FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| wasnington, | D.C. 20549 |
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| STATEMENT OF CHANGES IN BENEFICIAL | OWNERSHIP |
|------------------------------------|-----------|
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OMB APPROVAL

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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* Jones Mark Evan | | | | | | 2. Issuer Name and Ticker or Trading Symbol Goosehead Insurance, Inc. [GSHD] | | | | | | | | | | Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner | | | | | | | |
|---|--|--|---|----------|---|--|-----|--|--------------|---------|--|---|--|---------------------------------|--|--|--|--|------------|--|--|--|--|
| | | rst) (INSURANCE, I 'D., BUILDING | | , | 3. Date of Earliest Transaction (Month/Day/Year) 07/09/2019 | | | | | | | | | | ^ belo | , | ive title X Othe below mber of 10% owner | | | ´ | | | |
| (Street) WESTLAKE TX 76262 | | | | | 4. | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | | 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting | | | | | | | | |
| (City) | (St | | Zip) | | | | | | | | | | | | Person | | | | | | | | |
| | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | | | | | | | | | | | |
| Date | | | | | | 2A. Deemed Execution Date, if any (Month/Day/Year) | | 3. Transaction Code (Instr 8) | | | Acquired (A) or (D) (Instr. 3, 4 and 5) | | | Beneficially Owned Following | | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | | 7. Nature of Indirect Beneficial Ownership | | | | | |
| | | | | | | | | | Code | v | Amount | (A) or (D) | Price | | Reported Transaction(s) (Instr. 3 and 4) | | | | (Instr. 4) | | | | |
| Class A Common Stock | | | 07/09/20 | 019 | | | | S | | 17,378 | D | \$47.13(1) | | 1,233,352 | | I | | By Mark and Robyn Jones Descendants Trust 2014 | | | | | |
| Class A C | Common Sto | ock | | 07/09/20 |)19 | | | | S | | 2,480 | D | \$48.22 | <u>)</u> (2) | 1,230 | 1,230,872 I Jones Desce | | | Robyn | | | | |
| Class A Common Stock | | | 07/09/2019 | | | | | S | | 800 | D | D \$48.94 ⁽³⁾ | | 1,230,072 | | I | | By Mark and Robyn Jones Descendants Trust 2014 | | | | | |
| Class A C | Common Sto | ock ⁽⁴⁾ | | | | | | | | | | | | | 749, | 749,317 D | | | | | | | |
| | | Та | ble I | | | | | | | | 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) | Transaction te Execution Date, onth/Day/Year) 3A. Deemed Execution Date, if any (Month/Day/Year) | | 4. Trans | action (Instr. | | | 6. Da | | rcisable and Date | 7. Title Amou Securi Under Deriva | e and nt of ities lying itive ity (Instr. : | 8 0 0 | 3. Price of Derivative Security (Instr. 5) | 9. Numb derivativ Securitic Benefici Owned Followir Reporte Transac (Instr. 4) | ve es ially ng d tion(s) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | | | |
| | | | | | Code | v | (A) | (D) | Date Exer | cisable | Expiration Date | Title | Amount or Number of 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 \$46.76 to \$47.76, 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 \$47.80 to \$48.62, 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 \$48.81 to \$49.01, 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. 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 Mark Evan Jones

07/10/2019

** Signature of Reporting Person

Date

- * 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.