FORM 4

obligations may continue. See

Instruction 1(b)

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, | D.C. | 20549 |
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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

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

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

| Name and Address of Reporting Person* Peterson Camille | | | | | | 2. Issuer Name and Ticker or Trading Symbol Goosehead Insurance, Inc. [GSHD] | | | | | | | | Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X 10% Owner Officer (rive title Check (page)) Other (page) | | | | | |
|--|---|--|---|---------------------------------|---|--|--|--|------------------------|--------|----------------------------------|---|--|---|--|---------------------------------------|---|------------|--|
| | OSEHEAD | rst) INSURANCE, I /D., BLDG 4, S' | |) | | 3. Date of Earliest Transaction (Month/Day/Year) 11/17/2021 | | | | | | | | Officer (give title X Other (specify below) Member of 10% owner group | | | | | |
| (Street) WESTLA | AKE T | X | 76262 (Zip) | | 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check A Line) X Form filed by One Reporting Pers Form filed by More than One Reporting Person | | | | | | | | orting Perso | on | | | | | |
| (Oily) | | , | | on-Deri | vativ | e Sec | urit | ies Ac | auire | d. Di | sposed o | f. or Be | neficia | ly Owned | | | | | |
| 1. Title of S | Security (Inst | | | 2. Transac Date (Month/Da | ction | 2A. Exe | Deem cution | | 3. Transa Code (| ction | 4. Securities Disposed O | Acquired | (A) or | or 5. Amount of 6. Owner | | n: Direct r Indirect | 7. Nature of Indirect Beneficial Ownership | | |
| | | | | | | | | | Code | v | Amount | (A) or (D) | Price | Reporte Transac (Instr. 3 | tion(s) | | | (Instr. 4) | |
| Class B C | Common Sto | ock | | 11/17/ | 1 | | | С | | 10,396 | D | \$0 | 293 | 293,144 | | D | | | |
| Class A C | Common Sto | ock | | 11/17/ | 21 | | С | | 10,396 | A | \$0 | \$0 10, | | | D | | | | |
| Class A C | Common Sto | ock | | 11/17/ | 2021 | | | | S | | 2,600 | D | \$131.5 | (1) 7, | 796 | | D | | |
| Class A C | Common Sto | ock | | 11/17/ | 2021 | | | | S | | 3,287 | D | \$132.44(2) | | ,509 | | D | | |
| Class A C | Common Sto | ock | | 11/17/ | 2021 | | | | S | | 2,909 | D | \$133.52 | 2 ⁽³⁾ 1, | 600 | | D | | |
| Class A C | Common Sto | ock | | 11/17/ | 2021 | | | | S | | 800 | D | \$134.55 | 5 ⁽⁴⁾ | 4) 800 D | | | | |
| Class A C | Class A Common Stock 11/17/2 | | | 2021 |)21 | | S | | 800 | D | \$135.4 | (5) | 0 | | D | | | | |
| | | ٦ | Table II | | | | | | | | posed of, convertil | | | Owned | | | | | |
| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Dee Execution if any (Month/ | on Date, | Transaction Code (Instr. 8) 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | ivative urities uired or oosed D) (Instr. | 6. Date Exercisable and Expiration Date (Month/Day/Year) (Month/Day/Year) 7. Title and of Securities Underlying Derivative S (Instr. 3 and | | | ties g e Security nd 4) | 8. Price of Derivative Security (Instr. 5) | e derivativ | e Ces Fally C | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership (Instr. 4) | | | |
| | | | | | Code | v | (A) | (D) | Date Exerci | sable | Expiration Date | Title | Amount or Number of Shares | | | | | | |
| LLC Units in Goosehead Financial, LLC | \$0.0 | 11/17/2021 | | | С | | | 10,396 | (6 |) | (6) | Class A Common Stock | 10,396 | \$0 293,1 | | 14 | D | | |

Explanation of Responses:

- 1. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$131.03 to \$132.03, 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.
- 2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$132.03 to \$133.03, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.
- 3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$133.03 to \$143.03, 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.
- 4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$134.03 to \$135.03, 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.
- 5. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$135.03 to \$135.91, 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. Each LLC Unit, together with a share of Class B Common Stock, may be converted by the holder into one share of Class A Common Stock at any time. The LLC Units do not expire.

Remarks:

/s/ P. Ryan Langston, as Attorney-in-Fact for Camille Peterson

11/19/2021

** 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. |
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