# SEC Form 4

## 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

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

1. Name and Address of Reporting Person*		erson*	2. Issuer Name and Ticker or Trading Symbol Goosehead Insurance, Inc. [GSHD]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
<u>Jones Mark Evan</u>				X	Director	Х	10% Owner		
				x	Officer (give title	x	Other (specify		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	1	below)		below)		
C/O GOOSEHEAD INSURANCE, INC.			02/08/2019	(	CEO / Member of	owner group			
1500 SOLANA BLVD., BUILDING 4, STE 4500		DING 4, STE 4500							
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line)	vidual or Joint/Group	-iling (	Check Applicable		
WESTLAKE	ТХ	76262		X	Form filed by One	Report	ing Person		
					Form filed by More Person	than C	One Reporting		
(City)	(State)	(Zip)		1					

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

Table 1 - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership		
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)		
Class B Common Stock	02/08/2019		С		12,803	D	\$0	14,667,344	Ι	By Trust <sup>(1)</sup>		
Class A Common Stock	02/08/2019		С		12,803	A	\$0	1,761,084	I	By Mark and Robyn Jones Descendants Trust 2014		
Class A Common Stock	02/08/2019		S		12,803	D	\$27.8327 <sup>(2)</sup>	1,748,281	I	By Mark and Robyn Jones Descendants Trust 2014		
Class B Common Stock <sup>(3)</sup>								182,349	D			
Class A Common Stock <sup>(3)</sup>								749,317	D			

#### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1. Title of Derivative Security 11. Nature 3. Transaction 3A. Deemed 5. Number 6. Date Exercisable and 7. Title and Amount 8. Price of 9. Number of 10. Execution Date, if any Expiration Date (Month/Day/Year) of Securities Underlying Derivative Security of Indirect Beneficial Conversion actior of Derivative derivative Ownership Tran (Month/Day/Year) or Exercise Code (Instr. Form: Securities Direct (D) (Instr. 3) Price of (Month/Day/Year) 8) Securities Derivative Security (Instr. 5) Beneficially Ownership Derivative Acquired (Instr. 3 and 4) (Instr. 4) Owned or Indirect (A) or Disposed Following Reported Security (I) (Instr. 4)

					of (İ	D) (Instr. and 5)						Transaction(s) (Instr. 4)		
			Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
LLC Units in Goosehead Financial, LLC	\$0.0	02/08/2019	С			12,803	(4)	(4)	Class A Common Stock	12,803	\$0	14,667,344	Ι	By Trust <sup>(1)</sup>
LLC Units in Goosehead Financial, LLC <sup>(3)</sup>	\$0.0						(4)	(4)	Class A Common Stock	182,349		182,349	D	

### Explanation of Responses:

1. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held in trust for which the reporting person serves as a trustee and of which immediate family members of the reporting person are beneficiaries.

2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$27.38 to \$28.45, 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. This does not reflect shares directly held by the reporting person's spouse, who is independently a reporting person of the issuer.

4. 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:

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

<u>/s/ P. Ryan Langston, as</u> <u>Attorney-in-Fact for Mark Evan</u> 02/11/2019 Jones

\*\* 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.