FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| Washington, D.C. 20549 | 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).                     |

(First)

C/O GOOSEHEAD INSURANCE, INC. 1500 SOLANA BLVD., BLDG 4, STE 4500

(Street)

(Middle)

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: Estimated average burden hours per response:

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

|   |   |  |   |             |   | or Sec                            | ction :          | 30(h) of t                          | he Ír      | nvestme        | nt Co  | mpany A  | Act of 1940  | _                          |                    |   |  |                            |  |                                       |
|---|---|--|---|-------------|---|-----------------------------------|------------------|-------------------------------------|------------|----------------|--------|--|--|----------------------------|--------------------|---|--|----------------------------|--|---------------------------------------|
|   |   | Reporting Person*                          | .:1 T   | 2014        |   |                                   |                  | ne and T                            |            |                |        |  | D ]  |                            |                    | ationship of<br>k all applica                       |  | Perso                      | n(s) to Issu   | er                                    |
| Camille   | <u>Lavaun</u>   | Peterson Fan                               | <u>iily Trust</u>                                   | <u>2014</u> | ٦   | oosehead Insurance, Inc. [ GSHD ] |                  |                                     |            |                |        |  |  |                            | Director           |   | X  | 10% Ow                     | /ner   |                                       |
| (Last)  | ,   | First)                                     | (Middle)  |             |   | Date 1/20/2                       |                  | ırliest Tra                         | ınsac      | ction (Mo      | onth/E | Day/Year                                       | ·)   |                            |                    | Officer (g  |  | X                          | Other (s<br>below)   | · · ·                                 |
|   |   | INSURANCE,                                 |   |             | $\vdash$  | Member of 10% owner group         |                  |                                     |            |                |        |  |  |                            |                    |   |  |                            |  |                                       |
| 1500 SO   | LANA BLV  | VD., BLDG 4, S'                            | ΓΕ 4500   |             | 4.  | If Am                             | endm             | nent, Date                          | e of (     | Original       | Filed  | (Month/  | Day/Year)  |                            | 6. Indi            | vidual or Jo  | int/Group  | Filing (                   | Check Appl   | icable                                |
| (Street) WESTLA   | AKE T   | X  | 76262   |             |   |                                   |                  |                                     |            |                |        |  |  |                            | X                  | Corm file   | •  |                            | ting Person<br>One Report  |                                       |
|   |   | _  |   |             | R   | lule                              | 10               | b5-1(d                              | c) T       | <br>Frans      | acti   | on In  | dicatio  | n                          |                    |   |  |                            |  |                                       |
| (City)  | (\$   | State)                                     | (Zip)   |             | _   |                                   |                  | `                                   | ,          |                |        |  |  |                            | ontract,           | instruction or                                      | written pla  | n that is                  | intended to  | satisfy the                           |
|   |   |  |   |             | L   | affir                             | mativ            | e defense                           | cond       | ditions of     | Rule 1 | 10b5-1(c)                                      | . See Instru   | ction 10.                  |                    |   |  |                            |  | •                                     |
| 4   | N   |  | able I - No   | 1           |   | _                                 |                  |                                     | Acq        |                | , Dis  | _  |  |                            |                    | _   |  |                            |  | - Not                                 |
| 1. Title of Security (Instr. 3)  2. Trans Date (Month/l |   | Date                                       | - 1   |             | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |                                   | ·                | Code (Instr                         |            |                |        | and 5) Securities<br>Beneficially<br>Owned Fol |  | y                          | Form               | Direct<br>Indirect<br>str. 4)                       | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership  |                            |  |                                       |
|   |   |  |   |             |   |                                   |                  |                                     |            | Code           | v      | Amour  | nt (A)   | or Pri                     | ce                 | Reported<br>Transaction<br>(Instr. 3 ar             |  |                            |  | (Instr. 4)                            |
| Class B C   | Common Sto  | ock  |   | 11/20       | /202  | 23                                |                  |                                     |            | С              |        | 15,0   | 000  | D                          | \$ <mark>0</mark>  | 275,  | 434  |                            | D <sup>(1)</sup>   |                                       |
|   | Common St   |  |   | 11/20       |   |                                   |                  |                                     |            | С              | _      | 15,0   |  | A                          | \$0                | 15,0  |  |                            | D <sup>(1)</sup>   |                                       |
|   | Common St   |  |   | 11/20       | /202  | 23                                |                  |                                     | _          | S              |        | 15,0   | 000  | D   \$7                    | 3.06(2)            | -   |  |                            | D <sup>(1)</sup>   |                                       |
|   | Common Sto  |  |   |             |   | $\dashv$                          |                  |                                     | _          |                |        |  |  |                            |                    | 189,5   |  | _                          | D <sup>(4)</sup>   |                                       |
|   | Common St   |  |   |             |   | $\dashv$                          |                  |                                     |            |                |        | $\vdash$                                       |  | $\dashv$                   |                    | 182,349<br>181,290                                  |  | D <sup>(5)</sup>           |  |                                       |
| Class B C   | Common Sto  | ock  |   |             |   | $\dashv$                          |                  |                                     |            |                |        |  |  | $\top$                     |                    | 132,349   |  | D <sup>(5)</sup>           |  |                                       |
| Class B Common Stock                                    |   |  |   |             |   |                                   |                  |                                     |            |                |        |  | 9,401  |                            | 413(6)             |   |  | By<br>Trust <sup>(7)</sup> |  |                                       |
|   |   |  | Table II -  |             |   |                                   |                  |                                     |            |                |        |  |  |                            |                    | wned  |  | <u> </u>                   |  |                                       |
| 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 Da<br>if any<br>(Month/Day/ | ate, Tra    | nsac<br>de (Ir  | tion                              | 5. Nof Deri Seco | umber<br>vative<br>urities<br>uired | 6. D       |                |        |  | 7. Title and Amount<br>Securities Underlyin<br>Derivative Security<br>3 and 4) |                            | t of<br>ng         | 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 |                            | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>(Instr. 4) |
|   |   |  |   |             |   |                                   | of (E            | O) (Instr.<br>and 5)                |            |                |        |  |  |                            |                    |   | Transact<br>(Instr. 4)   |                            |  |                                       |
|   |   |  |   | Co          | de  | v                                 | (A)              | (D)                                 | Dat<br>Exe | e<br>ercisable |        | oiration<br>te                                 | Title  | Amount<br>Number<br>Shares |                    |   |  |                            |  |                                       |
| LLC Units<br>in<br>Goosehead<br>Financial,<br>LLC       | \$0   | 11/20/2023                                 |   | (           |   |                                   |                  | 15,000                              |            | (8)            |        | (8)  | Class A<br>Common<br>Stock   | 15,0                       | 000                | \$0   | 275,4  | 34                         | D <sup>(1)</sup>   |                                       |
| LLC Units<br>in<br>Goosehead<br>Financial,<br>LLC       | \$0   |  |   |             |   |                                   |                  |                                     |            | (8)            |        | (8)  | Class A<br>Common<br>Stock   | 182,                       | 349                |   | 182,3  | 49                         | D <sup>(4)</sup>   |                                       |
| LLC Units<br>in<br>Goosehead<br>Financial,<br>LLC       | \$0   |  |   |             |   |                                   |                  |                                     |            | (8)            |        | (8)  | Class A<br>Common<br>Stock   | 132,                       | 349                |   | 132,3  | 49                         | D <sup>(5)</sup>   |                                       |
| LLC Units<br>n<br>Goosehead<br>Financial,<br>LLC        | \$0   |  |   |             |   |                                   |                  |                                     |            | (8)            |        | (8)  | Class A<br>Common<br>Stock   | 9,401,                     | 413 <sup>(6)</sup> |   | 9,401,   | 413                        | I  | By Trust <sup>(7)</sup>               |
|   |   | Reporting Person* Peterson Fan             | nily Trust  | 2014        |   |                                   |                  |                                     | ,          |                | -      |  |  | ,                          |                    |   |  |                            |  | ,                                     |

| WESTLAKE   | TX  | 76262    |
|--|---|----------|
| (City)   | (State)   | (Zip)    |
| 1. Name and Address  Jones Mark Ev                             |   |          |
| (Last)   | (First)   | (Middle) |
| C/O GOOSEHEA   | D INSURANCE, INC  | 2.       |
| 1500 SOLANA BI   | LVD., BUILDING 4,   | STE 4500 |
| (Street) WESTLAKE  | TX  | 76262    |
|  |   |          |
| (City)   | (State)   | (Zip)    |
| (City)  1. Name and Address  Jones Robyn M                     | of Reporting Person*  | (Zip)    |
| 1. Name and Address  | of Reporting Person*  | (Zip)    |
| Name and Address     Jones Robyn M  (Last)                     | of Reporting Person*  Iary Elizabeth                            | (Middle) |
| Name and Address     Jones Robyn M     (Last)     C/O GOOSEHEA | of Reporting Person*  Iary Elizabeth  (First)                   | (Middle) |
| Name and Address     Jones Robyn M     (Last)     C/O GOOSEHEA | of Reporting Person*  Iary Elizabeth  (First)  D INSURANCE, INC | (Middle) |

## **Explanation of Responses:**

- 1. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held (i) directly by the Camille Lavaun Peterson Family Trust 2014 and (ii) indirectly by Mark Evan Jones and Robyn Mary Elizabeth Jones, who serve as trustees of the Camille Lavaun Peterson Family Trust 2014 and whose immediate family members are beneficiaries of the Camille Lavaun Peterson Family Trust 2014.
- 2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$72.63 to \$73.41, 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. Reflects a reduction in shares due to a same-day gift by Mark Evan Jones, for which a separate Form 4 will be filed.
- 4. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held directly by Mark Evan Jones, and does not reflect Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held by his spouse, Robyn Mary Elizabeth Jones, who is independently a reporting person of the issuer.
- 5. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held directly by Robyn Mary Elizabeth Jones, and does not reflect Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held by her spouse, Mark Evan Jones, who is independently a reporting person of the issuer.
- 6. Reflects a reduction in shares held indirectly by Mark Evan Jones and Robyn Mary Elizabeth Jones due to 11/20/2023 and 11/21/2023 sales by certain trusts for which Mark Evan Jones and Robyn Mary Elizabeth Jones serve as trustees and of which their immediate family members are beneficiaries, each a separate reporting person and for which separate Form 4s will be filed.
- 7. Reflects shares of Class B Common Stock or LLC Units, as applicable, held indirectly by Mark Evan Jones and Robyn Mary Elizabeth Jones, who serve as trustees of various trusts and whose immediate family members are beneficiaries of such trusts.
- 8. 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/ John O'Connor, as Attorneyin-Fact for Camille Lavaun 11/22/2023 Peterson Family Trust 2014

\*\* 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.