### FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| STATEMENT | OF CHANGES | S IN BENEFICIA | L OWNERSHIP |
|-----------|------------|----------------|-------------|

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#### 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

|  |  |            |  |         |  |  |                                     | . ,   |                                 |                              |                            | ompany Act                           |  |                      |                        |                         |   |   |  |
|--|--|------------|--|---------|--|--|-------------------------------------|---|---------------------------------|------------------------------|----------------------------|--------------------------------------|--|----------------------|------------------------|-------------------------|---|---|--|
| 1. Name and Address of Reporting Person* <u>Colby Michael C.</u>     |  |            |  |         |  | 2. Issuer Name and Ticker or Trading Symbol Goosehead Insurance, Inc. [ GSHD ] |                                     |   |                                 |                              |                            |                                      |  |                      | all app<br>Direc       | olicable)               | g Person(s) to Is  10% (  | Owner   |  |
| (Last) (First) (Middle) C/O GOOSEHEAD INSURANCE, INC.                |  |            |  |         |  | 3. Date of Earliest Transaction (Month/Day/Year) 08/12/2019                    |                                     |   |                                 |                              |                            |                                      |  |                      | belov                  | v) ``                   | Other (specify below)   |   |  |
| 1500 SOLANA BLVD., BUILDING 4, STE 4500  (Street)  WESTLAKE TX 76262 |  |            |  | 4. If   | 4. If Amendment, Date of Original Filed (Month/Day/Year) |  |                                     |   |                                 |                              |                            |                                      | Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person |                      |                        |                         |   |   |  |
| (City)   |  | (Sta       | , ,  | Zip)    | I Di.  | <u> </u>   | 0                                   |   | - 4 -                           |                              |                            |                                      | ć F  | 6: .                 | : - 11 4               | <b></b>                 |   |   |  |
| 1. Title of S  | Security (I  | Instr.     |  | e I - r | 2. Transacti<br>Date<br>(Month/Day                       | on   | 2A. De<br>Execu<br>if any<br>(Month | emed<br>tion Da   | ite,                            | 3.<br>Transa<br>Code (<br>8) | ction                      | isposed o  4. Securities Disposed Of | Acquired   | l (A) or             |                        | 5. Am<br>Secur<br>Benet | ount of<br>ities<br>icially<br>d Following  | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4)  |
|  |  |            |  |         |  |  |                                     |   |                                 | Code                         | v                          | Amount                               | (A) or<br>(D)  | Price                |                        | Trans                   | action(s)<br>3 and 4)   |   | (  |
| Class A Common Stock   |  |            | 08/12/20                                   | /2019   |  |  |                                     | S   |                                 | 12,490                       | D                          | \$45.53                              | 301(1)   | 225,912              |                        | I                       | By<br>Colby<br>2014<br>Family<br>Trust  |   |  |
| Class A C  | Common   | Sto        | ck   |         |  |  |                                     |   |                                 |                              |                            |                                      |  |                      |                        | 7                       | 75,631 D  |   |  |
|  |  |            | Та   | ble II  |  |  |                                     |   |                                 |                              |                            | oosed of,<br>convertib               |  |                      |                        | vned                    |   |   |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)                  | 2.<br>Conversi<br>or Exerci<br>Price of<br>Derivativ<br>Security | ion<br>ise | 3. Transaction<br>Date<br>(Month/Day/Year) | if any  | emed<br>tion Date,<br>n/Day/Year)                        | 4.<br>Transa<br>Code (<br>8)   |                                     | 5. Nu<br>of<br>Deriv<br>Secul<br>Acqu<br>(A) or<br>Dispo<br>of (D)<br>(Instr<br>and 5 | ative<br>rities<br>ired<br>osed | Expir<br>(Mon                | te Exerration D<br>th/Day/ | Year)                                | 7. Title<br>Amour<br>Securit<br>Under!<br>Derivat<br>Securit<br>and 4)   | it of<br>ies<br>ying | Deriv<br>Secu<br>(Inst |                         | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction<br>(Instr. 4) | Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |

## 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 \$45.00 to \$45.91, 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

# Remarks:

/s/ P. Ryan Langston, as

Attorney-in-Fact for Michael 08/14/2019

C. Colby

\*\* 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.