See Instructions)

14 IN

SCHEDULE 13D

CUSIP No.

1 Name of reporting person
Mark E. Jones, Jr.
Check the appropriate box if a member of a Group (See Instructions)

2 ☒ (a)
☐ (b)

3 SEC use only
Source of funds (See Instructions)

4 OO

5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)	
	☐	
	Citizenship or place of organization	
6	UNITED STATES	
	Sole Voting Power	
	7	0.00
Number of Shares Beneficially Owned by Each Reporting Person With:	8	Shared Voting Power
	9	472,568.00
	Sole Dispositive Power	
	10	0.00
	Shared Dispositive Power	
	11	472,568.00
	Aggregate amount beneficially owned by each reporting person	
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)	
	☐	
	Percent of class represented by amount in Row (11)	
13	1.3 %	
	Type of Reporting Person (See Instructions)	
14	IN	

SCHEDULE 13D

CUSIP No.

	Name of reporting person	
1	P. Ryan Langston	
	Check the appropriate box if a member of a Group (See Instructions)	
2	☒ (a)	
	☐ (b)	
3	SEC use only	
	Source of funds (See Instructions)	
4	OO	
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)	
5	☐	
	Citizenship or place of organization	
6	UNITED STATES	
	Sole Voting Power	
Number of Shares Beneficially Owned by Each Reporting	7	0.00
	8	Shared Voting Power
	9	129,515.00
	Sole Dispositive Power	

Person	
With:	0.00
	Shared Dispositive Power
10	129,515.00
	Aggregate amount beneficially owned by each reporting person
11	129,515.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	0.4 %
	Type of Reporting Person (See Instructions)
14	IN

SCHEDULE 13D

CUSIP No.

	Name of reporting person
1	SLJ Dynasty Trust
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	☐
	Citizenship or place of organization
6	UNITED STATES
	Sole Voting Power
7	0.00
Number of	Shared Voting Power
Shares	
Beneficially	8 136,246.00
Owned by	
Each	Sole Dispositive Power
Reporting	9 0.00
Person	
With:	Shared Dispositive Power
10	136,246.00
	Aggregate amount beneficially owned by each reporting person
11	136,246.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	

0.4 %
Type of Reporting Person (See Instructions)
14
OO

SCHEDULE 13D

CUSIP No.

1

Name of reporting person

Jones 2020 Irrevocable Trust

Check the appropriate box if a member of a Group (See Instructions)

2

☒ (a)

☐ (b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

☐

Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Number of Shares Beneficially Owned by Each Reporting Person With:

Shared Voting Power

8

82,005.00

Sole Dispositive Power

9

0.00

Shared Dispositive Power

10

82,005.00

Aggregate amount beneficially owned by each reporting person

11

82,005.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

☐

Percent of class represented by amount in Row (11)

13

0.2 %

Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	Lindy Langston Spousal Lifetime Access Trust
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	☐
	Citizenship or place of organization
6	UNITED STATES
	Sole Voting Power
7	0.00
Number of	Shared Voting Power
Shares	
Beneficially	8
Owned by	80,270.00
Each	Sole Dispositive Power
Reporting	9
Person	0.00
With:	Shared Dispositive Power
	10
	80,270.00
	Aggregate amount beneficially owned by each reporting person
11	80,270.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	0.2 %
	Type of Reporting Person (See Instructions)
14	OO

SCHEDULE 13D

CUSIP No.

	Name of reporting person
1	Lanni Romney Spousal Lifetime Access Trust
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	

	☐	Citizenship or place of organization
6		UNITED STATES
		Sole Voting Power
	7	0.00
Number of Shares Beneficially Owned by Each Reporting Person With:		Shared Voting Power
	8	73,704.00
		Sole Dispositive Power
	9	0.00
		Shared Dispositive Power
	10	73,704.00
		Aggregate amount beneficially owned by each reporting person
11		73,704.00
		Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12		☐
		Percent of class represented by amount in Row (11)
13		0.2 %
		Type of Reporting Person (See Instructions)
14		OO

SCHEDULE 13D

CUSIP No.

		Name of reporting person
1		Nathan Scott Romney
		Check the appropriate box if a member of a Group (See Instructions)
2		☒ (a)
		☐ (b)
3		SEC use only
		Source of funds (See Instructions)
4		OO
		Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5		☐
		Citizenship or place of organization
6		UNITED STATES
Number of Shares Beneficially Owned by Each Reporting Person With:		Sole Voting Power
	7	0.00
		Shared Voting Power
	8	5.00
		Sole Dispositive Power
	9	0.00

10 Shared Dispositive Power

5.00

Aggregate amount beneficially owned by each reporting person

5.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)



Percent of class represented by amount in Row (11)

0.0 %

Type of Reporting Person (See Instructions)

IN

SCHEDULE 13D

CUSIP No.

Name of reporting person

Nathan Romney 2021 Family Trust

Check the appropriate box if a member of a Group (See Instructions)



(a)



(b)

SEC use only

Source of funds (See Instructions)

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)



Citizenship or place of organization

UNITED STATES

Sole Voting Power

7

0.00

Number of
Shares

Shared Voting Power

Beneficially

8

82,500.00

Owned by

Sole Dispositive Power

Each

9

0.00

Reporting

Person

With:

Shared Dispositive Power

10

82,500.00

Aggregate amount beneficially owned by each reporting person

82,500.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)



Percent of class represented by amount in Row (11)

0.2 %

Type of Reporting Person (See Instructions)

OO

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	Ryan Langston 2021 Family Trust
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
7	Sole Voting Power
Number of	0.00
Shares	Shared Voting Power
Beneficially	8
Owned by	72,500.00
Each	Sole Dispositive Power
Reporting	9
Person	0.00
With:	Shared Dispositive Power
	10
	72,500.00
11	Aggregate amount beneficially owned by each reporting person
	72,500.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐
13	Percent of class represented by amount in Row (11)
	0.2 %
14	Type of Reporting Person (See Instructions)
	OO

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
---	--------------------------

The CP Descendants' Trust
Check the appropriate box if a member of a Group (See Instructions)

2

☒ (a)
☐ (b)

3

SEC use only

4

Source of funds (See Instructions)

5

OO

6

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

7

☐

8

Citizenship or place of organization

9

UNITED STATES

10

Sole Voting Power

11

0.00

12

Shared Voting Power

13

101,351.00

14

Sole Dispositive Power

15

0.00

16

Shared Dispositive Power

17

101,351.00

18

Aggregate amount beneficially owned by each reporting person

19

101,351.00

20

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

21

☐

22

Percent of class represented by amount in Row (11)

23

0.3 %

24

Type of Reporting Person (See Instructions)

25

OO

SCHEDULE 13D

CUSIP No.

1

Name of reporting person

2

Chick & The Bear Irrevocable Trust

3

Check the appropriate box if a member of a Group (See Instructions)

4

☒ (a)
☐ (b)

5

SEC use only

6

Source of funds (See Instructions)

7

OO

8

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

9

☐

10

Citizenship or place of organization

UNITED STATES

Sole Voting Power

7

0.00

Shared Voting Power

8

58,530.00

Sole Dispositive Power

9

0.00

Shared Dispositive Power

10

58,530.00

Aggregate amount beneficially owned by each reporting person

58,530.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

☐

Percent of class represented by amount in Row (11)

0.2 %

Type of Reporting Person (See Instructions)

OO

SCHEDULE 13D

CUSIP No.

Name of reporting person

SLJ 2025 Grantor Retained Annuity Trust

Check the appropriate box if a member of a Group (See Instructions)

☒ (a)

☐ (b)

SEC use only

Source of funds (See Instructions)

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

☐

Citizenship or place of organization

UNITED STATES

Sole Voting Power

7

0.00

Shared Voting Power

8

114,777.00

Sole Dispositive Power

9

0.00

10 Shared Dispositive Power

	114,777.00
11	Aggregate amount beneficially owned by each reporting person
	114,777.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐
13	Percent of class represented by amount in Row (11)
	0.3 %
14	Type of Reporting Person (See Instructions)
	OO

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	Alexandra Nicole Rogers Trust
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
7	Sole Voting Power
Number of Shares Beneficially Owned by Each Reporting Person With:	0.00
	Shared Voting Power
8	9,788.00
	Sole Dispositive Power
9	0.00
	Shared Dispositive Power
10	9,788.00
11	Aggregate amount beneficially owned by each reporting person
	9,788.00
12	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐
13	Percent of class represented by amount in Row (11)
	0.0 %
14	Type of Reporting Person (See Instructions)
	OO

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	Benjamin Douglas Jones Trust
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
	Sole Voting Power
7	0.00
Number of	Shared Voting Power
Shares	
Beneficially	8
Owned by	9,788.00
Each	Sole Dispositive Power
Reporting	9
Person	0.00
With:	Shared Dispositive Power
	10
	9,788.00
	Aggregate amount beneficially owned by each reporting person
11	9,788.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	0.0 %
	Type of Reporting Person (See Instructions)
14	OO

SCHEDULE 13D

CUSIP No.

	Name of reporting person
1	Brendan Scot Jones Trust
2	Check the appropriate box if a member of a Group (See Instructions)

	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	☐
	Citizenship or place of organization
6	UNITED STATES
	Sole Voting Power
7	0.00
Number of	Shared Voting Power
Shares	
Beneficially	8
Owned by	9,787.00
Each	Sole Dispositive Power
Reporting	9
Person	0.00
With:	Shared Dispositive Power
	10
	9,787.00
	Aggregate amount beneficially owned by each reporting person
11	9,787.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	☐
	Percent of class represented by amount in Row (11)
13	0.0 %
	Type of Reporting Person (See Instructions)
14	OO

SCHEDULE 13D

CUSIP No.

	Name of reporting person
1	Emily Marie Jones Trust
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	☐
	Citizenship or place of organization
6	UNITED STATES

Number of Shares Beneficially Owned by Each Reporting Person With:	7	Sole Voting Power
	0.00	
		Shared Voting Power
	8	
	9,787.00	
		Sole Dispositive Power
	9	
	0.00	
		Shared Dispositive Power
	10	
	9,787.00	
11		Aggregate amount beneficially owned by each reporting person
	9,787.00	
12		Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
	☐	
13		Percent of class represented by amount in Row (11)
	0.0 %	
14		Type of Reporting Person (See Instructions)
	OO	

SCHEDULE 13D

CUSIP No.

1	Name of reporting person
	Joshua Thomas Jones Trust
	Check the appropriate box if a member of a Group (See Instructions)
2	☒ (a)
	☐ (b)
3	SEC use only
4	Source of funds (See Instructions)
	OO
5	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
	☐
6	Citizenship or place of organization
	UNITED STATES
	Sole Voting Power
	7
	0.00
	Shared Voting Power
	8
	9,787.00
	Sole Dispositive Power
	9
	0.00
	Shared Dispositive Power
	10
	9,787.00
11	Aggregate amount beneficially owned by each reporting person

9,787.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)



Percent of class represented by amount in Row (11)

0.0 %

Type of Reporting Person (See Instructions)

OO

SCHEDULE 13D

Item 1. Security and Issuer

Title of Class of Securities:

(a) CLASS A COMMON STOCK, PAR VALUE \$0.01 PER SHARE

Name of Issuer:

(b) GOOSEHEAD INSURANCE, INC.

Address of Issuer's Principal Executive Offices:

(c) 1500 Solana Blvd, Building 4, Suite 4500, Westlake, TEXAS , 76262.

Item 2. Identity and Background

This Schedule 13D/A is being filed pursuant to joint filing agreements filed as Exhibit 1, Exhibit 1.1, Exhibit 1.2, Exhibit 1.3, Exhibit 1.4, and Exhibit 1.5 hereto by (1) Mark E. Jones; (2) Robyn Jones; (3) The Mark & Robyn Jones Descendants Trust 2014; (4) The Lanni Elaine Romney Family Trust 2014; (5) The Lindy Jean Langston Family Trust 2014; (6) The Camille LaVaun Peterson Family Trust 2014; (7) The Desiree Robyn Coleman Family Trust 2014; (8) The Adrienne Morgan Jones Family Trust 2014; (9) The Mark Evan Jones, Jr. Family Trust 2014; (10) Serena Jones; (11) Lanni Romney; (12) Lindy Langston; (13) Camille Peterson; (14) Desiree Coleman; (15) Adrienne Jones; (16) Mark E. Jones, Jr.; (17) P. Ryan Langston; (18) SLJ Dynasty Trust; (19) Jones 2020 Irrevocable Trust; (20) Lindy Langston Spousal Lifetime Access Trust; (21) Lanni Romney Spousal Lifetime Access Trust; (22) Nathan Romney; (23) The CP Descendants' Trust; (24) Nathan Romney 2021 Family Trust; (25) Ryan Langston 2021 Family Trust; (26) Chick & The Bear Irrevocable Trust; (27) SLJ 2025 Grantor Retained Annuity Trust; (28) Alexandra Nicole Rogers Trust; (29) Benjamin Douglas Jones Trust; (30) Brendan Scot Jones Trust; (31) Emily Marie Jones Trust; and (32) Joshua Thomas Jones Trust. The foregoing entities and persons are referred to collectively as the "Reporting Persons." In connection with the closing of the Issuer's initial public offering (the "IPO") of the Issuer's Class A Common Stock, the Issuer effected certain reorganization transactions. The Issuer entered into an amended and restated limited liability company agreement with the continuing members of Goosehead Financial, LLC, a Delaware limited liability company ("Goosehead Financial"), pursuant to which such members and their permitted transferees will be entitled to exchange their shares of Class B common stock of the Issuer, par value \$0.01 per share (the "Class B Common Stock"), together with an equal number of limited liability company units ("LLC Units") in Goosehead Financial, for an equal number of shares of the Issuer's Class A Common Stock. Pursuant to a Voting Agreement dated as of May 1, 2018, as amended and restated on August 6, 2019, June 12, 2020, and September 18, 2020 by and among the Issuer and the Reporting Persons (the "First Voting Agreement") and a Voting Agreement dated as of February 24, 2021 (the "Second Voting Agreement" and together with the First Voting Agreement, the "Voting Agreements"), the Reporting Persons have agreed to vote all shares of the Issuer's voting stock, including the Class A Common Stock and Class B Common Stock, then held by them together on all matters submitted to the Issuer's common stockholders in the manner referred to under Item 6 below and in Exhibit 5 and Exhibit 5.1 respectively. The Issuer's Class A Common Stock and Class B Common Stock vote together as a single class on substantially all matters submitted to the stockholders of the Issuer for approval. The Class A Common Stock carries one vote per share, and the Class B Common Stock currently carries one vote per share.

(b) The business address of each of the Reporting Persons is c/o the Issuer, 1500 Solana Blvd, Building 4, Suite 4500, Westlake, Texas 76262.

Certain of the Reporting Persons hold positions at the Issuer and its subsidiaries as their principal occupation: (1) Mark E. Jones, Executive Chairman, Director; (2) Robyn Jones, Vice Chairman, Director; (3) Mark E. Jones, Jr., Chief Financial Officer and Chief Operating Officer; (4) P. Ryan Langston, Special Advisor to the Board of Directors; (5) Serena Jones, Administrative Service Agent, Retired; (6) Lanni Romney, Attorney (not at Issuer); (7) Camille Peterson, Entrepreneur (not at Issuer); (8) Lindy Langston, Attorney (not at Issuer); (9) Adrienne Jones, Dentist (not at Issuer); (10) Desiree Coleman, Investor (not at Issuer); and (11) Nathan Romney, Dentist (not at Issuer).

(d) None of the Reporting Persons has been convicted in a criminal proceeding during the last five years.

- (e) None of the Reporting Persons has been party to any civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree, or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws, or finding any violation with respect to such laws during the last five years.
- (f) Each natural person identified in this Item 2, other than Serena Jones, is a citizen of the United States. Serena Jones is a citizen of Canada. Each filing entity identified in this Item 2 is organized under the laws of Texas.
- Item 3. Source and Amount of Funds or Other Consideration
- At the closing of the IPO of the Issuer's Class A Common Stock, the Issuer entered into an amended and restated limited liability company agreement with the continuing members of Goosehead Financial pursuant to which such members and their permitted transferees are entitled to exchange their LLC Units in Goosehead Financial, together with an equal number of shares of Class B Common Stock (together with an equal number of LLC Units in Goosehead Financial) for an equal number of shares of the Issuer's Class A Common Stock. On May 1, 2018, the Issuer issued shares of Class A Common Stock, in the quantities set forth in the table in Item 5 of the Schedule 13D filed on behalf of the Reporting Persons on May 10, 2018, as consideration to purchase indirect ownership interests in Goosehead Management, LLC, a Delaware limited liability company, and Texas Wasatch Insurance Holdings Group, LLC from certain historical owners thereof, including those indicated above, at a price equivalent to \$10.00 per share of Class A Common Stock.
- Item 4. Purpose of Transaction
- The Reporting Persons acquired, and presently hold, Class A Common Stock and Class B Common Stock for investment purposes. Each Reporting Person has signed and is a party to the Voting Agreements described in Item 2 above. Except as otherwise described herein and Rule 10b5-1 Trading Plans, none of the Reporting Persons currently has any plans or proposals that would result in or relate to any of the transactions or changes listed in Items 4(a) through 4(j) of Schedule 13D. However, as part of their ongoing evaluation of their investment and investment alternatives, the Reporting Persons may consider such matters and, subject to applicable law, may formulate a plan with respect to such matters or make formal proposals to the board of directors of the Issuer, other stockholders of the Issuer or other third parties regarding such matters. The Reporting Persons reserve the right to acquire additional securities of the Issuer in the open markets, in privately negotiated transactions (which may be with the Issuer or with third parties) or otherwise, to dispose of all or a portion of their holdings of securities of the Issuer or to change their intention with respect to any or all of the matters referred to in this Item 4.
- Item 5. Interest in Securities of the Issuer
- (a) See Exhibit A, incorporated herein by reference.
- (b) See Exhibit A, incorporated herein by reference.
- (c) See Exhibit A, incorporated herein by reference.
- (d) Other than as described herein and the beneficiaries of trusts that hold shares of Class A or Class B Common Stock reported herein, no other person is known to have the right to receive and the power to direct the receipt of dividends from, or the proceeds from the sale of, the Class A Common Stock beneficially owned by members of the group.
- (e) Not applicable.
- Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer
- In connection with the closing of the IPO, the Issuer effectuated certain reorganization transactions pursuant to which existing members of Goosehead Financial, including the Reporting Persons, obtained beneficial ownership of shares of Class B Common Stock. Pursuant to the Amended and Restated Limited Liability Company Agreement of Goosehead Financial dated as of May 1, 2018 (the "Goosehead Financial LLC Agreement"), the Reporting Persons may exchange each share of Class B Common Stock (together with an LLC Unit of Goosehead Financial) for a share of Class A Common Stock on a one-for-one basis. When a share of Class B Common Stock is exchanged for a share of Class A Common Stock, a corresponding share of the Issuer's Class B Common Stock will automatically be redeemed by the Issuer at par value and canceled. When a share of Class B Common Stock is exchanged for a share of Class A Common Stock, it will not be available for reissuance by the Issuer. See Exhibit 2. Pursuant to a registration rights agreement entered into by and among the Issuer and certain holders of shares of Class B Common Stock, at any time after the expiration of the lock-up period described below, such holders can require the Issuer to register for resale under the Securities Act of 1933, as amended, the shares of Class A Common Stock issued upon exchange of the shares of Class B Common Stock, subject to specified limitations. The registration rights agreement also provides for customary piggyback rights. See Exhibit 3. The Issuer entered into a tax receivable agreement with the pre-IPO members of Goosehead Financial effective as of the closing of the IPO that provides for the payment by the Issuer to such members of Goosehead Financial of 85% of the amount of tax benefits, if any, that the Issuer actually realizes (or in some circumstances is deemed to realize) as a result of increases in tax basis (and certain other tax benefits) resulting from purchases or exchanges of membership units of Goosehead Financial. See Exhibit 4. The Reporting Persons have entered into the Voting Agreements pursuant to which they agreed to vote all their shares of voting stock, including Class A Common Stock and Class B Common Stock, together and in accordance with the instructions of Mark E. Jones on any matter submitted to the common stockholders of the Issuer for a vote. Under the Voting Agreements, the Reporting Persons have given an irrevocable proxy, coupled with an interest, to Mark E. Jones to vote such Reporting Person's shares of Class A Common Stock and Class B Common Stock. If, for reasons of death, legal incapacity or any other cause, Mark E. Jones is unable to vote or exercise his right to vote, then the Reporting Persons agreed to vote in the manner directed by the Robyn Jones in connection with any such vote. If, for reasons of death, legal incapacity or any other cause, Mark E. Jones and Robyn Jones are unable to vote or exercise their respective rights to vote, then the Reporting Persons agreed to vote in the manner directed by both Ryan

Langston and Mark Jones, Jr. in connection with any such vote. See Exhibit 5 (the First Voting Agreement) and Exhibit 5.1 (the Second Voting Agreement). The foregoing summaries do not purport to be complete, and are qualified in their entirety by reference to the Goosehead Financial LLC Agreement, registration rights agreement, form of lock-up agreement, tax receivable agreement and Voting Agreements, filed herewith as Exhibits 2, 3, 4, 5 and 5.1 respectively and incorporated herein by reference. Other than the matters disclosed in this Schedule 13D/A, none of the Reporting Persons is party to any contracts, arrangements, understandings, or relationships herein respect to any securities of the Issuer, including but not limited to the transfer or voting of any of the securities, finder's fees, joint ventures, loan or option agreements, puts or calls, guarantees of profits, division of profits or loss, or the giving or withholding of proxies.

Item 7. Material to be Filed as Exhibits.

Exhibit 1 Joint Filing Agreement as required by Rule 13d-1(k)(1) under the Securities Exchange Act of 1934, as amended (incorporated by reference to Exhibit 99.1 of the statement on Schedule 13D/A filed on behalf of the Reporting Persons with the Securities and Exchange Commission on September 18, 2020) Exhibit 1.1 Joint Filing Agreement as required by Rule 13-d-1(k)(1) under the Securities Exchange Act of 1934 Exhibit 1.2 Joint Filing Agreement as required by Rule 13-d-a(k)(1) under the Securities Exchange Act of 1934 Exhibit 1.3 Joint Filing Agreement as required by Rule 13-d-a(k)(1) under the Securities Exchange Act of 1934 Exhibit 1.4 Joint Filing Agreement as required by Rule 13-d-a(k)(1) under the Securities Exchange Act of 1934 Exhibit 1.5 Joint Filing Agreement as required by Rule 13-d-a(k)(1) under the Securities Exchange Act of 1934 Exhibit 2 Amended and Restated Limited Liability Company Agreement of Goosehead Financial, LLC (incorporated by reference to Exhibit 2 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 3 Registration Rights Agreement (incorporated by reference to Exhibit 3 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 4 Tax Receivable Agreement (incorporated by reference to Exhibit 5 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 5 Amended and Restated Voting Agreement (incorporated by reference to Exhibit 5 of the statement of Schedule 13D/A filed on behalf of the Reporting Persons with the Securities and Exchange Commission on September 18, 2020) Exhibit 5.1 Second Voting Agreement Exhibit 24.1 Power of Attorney for Robyn Jones (incorporated by reference to Exhibit 24.1 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.2 Power of Attorney for The Mark and Robyn Jones Descendants Trust 2014 (incorporated by reference to Exhibit 24.2 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.3 Power of Attorney for The Lanni Elaine Romney Family Trust 2014 (incorporated by reference to Exhibit 24.3 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.4 Power of Attorney for The Lindy Jean Langston Family Trust 2014 (incorporated by reference to Exhibit 24.4 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.5 Power of Attorney for The Camille LaVaun Peterson Family Trust 2014 (incorporated by reference to Exhibit 24.5 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.6 Power of Attorney for The Desiree Robyn Coleman Family Trust 2014 (incorporated by reference to Exhibit 24.6 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.7 Power of Attorney for The Adrienne Morgan Jones Family Trust 2014 (incorporated by reference to Exhibit 24.7 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.8 Power of Attorney for The Mark Evan Jones, Jr. Family Trust 2014 (incorporated by reference to Exhibit 24.8 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.9 Power of Attorney for Serena Jones (incorporated by reference to Exhibit 24.9 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.10 Power of Attorney for Lanni Romney (incorporated by reference to Exhibit 24.10 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.11 Power of Attorney for Lindy Langston (incorporated by reference to Exhibit 24.11 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.12 Power of Attorney for Camille Peterson (incorporated by reference to Exhibit 24.12 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.13 Power of Attorney for Desiree Coleman (incorporated by reference to Exhibit 24.13 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.14 Power of Attorney for Adrienne Jones (incorporated by reference to Exhibit 24.14 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.15 Power of Attorney for Mark E. Jones, Jr. (incorporated by reference to Exhibit 24.15 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 24.16 Power of Attorney for Ryan Langston (incorporated by reference to Exhibit 24.16 of the statement on Schedule 13DA filed on behalf of the Reporting Persons with the Securities and Exchange Commission on August 6, 2019) Exhibit 24.17 Power of Attorney for the Jones 2020 Irrevocable Trust (incorporated by reference to Exhibit 24.31 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.18 Power of Attorney for the SLJ Dynasty Trust (incorporated by reference to Exhibit 24.32 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.19 Power of Attorney for the Lindy Langston Spousal Lifetime Access Trust (incorporated by reference to Exhibit

24.33 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.20 Power of Attorney for Lanni Romney Spousal Lifetime Access Trust (incorporated by reference to Exhibit 24.34 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.21 Power of Attorney for Nathan Romney (incorporated by reference to Exhibit 24.35 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.22 Power of Attorney for the Nathan Romney 2021 Family Trust (incorporated by reference to Exhibit 24.36 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.23 Power of Attorney for the Ryan Langston 2021 Family Trust (incorporated by reference to Exhibit 24.37 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.24 Power of Attorney for the CP Descendants' Trust (incorporated by reference to Exhibit 24.38 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.25 Power of Attorney for the Chick & The Bear Irrevocable Trust (incorporated by reference to Exhibit 24.25 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on August 4, 2022) Exhibit 24.26 Power of Attorney for the SLJ 2023 Grantor Retained Annuity Trust (incorporated by reference to Exhibit 24.26 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on August 31, 2023) Exhibit 24.27 Power of Attorney for the Alexandra Nicole Rogers Trust, the Benjamin Douglas Jones Trust, the Brendan Scot Jones Trust, the Emily Marie Jones Trust, and the Joshua Thomas Jones Trust (incorporated by reference to Exhibit 24.27 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 25, 2026) Exhibit 24.28 Power of Attorney for the SLJ 2025 Grantor Retained Annuity Trust (incorporated by reference to Exhibit 24.28 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 25, 2026) Exhibit A Aggregate Number and Percentage of the Class of Securities and Transaction Description

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Mark E. Jones

Signature: /s/ Mark E. Jones

Name/Title: Mark E. Jones

Date: 08/24/2026

Robyn Jones

Signature: /s/ Mark E. Jones

Name/Title: Mark E. Jones, Attorney-in-Fact

Date: 08/24/2026

The Mark & Robyn Jones Descendants Trust 2014

Signature: /s/ Mark E. Jones

Name/Title: Mark E. Jones, Attorney-in-Fact

Date: 08/24/2026

The Lanni Elaine Romney Family Trust 2014

Signature: /s/ Mark E. Jones

Name/Title: Mark E. Jones, Attorney-in-Fact

Date: 08/24/2026

The Lindy Jean Langston Family Trust 2014

Signature: /s/ Mark E. Jones

Name/Title: Mark E. Jones, Attorney-in-Fact

Date: 08/24/2026

The Camille LaVaun Peterson Family Trust 2014

Signature: /s/ Mark E. Jones

Name/Title: Mark E. Jones, Attorney-in-Fact

Date: 08/24/2026

The Desiree Robyn Coleman Family Trust 2014

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

The Adrienne Morgan Jones Family Trust 2014

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

The Mark Evan Jones, Jr. Family Trust 2014

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Serena Jones

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Lanni Romney

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Lindy Langston

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Camille Peterson

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Desiree Coleman

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Adrienne Kebodeaux

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Mark E. Jones, Jr.

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

P. Ryan Langston

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

SLJ Dynasty Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Jones 2020 Irrevocable Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Lindy Langston Spousal Lifetime Access Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Lanni Romney Spousal Lifetime Access Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Nathan Scott Romney

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Nathan Romney 2021 Family Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Ryan Langston 2021 Family Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

The CP Descendants' Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Chick & The Bear Irrevocable Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

SLJ 2025 Grantor Retained Annuity Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Alexandra Nicole Rogers Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Benjamin Douglas Jones Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 08/24/2026

Brendan Scot Jones Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact

Date: 08/24/2026

Emily Marie Jones Trust

Signature: /s/ Mark E. Jones

Name/Title: Mark E. Jones, Attorney-in-Fact

Date: 08/24/2026

Joshua Thomas Jones Trust

Signature: /s/ Mark E. Jones

Name/Title: Mark E. Jones, Attorney-in-Fact

Date: 08/24/2026

Exhibit A

Item 5. Interest in Securities of the Issuer

(a) and (b) The Reporting Persons as of August 24, 2026, (i) hold 98.6% of the outstanding Class B Common Stock and collectively control approximately 32.0% of the combined voting power of the Issuer's common stock and (ii) beneficially own, calculated in accordance with Rule 13d-3, 34.2% of the Issuer's Class A Common Stock, based on the percentage that would be held by the Reporting Persons if they fully converted their shares of Class B Common Stock into shares of Class A Common Stock and no other holders of Class B Common Stock converted their shares of Class B Common Stock. The percentages reported below and in Box 13 above for each Reporting Person reflect such beneficial ownership for each such Reporting Person.

Reporting Person	Number of Shares of Class A Common Stock Owned ⁽¹⁾	Percentage of Class A Common Stock Outstanding ⁽²⁾
Mark E. Jones	878,434 ⁽³⁾	2.4 %
Robyn Jones	259,325 ⁽⁴⁾	0.7 %
The Mark & Robyn Jones Descendants Trust 2014	6,745,180	18.6 %
The Lanni Elaine Romney Family Trust 2014	264,534	0.7 %
The Lindy Jean Langston Family Trust 2014	282,734	0.8 %
The Camille LaVaun Peterson Family Trust 2014	275,434	0.8 %
The Desiree Robyn Coleman Family Trust 2014	276,834	0.8 %
The Adrienne Morgan Jones Family Trust 2014	282,734	0.8 %
The Mark Evan Jones, Jr. Family Trust 2014	282,734	0.8 %
Serena Jones	352,822	1.0 %
Lanni Romney	180,291	0.5 %
Lindy Langston	200,079	0.5 %
Camille Peterson	255,019	0.7 %
Desiree Coleman	200,000	0.5 %
Adrienne Kebodeaux	273,027	0.7 %
Mark E. Jones, Jr.	472,568 ⁽⁵⁾	1.3 %
P. Ryan Langston	129,515 ⁽⁶⁾	0.4 %
SLJ Dynasty Trust	136,246	0.4 %
Jones 2020 Irrevocable Trust	82,005	0.2 %
Lindy Langston Spousal Lifetime Access Trust	80,270	0.2 %
Lanni Romney Spousal Lifetime Access Trust	73,704	0.2 %
Nathan Romney	5	— %
The CP Descendants' Trust	101,351	0.3 %
Ryan Langston 2021 Family Trust	72,500	0.2 %
Nathan Romney 2021 Family Trust	82,500	0.2 %
Chick & The Bear Irrevocable Trust	58,530	0.2 %
SLJ 2025 Grantor Retained Annuity Trust	114,777	0.3 %
Alexandra Nicole Rogers Trust	9,788	— %
Benjamin Douglas Jones Trust	9,788	— %
Brendan Scot Jones Trust	9,787	— %
Emily Marie Jones Trust	9,787	— %
Joshua Thomas Jones Trust	9,787	— %

⁽¹⁾ Each Reporting Person has shared power to vote or dispose all shares listed pursuant to the Voting Agreements described herein except for the shares listed for Mark E. Jones for which he has the sole power to vote or dispose.

⁽²⁾ Based on the number of shares of Class A Common Stock (24,117,778) issued and outstanding as of August 24, 2026, the date of this report, and assuming all outstanding shares of Class B Common Stock (together with an equal number of LLC Units in Goosehead Financial) beneficially owned by the Reporting Persons (and excluding, for the avoidance of doubt, shares of Class B Common Stock owned by other persons) were exchanged for newly-issued shares of Class A Common Stock on a one-for-one basis.

- (3) Includes 657,334 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.
- (4) Includes 55,411 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.
- (5) Includes 250,001 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.
- (6) Includes 121,710 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.

(c) Between February 26, 2026 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and August 24, 2026, Mark & Robyn Jones Descendants Trust 2014 converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
04/28/2026	179	\$49.06
04/29/2026	5,307	\$48.07
05/1/2026	5,090	\$45.32
05/21/2026	70,751	\$41.36
05/22/2026	82,689	\$41.76
05/26/2026	45,588	\$40.07
05/27/2026	9,588	\$40.76
07/29/2026	125,000	\$69.71
07/30/2026	2,519	\$66.27
08/3/2026	100,000	\$65.31
08/4/2026	22,481	\$66.87

Between February 26, 2026 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and August 24, 2026, Mark E. Jones, Jr. purchased shares of Class A Common Stock:

Date	Number of Shares of Class A Common Stock Purchased	Weighted Average Price Per Share
05/15/2026	2,650	\$37.50

Between February 26, 2026 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and August 24, 2026, P. Ryan Langston purchased shares of Class A Common Stock:

Date	Number of Shares of Class A Common Stock Purchased	Weighted Average Price Per Share
05/29/2026	2,800	\$35.56

Between February 26, 2026 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and August 24, 2026, Adrienne Kebodeaux converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
07/28/2026	5,000	\$65.17
08/20/2026	7,000	\$70.00

Between February 26, 2026 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and August 24, 2026, Chick & The Bear Irrevocable Trust converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
07/28/2026	5,000	\$65.03

Between February 26, 2026 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and August 24, 2026, Serena Jones converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
08/13/2026	125	\$67.50
08/19/2026	4,875	\$67.71
08/20/2026	5,000	\$69.00
08/20/2026	5,000	\$70.00

Between February 26, 2026 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and August 24, 2026, SLJ Dynasty Trust converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
08/13/2026	125	\$67.50
08/19/2026	4,875	\$67.71
08/20/2026	5,000	\$69.00
08/20/2026	5,000	\$70.00

Between February 26, 2026 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and August 24, 2026, Mark E. Jones gifted shares of Class A Common Stock:

Date	Number of Shares of Class A Common Stock Gifted	Weighted Average Price Per Share
08/17/2026	100	\$0.00