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# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| Check this box if no longer subject to |
|--|
| Section 16. Form 4 or Form 5           |
| obligations may continue. See          |
| Instruction 1(b).                      |

# STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

| OMB APPR             | ROVAL     |
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|   | Estimated average burden |     |
|---|--------------------------|-----|
|   | hours per response:      | 0.5 |
| - |                          |     |

| 1. Nume and Address of Reporting Ferson |             |                   | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br>Goosehead Insurance, Inc. [GSHD] |                   | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) |           |                       |  |  |  |
|---|-------------|-------------------|--|-------------------|---|-----------|-----------------------|--|--|--|
| <u>Jones Robyn Mary Elizabeth</u>       |             |                   |  | X                 | Director  | Х         | 10% Owner             |  |  |  |
| (Last) (First) (Middle)                 |             |                   | 3. Date of Earliest Transaction (Month/Day/Year)                                       | -                 | Officer (give title below)  | Х         | Other (specify below) |  |  |  |
|   |             |                   | 05/02/2019   |                   | Member of 10%   | ier group |                       |  |  |  |
| 1500 SOLANA                             | BLVD., BUII | LDING 4, STE 4500 |  |                   |   |           |                       |  |  |  |
| (Street)                                |             |                   | 4. If Amendment, Date of Original Filed (Month/Day/Year)                               | 6. Indiv<br>Line) | idual or Joint/Group  | =iling (  | Check Applicable      |  |  |  |
| WESTLAKE                                | тх          | 76262             |  | X                 | Form filed by One   | Report    | ting Person           |  |  |  |
| ,                                       |             |                   |  |                   | Form filed by More<br>Person  | than (    | One Reporting         |  |  |  |
| (City)                                  | (State)     | (Zip)             |  |                   |   |           |                       |  |  |  |

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3)     | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transa<br>Code (<br>8) |   | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and 5) |               |                         | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|-------------------------------------|--|---|------------------------------|---|--|---------------|-------------------------|---|---|---|
|                                     |  |   | Code                         | v | Amount   | (A) or<br>(D) | Price                   | Transaction(s)<br>(Instr. 3 and 4)  |   | (1130.4)  |
| Class A Common Stock                | 05/02/2019                                 |   | S                            |   | 39,150   | D             | \$30.064 <sup>(1)</sup> | 1,699,799   | I   | By Mark<br>and Robyn<br>Jones<br>Descendants<br>Trust 2014        |
| Class A Common Stock <sup>(2)</sup> |  |   |                              |   |  |               |                         | 757,890   | D   |   |

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

|   |   |  | (e.g., p  | outs, c                      | ans, | warr | ants, | options, o                                     | conventio   | le sec | sunnes)   |  |  |  |  |
|---|---|--|---|------------------------------|------|------|-------|--|---|--------|---|--|--|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |      | of E |       | 6. Date Exerc<br>Expiration Da<br>(Month/Day/Y | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Instr. 3<br>and 4) |        | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>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) |  |
|   |   |  |   | Code                         | v    | (A)  | (D)   | Date<br>Exercisable                            | Expiration<br>Date  | Title  | Amount<br>or<br>Number<br>of<br>Shares              |  |  |  |  |

### 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 \$30.00 to \$30.28, 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. This does not reflect shares directly held by the reporting person's spouse, who is independently a reporting person of the issuer.

#### Remarks:

The sales reported were effected pursuant to a Rule 10b5-1 trading plan adopted by the Mark and Robyn Jones Descendants Trust 2014.

/s/ P. Ryan Langston, as Attorney-in-Fact for Robyn Mary Elizabeth Jones \*\* Signature of Reporting Person

05/06/2019

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.