UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13D/A

(Amendment No. 34)

Under the Securities Exchange Act of 1934

GOOSEHEAD INSURANCE, INC.

(Name of Issuer)

CLASS A COMMON STOCK, PAR VALUE \$0.01 PER SHARE (Title of Class of Securities)

38267D109 (CUSIP Number)

Mark E. Jones 1500 Solana Blvd Building 4, Suite 4500 Westlake, Texas (214) 838-5500

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

June 10, 2021 (Dates of Events which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of \$\$240.13d-1(e), 240.13d-1(g), check the following box. \square

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See §240.13d-7 for other parties to whom copies are to be sent.

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

| | Names o | Names of Reporting Persons. | | | | | |
|-------------------|--|-----------------------------|---|--|--|--|--|
| 1. | Mark E | Mark E. Jones | | | | | |
| | Check th | | propriate Box if a Member of a Group (See Instructions)) □ | | | | |
| 2. | (a) 🖾 | () | , | | | | |
| 3. | SEC Use | e Onl | y | | | | |
| 5. | Source o | of Fu | nds (See Instructions) | | | | |
| 4. | 00 | | | | | | |
| 4. | | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | | |
| 5. | | | | | | | |
| | Citizens | hip o | r Place of Organization | | | | |
| 6. | U.S.A. | | | | | | |
| | | | Sole Voting Power | | | | |
| | | 7. | 681,884 | | | | |
| | | | Shared Voting Power | | | | |
| NUMBEI | | 8. | 15,862,065 | | | | |
| SHARI BENEFICL | ALLY | | Sole Dispositive Power | | | | |
| OWNED EACH | ł | 9. | 681,884 | | | | |
| REPORT PERSC | | | Shared Dispositive Power | | | | |
| WITH | I | 10 | 15,862,065 | | | | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | | | | |
| 11 | 16,543 | ,949 | shares of Class A Common Stock | | | | |
| | Check if | the | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | | | | |
| 12 | | | | | | | |
| | Percent of Class Represented by Amount in Row (11) | | | | | | |
| 13 | 47.11% | ó | | | | | |
| | Type of | Repo | orting Person (See Instructions) | | | | |
| 1.4 | IN OO (Trustoe) | | | | | | |

| | Names o | Names of Reporting Persons. | | | | | |
|-------------------|--|-----------------------------|---|--|--|--|--|
| 1. | Robyn | Robyn Jones | | | | | |
| | Check th | e Ap | propriate Box if a Member of a Group (See Instructions)) □ | | | | |
| 2. | (a) 🖾 | (U | , | | | | |
| 3. | SEC Use | Onl | y | | | | |
| | Source o | f Fu | nds (See Instructions) | | | | |
| 4. | 00 | | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | | |
| | Citizensl | nip o | r Place of Organization | | | | |
| 6. | U.S.A. | | | | | | |
| | | | Sole Voting Power | | | | |
| | | 7. | 0 | | | | |
| | • | | Shared Voting Power | | | | |
| NUMBEI | | 8. | 466,139 | | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | | |
| OWNED EACH | I | 9. | 0 | | | | |
| REPORT PERSC | N | | Shared Dispositive Power | | | | |
| WITH | ł | 10 | 466,139 | | | | |
| | Aggrega | te Aı | nount Beneficially Owned by Each Reporting Person | | | | |
| 11 | 466,139 | 9 sh | ares of Class A Common Stock | | | | |
| 12 | Check if | the A | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) □ | | | | |
| 12 | Percent of Class Represented by Amount in Row (11) | | | | | | |
| 12 | 1.33% | | | | | | |
| 13 | | Repo | orting Person (See Instructions) | | | | |
| | IN | -1- | | | | | |
| 11/ | LIIN | | | | | | |

| | Names of Reporting Persons. | | | | | |
|-------------------|--|------------|--|--|--|--|
| 1. | The Mark and Robyn Jones Descendants Trust 2014 | | | | | |
| | Check th (a) ⊠ | e Ap (b | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (-) | (- | | | | |
| 3. | SEC Use | Onl | y | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | | |
| | Citizensl | nip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| | | | Sole Voting Power | | | |
| | | 7. | 0 | | | |
| | , | | Shared Voting Power | | | |
| NUMBER | | 8. | 10,217,927 | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | |
| OWNED EACH | I | 9. | 0 | | | |
| REPORT PERSO | N | | Shared Dispositive Power | | | |
| WITH | | 10 | 10,217,927 | | | |
| | Aggrega | te Aı | nount Beneficially Owned by Each Reporting Person | | | |
| 11 | | | shares of Class A Common Stock | | | |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | |
| 12 | Percent of Class Represented by Amount in Row (11) | | | | | |
| 13 | 29.10% | , | | | | |
| 10 | | | rting Person (See Instructions) | | | |
| | | _ | | | | |
| 14 | OO (Trust) | | | | | |

| | Names of Reporting Persons. | | | | | |
|-------------------|---|-------|--|--|--|--|
| 1. | The Lanni Elaine Romney Family Trust 2014 | | | | | |
| | Check th | | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (a) _ | (5 | , – | | | |
| 3. | SEC Use | e Onl | y | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | | |
| | Citizens | hip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| | | | Sole Voting Power | | | |
| | | 7. | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBEI | | 8. | 279,534 | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | |
| OWNED EACH | H | 9. | 0 | | | |
| REPORT PERSO | Ν | | Shared Dispositive Power | | | |
| WITH | | 10 | 279,534 | | | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | | | |
| 11 | 279,534 shares of Class A Common Stock | | | | | |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | |
| | Percent of | of Cl | ass Represented by Amount in Row (11) | | | |
| 13 | 0.80% | | | | | |
| | Type of | Repo | orting Person (See Instructions) | | | |
| 14 | OO (Trust) | | | | | |

| | Names o | f Re | porting Persons. | | | | |
|-------------------|--|---|---|--|--|--|--|
| 1. | The Li | The Lindy Jean Langston Family Trust 2014 | | | | | |
| | Check th | ie Ap | propriate Box if a Member of a Group (See Instructions)) □ | | | | |
| 2. | | | | | | | |
| 3. | SEC Use | e Onl | y | | | | |
| | Source o | f Fu | nds (See Instructions) | | | | |
| 4. | 00 | | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | | |
| | Citizens | hip o | r Place of Organization | | | | |
| 6. | U.S.A. | | | | | | |
| | | | Sole Voting Power | | | | |
| | | 7. | 0 | | | | |
| | | | Shared Voting Power | | | | |
| NUMBEI | | 8. | 297,734 | | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | | |
| OWNED EACI | H | 9. | 0 | | | | |
| REPORT PERSO | N | | Shared Dispositive Power | | | | |
| WITH | ł | 10 | 297,734 | | | | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | | | | |
| 11 | 297,734 shares of Class A Common Stock | | | | | | |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) □ | | | | |
| 14 | Percent of | of Cl | ass Represented by Amount in Row (11) | | | | |
| 13 | 0.85% | | | | | | |
| 13 | | Repo | orting Person (See Instructions) | | | | |
| 14 | 00 (Tr | ust) | | | | | |
| 17 | oo (mai) | | | | | | |

| | Names o | Names of Reporting Persons. | | | | | |
|-----------------|--|---|--|--|--|--|--|
| 1. | | The Camille LaVaun Peterson Family Trust 2014 | | | | | |
| | Check th | e Ap | propriate Box if a Member of a Group (See Instructions)) □ | | | | |
| 2. | (-) _ | (- | , – | | | | |
| 3. | SEC Use | Onl | y | | | | |
| 5. | Source o | f Fu | nds (See Instructions) | | | | |
| 4. | 00 | | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | | |
| | Citizensl | nip o | r Place of Organization | | | | |
| 6. | U.S.A. | | | | | | |
| | | | Sole Voting Power | | | | |
| | | 7. | 0 | | | | |
| | • | | Shared Voting Power | | | | |
| NUMBEI SHARI | | 8. | 290,434 | | | | |
| BENEFICL | ALLY | | Sole Dispositive Power | | | | |
| OWNED EACH | I | 9. | 0 | | | | |
| REPORT PERSC | N | | Shared Dispositive Power | | | | |
| WITH | | 10 | 290,434 | | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | | |
| 11 | 290,434 shares of Class A Common Stock | | | | | | |
| 12 | Check if | the A | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | | |
| | Percent of Class Represented by Amount in Row (11) | | | | | | |
| 13 | 0.83% | | | | | | |
| | Type of 1 | Repo | rting Person (See Instructions) | | | | |
| 14 | OO (Trust) | | | | | | |

| | Names of Reporting Persons. | | | | | |
|-------------------|--|---|---|--|--|--|
| 1. | The De | The Desiree Robyn Coleman Family Trust 2014 | | | | |
| | Check th | e Ap | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (u) 🖪 | (0 | , | | | |
| 3. | SEC Use | Onl | y | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | |
| J. | Citizensl | nip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| | | | Sole Voting Power | | | |
| | | 7. | 0 | | | |
| | • | | Shared Voting Power | | | |
| NUMBEI | | 8. | 295,834 | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | |
| OWNED EACH | ł | 9. | 0 | | | |
| REPORT PERSC | N | | Shared Dispositive Power | | | |
| WITH | ł | 10 | 295,834 | | | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | | | |
| 11 | 295,834 shares of Class A Common Stock | | | | | |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) □ | | | |
| 12 | Percent of | of Cl | ass Represented by Amount in Row (11) | | | |
| 13 | 0.84% | | | | | |
| | | Repo | orting Person (See Instructions) | | | |
| 14 | 00 (Tr | ust) | | | | |
| | | | | | | |

| | Names of Reporting Persons. | | | | | |
|-------------------|---|-------|--|--|--|--|
| 1. | The Adrienne Morgan Jones Family Trust 2014 | | | | | |
| | Check th | | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (a) _ | (5 | , – | | | |
| 3. | SEC Use | e Onl | y | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | | |
| | Citizens | hip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| | | | Sole Voting Power | | | |
| | | 7. | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBEI | | 8. | 297,734 | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | |
| OWNED EACH | H | 9. | 0 | | | |
| REPORT PERSO | Ν | | Shared Dispositive Power | | | |
| WITH | ł | 10 | 297,734 | | | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | | | |
| 11 | 297,734 shares of Class A Common Stock | | | | | |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | |
| | Percent o | of Cl | ass Represented by Amount in Row (11) | | | |
| 13 | 0.85% | | | | | |
| | Type of | Repo | orting Person (See Instructions) | | | |
| 14 | OO (Trust) | | | | | |

| | Names of Reporting Persons. | | | | | |
|-------------------|--|-------|--|--|--|--|
| 1. | The Mark Evan Jones, Jr. Family Trust 2014 | | | | | |
| | Check th | | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (a) _ | (5 | , – | | | |
| 3. | SEC Use | e Onl | y | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | | |
| | Citizens | hip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| | | | Sole Voting Power | | | |
| | | 7. | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBEI | | 8. | 297,734 | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | |
| OWNED EACH | H | 9. | 0 | | | |
| REPORT PERSO | Ν | | Shared Dispositive Power | | | |
| WITH | ł | 10 | 297,734 | | | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | | | |
| 11 | 297,734 shares of Class A Common Stock | | | | | |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | |
| | Percent o | of Cl | ass Represented by Amount in Row (11) | | | |
| 13 | 0.85% | | | | | |
| | Type of | Repo | orting Person (See Instructions) | | | |
| 14 | OO (Trust) | | | | | |

Schedule 13D/A

| | Names of Reporting Persons. | | | | | | |
|-------------------|--|--------------|--|--|--|--|--|
| 1. | Serena | Serena Jones | | | | | |
| | Check th | e Ap (b | propriate Box if a Member of a Group (See Instructions)) □ | | | | |
| 2. | | (- | , – | | | | |
| 3. | SEC Use | Onl | y | | | | |
| · | Source o | f Fu | nds (See Instructions) | | | | |
| 4. | 00 | | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | | |
| | Citizensl | nip o | r Place of Organization | | | | |
| 6. | Canada | 1 | | | | | |
| | | | Sole Voting Power | | | | |
| | | 7. | 0 | | | | |
| | • | | Shared Voting Power | | | | |
| NUMBEI | | 8. | 727,031 | | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | | |
| OWNED EACH | I | 9. | 0 | | | | |
| REPORT PERSC | N | | Shared Dispositive Power | | | | |
| WITH | | 10 | 727,031 | | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | | |
| 11 | 727,031 shares of Class A Common Stock | | | | | | |
| 12 | Check if | the A | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | | |
| | Percent of | of Cl | ass Represented by Amount in Row (11) | | | | |
| 13 | 2.07% | | | | | | |
| | Type of 1 | Repo | rting Person (See Instructions) | | | | |
| 14 | IN | | | | | | |

Schedule 13D/A

| | Names o | Names of Reporting Persons. | | | | |
|-------------------|--|-----------------------------|--|--|--|--|
| 1. | Lanni I | Lanni Romney | | | | |
| | Check th | ie Aj | opropriate Box if a Member of a Group (See Instructions) | | | |
| 2. | (u) 😐 | (6 | | | | |
| 3. | SEC Use | On! | dy | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | |
| 3. | Citizens | hip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| | • | | Sole Voting Power | | | |
| | | 7. | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBE | | 8. | 202,791 | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | |
| OWNED EACH | Ŧ | 9. | 0 | | | |
| REPORT PERSO | N | | Shared Dispositive Power | | | |
| WITH | 1 | 10 | 202,791 | | | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | | | |
| 11 | 202,791 shares of Class A Common Stock | | | | | |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | |
| 12 | Percent of | of Cl | ass Represented by Amount in Row (11) | | | |
| 13 | 0.58% | | | | | |
| - | | Repo | orting Person (See Instructions) | | | |
| 14 | IN | | | | | |

| | Names of Reporting Persons. | | | | | | |
|------------------|--|----------------|---|--|--|--|--|
| 1. | Lindy l | Lindy Langston | | | | | |
| | Check th | | propriate Box if a Member of a Group (See Instructions)) □ | | | | |
| 2. | (a) <u></u> | (5 | , _ | | | | |
| 3. | SEC Use | e Onl | y | | | | |
| 5. | Source o | f Fu | nds (See Instructions) | | | | |
| 4. | 00 | | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | | |
| 5. | Citizens | hip o | r Place of Organization | | | | |
| 6. | U.S.A. | | | | | | |
| | I | | Sole Voting Power | | | | |
| | | 7. | 0 | | | | |
| | | | Shared Voting Power | | | | |
| NUMBE | | 8. | 255,079 | | | | |
| SHAR BENEFICI | ALLY | | Sole Dispositive Power | | | | |
| OWNED EACI | H | 9. | 0 | | | | |
| REPORT PERSO | N | | Shared Dispositive Power | | | | |
| WITI | 1 | 10 | 255,079 | | | | |
| | Aggrega | te Aı | nount Beneficially Owned by Each Reporting Person | | | | |
| 11 | 255,079 shares of Class A Common Stock | | | | | | |
| 12 | Check if | the A | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) □ | | | | |
| 12 | Percent of Class Represented by Amount in Row (11) | | | | | | |
| 13 | 0.73% | | | | | | |
| | | Repo | rting Person (See Instructions) | | | | |
| 14 | IN | | | | | | |

| | Names o | Names of Reporting Persons. | | | | |
|--|--|------------------------------------|---|--|--|--|
| 1. | Camillo | Camille Peterson | | | | |
| | Check th | ie Ap | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (a) 🖪 | (5 | , | | | |
| 3. | SEC Use | e Onl | y | | | |
| | Source o | Source of Funds (See Instructions) | | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | |
| 5. | Citizens | hip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| Sole Voting Power | | | | | | |
| | | 7. | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBEI | | 8. | 343,144 | | | |
| SHARES BENEFICIALLY OWNED BY EACH | | | Sole Dispositive Power | | | |
| | | 9. | 0 | | | |
| REPORTING PERSON | | | Shared Dispositive Power | | | |
| WITH | 1 | 10 | 343,144 | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | |
| 11 | 343,144 shares of Class A Common Stock | | | | | |
| 12 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | | | | | |
| 14 | Percent of Class Represented by Amount in Row (11) | | | | | |
| 13 | 0.98% | | | | | |
| | Type of | Repo | orting Person (See Instructions) | | | |
| 14 | IN | | | | | |

| | Names o | Names of Reporting Persons. | | | | |
|------------------------|--|-----------------------------|--|--|--|--|
| 1. | Desiree | Co | leman | | | |
| | Check th (a) ⊠ | e Ap | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (a) <u></u> | (3 | , _ | | | |
| 3. | SEC Use | Onl | y | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | | |
| | Citizensl | ip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| | Sole Voting Power | | | | | |
| | | 7. | 0 | | | |
| | · | | Shared Voting Power | | | |
| NUMBER OF | | 8. | 358,557 | | | |
| SHARES BENEFICIALLY | | | Sole Dispositive Power | | | |
| OWNED EACI | I | 9. | 0 | | | |
| REPORTING PERSON | | | Shared Dispositive Power | | | |
| WITH | | 10 | 358,557 | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | |
| 11 | 358,557 shares of Class A Common Stock | | | | | |
| 10 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) □ | | | | | |
| 12 | Percent of Class Represented by Amount in Row (11) | | | | | |
| 13 | 1.02% | | | | | |
| 13 | | Repo | rting Person (See Instructions) | | | |
| 14 | IN | • | | | | |
| | | | | | | |

| | Names o | Names of Reporting Persons. | | | | |
|--|--|------------------------------------|---|--|--|--|
| 1. | Adrien | | | | | |
| | Check th | ie Ap | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (a) 🖪 | (5 | , | | | |
| 3. | SEC Use | e Onl | y | | | |
| | Source o | Source of Funds (See Instructions) | | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | |
| 5. | Citizens | hip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| Sole Voting Power | | | | | | |
| | | 7. | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBER | | 8. | 486,557 | | | |
| SHARES BENEFICIALLY OWNED BY EACH | | | Sole Dispositive Power | | | |
| | | 9. | 0 | | | |
| REPORTING PERSON | | | Shared Dispositive Power | | | |
| WITH | 1 | 10 | 486,557 | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | |
| 11 | 486,557 shares of Class A Common Stock | | | | | |
| 12 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | | | | | |
| | Percent of Class Represented by Amount in Row (11) | | | | | |
| 13 | 1.39% | | | | | |
| | Type of | Repo | orting Person (See Instructions) | | | |
| 14 | IN | IN | | | | |

| | Names o | Names of Reporting Persons. | | | | |
|------------------------|--|-----------------------------|--|--|--|--|
| 1. | Mark E | Mark E. Jones, Jr. | | | | |
| | Check th | ie Ap (b | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (-) _ | (- | , – | | | |
| 3. | SEC Use | e Onl | y | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | | |
| | Citizens | hip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| Sole Voting Power | | | | | | |
| | | 7. | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBEI | | 8. | 375,553 | | | |
| SHARES BENEFICIALLY | | | Sole Dispositive Power | | | |
| OWNED BY EACH | | 9. | 0 | | | |
| REPORTING PERSON | | | Shared Dispositive Power | | | |
| WITH 10 375,553 | | | 375,553 | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | |
| 11 | 375,553 shares of Class A Common Stock | | | | | |
| 12 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | | | | | |
| | Percent of Class Represented by Amount in Row (11) | | | | | |
| 13 | 1.07% | | | | | |
| | Type of | Repo | orting Person (See Instructions) | | | |
| 14 | IN | | | | | |

| | Names o | Names of Reporting Persons. | | | | |
|------------------------|--|-----------------------------|---|--|--|--|
| 1. | P. Ryan | P. Ryan Langston | | | | |
| | Check th | ie Ap | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2. | (a) 🖪 | (5 | , | | | |
| 3. | SEC Use | e Onl | y | | | |
| | Source of Funds (See Instructions) | | | | | |
| 4. | 00 | | | | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | |
| 5. | Citizens | hip o | r Place of Organization | | | |
| 6. | U.S.A. | | | | | |
| Sole Voting Power | | | | | | |
| | | 7. | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBEI | | 8. | 45,005 | | | |
| SHARES BENEFICIALLY | | | Sole Dispositive Power | | | |
| OWNED BY EACH | | 9. | 0 | | | |
| REPORTING PERSON | | | Shared Dispositive Power | | | |
| WITH | ł | 10 | 45,005 | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | |
| 11 | 45,005 shares of Class A Common Stock | | | | | |
| 12 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) □ | | | | | |
| 12 | Percent of Class Represented by Amount in Row (11) | | | | | |
| 13 | 0.13% | | | | | |
| | | Repo | orting Person (See Instructions) | | | |
| 14 | IN | | | | | |
| | 1 | | | | | |

| | Names o | of Re | porting Persons. | | |
|---------------------|--|--------|--|--|--|
| 1 | SLJ Dy | ynas | ty Trust | | |
| | Check tl (a) ⊠ | he Ap | propriate Box if a Member of a Group (See Instructions)) □ | | |
| 2 | (u) _ | (0 | , – | | |
| 3 | SEC Use | e On | y | | |
| | Source o | of Fu | nds (See Instructions) | | |
| 4 | 00 | | | | |
| 5 | Check if | f Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | |
| | Citizens | hip o | r Place of Organization | | |
| 6 | U.S.A. | i. | | | |
| | | | Sole Voting Power | | |
| | | 7 | 0 | | |
| | | | Shared Voting Power | | |
| NUMBER | | 8 | 97,943 | | |
| SHARI BENEFICIA | ALLY | | Sole Dispositive Power | | |
| OWNED EACH | I | 9 | 0 | | |
| REPORTING PERSON | | | Shared Dispositive Power | | |
| WITH | i | 10 | 97,943 | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | |
| 11 | 97,943 shares of Class A Common Stock | | | | |
| 10 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | | | | |
| 12 | Percent of Class Represented by Amount in Row (11) | | | | |
| 10 | 0 28% | | | | |
| 13 | | Repo | orting Person (See Instructions) | | |
| 1.4 | 00 (T) | _ | | | |
| 13 | Percent of Class Represented by Amount in Row (11) 0.28% Type of Reporting Person (See Instructions) | | | | |

| | Names o | of Re | porting Persons. | | | | |
|-------------------|--|------------------------------|---|--|--|--|--|
| 1 | Jones 2 | Jones 2020 Irrevocable Trust | | | | | |
| | Check th (a) ⊠ | ne Aj | opropriate Box if a Member of a Group (See Instructions) | | | | |
| 2 | | | | | | | |
| 3 | SEC Use | e On | ly | | | | |
| | Source of Funds (See Instructions) | | | | | | |
| 4 | 00 | | | | | | |
| 5 | Check if | Dise | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | | |
| | Citizens | hip c | or Place of Organization | | | | |
| 6 | U.S.A. | | | | | | |
| | | | Sole Voting Power | | | | |
| | | 7 | 0 | | | | |
| | | | Shared Voting Power | | | | |
| NUMBER OF | | 8 | 82,005 | | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | | |
| OWNED EACH | ł | 9 | 0 | | | | |
| REPORT PERSO | N | | Shared Dispositive Power | | | | |
| WITH | i | 10 | 82,005 | | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | | |
| 11 | 82,005 shares of Class A Common Stock | | | | | | |
| 13 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | | | | | | |
| 12 | Percent of Class Represented by Amount in Row (11) | | | | | | |
| 12 | 0.23% | | | | | | |
| 13 | | Repo | orting Person (See Instructions) | | | | |
| | 5.1 | • | | | | | |
| 11.4 | $\bigcap (Trust)$ | | | | | | |

| | Names o | of Re | porting Persons. | | | |
|------------------|--|-------|--|--|--|--|
| 1 | | | gston Spousal Lifetime Access Trust | | | |
| | Check tl (a) ⊠ | ne Ap | opropriate Box if a Member of a Group (See Instructions) | | | |
| 2 | (u) 🖴 | (6 | | | | |
| 3 | SEC Use Only | | | | | |
| | Source o | of Fu | nds (See Instructions) | | | |
| 4 | 00 | | | | | |
| 5 | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | | |
| | Citizens | hip o | r Place of Organization | | | |
| 6 | U.S.A. | | | | | |
| | | | Sole Voting Power | | | |
| | | 7 | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBE | | 8 | 90,270 | | | |
| SHAR BENEFICI | ALLY | | Sole Dispositive Power | | | |
| OWNEI EAC | | 9 | 0 | | | |
| REPORT PERSO | | | Shared Dispositive Power | | | |
| WIT | H | 10 | 90,270 | | | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | | | |
| 11 | 90,270 shares of Class A Common Stock | | | | | |
| 12 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | | | | | |
| | Percent of Class Represented by Amount in Row (11) | | | | | |
| 13 | 0.26% | | | | | |
| | Type of | Repo | orting Person (See Instructions) | | | |
| 14 | OO (Trust) | | | | | |

| | Names o | of Re | porting Persons. | | | | |
|---------------------|---|--|--|--|--|--|--|
| 1 | Lanni 1 | Lanni Romney Spousal Lifetime Access Trust | | | | | |
| | Check tl (a) ⊠ | he Ap (b | opropriate Box if a Member of a Group (See Instructions) o) □ | | | | |
| 2 | (-) _ | (- | , – | | | | |
| 3 | SEC Use | e Onl | y | | | | |
| | Source of | of Fu | nds (See Instructions) | | | | |
| 4 | 00 | | | | | | |
| 5 | Check if | f Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | | | | |
| | Citizens | hip o | r Place of Organization | | | | |
| 6 | U.S.A. | | | | | | |
| | | | Sole Voting Power | | | | |
| | | 7 | 0 | | | | |
| | | | Shared Voting Power | | | | |
| NUMBEI | | 8 | 88,704 | | | | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | | | | |
| OWNED BY EACH | | 9 | 0 | | | | |
| REPORTING PERSON | | | Shared Dispositive Power | | | | |
| WITH | H | 10 | 88,704 | | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | | |
| 11 | 88,704 shares of Class A Common Stock | | | | | | |
| 12 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | | | | |
| 12 | Percent of Class Represented by Amount in Row (11) | | | | | | |
| 13 | 0.25% | | | | | | |
| 10 | | Repo | orting Person (See Instructions) | | | | |
| 14 | 00 (Ti | OO (Trust) | | | | | |

13

IN

Type of Reporting Person (See Instructions)

| | Names o | lames of Reporting Persons. | | | | | |
|--------------------------|--|--|--|--|--|--|--|
| 1 | | | ott Romney | | | | |
| 2 | Check th (a) ⊠ | Check the Appropriate Box if a Member of a Group (See Instructions) (a) □ (b) □ | | | | | |
| 3 | SEC Use | e On | y | | | | |
| | Source o | of Fu | nds (See Instructions) | | | | |
| 4 | 00 | | | | | | |
| 5 | | | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | | |
| | Citizenship or Place of Organization | | | | | | |
| 6 | U.S.A. | | | | | | |
| Sole Voting Power | | | | | | | |
| | | 7 | 0 | | | | |
| | | | Shared Voting Power | | | | |
| NUMBEI SHARI | | 8 | 5 | | | | |
| BENEFICIALLY OWNED BY | | | Sole Dispositive Power | | | | |
| EACH REPORTING | | 9 | 0 | | | | |
| PERSC | N | | Shared Dispositive Power | | | | |
| WITH | | 10 | 5 | | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | | |
| 11 | | | Class A Common Stock | | | | |
| 12 | Check if | the | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | | |
| | Percent of Class Represented by Amount in Row (11) | | | | | | |

OO (Trust)

| | Names o | f Re | porting Persons. | | | |
|---------------------|--|---------------------------------|--|--|--|--|
| 1 | Nathan | Nathan Romney 2021 Family Trust | | | | |
| | Check th (a) ⊠ | ne Ap (b | propriate Box if a Member of a Group (See Instructions)) □ | | | |
| 2 | . , | | | | | |
| 3 | SEC Use | e Onl | y | | | |
| | Source o | f Fu | nds (See Instructions) | | | |
| 4 | 00 | | | | | |
| 5 | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | | | |
| | Citizens | hip o | r Place of Organization | | | |
| 6 | U.S.A. | | | | | |
| | | | Sole Voting Power | | | |
| | | 7 | 0 | | | |
| | | | Shared Voting Power | | | |
| NUMBER | | 8 | 82,500 | | | |
| SHARI BENEFICIA | ALLY | | Sole Dispositive Power | | | |
| OWNED BY EACH | | 9 | 0 | | | |
| REPORTING PERSON | | | Shared Dispositive Power | | | |
| WITH | | 10 | 82,500 | | | |
| | Aggregate Amount Beneficially Owned by Each Reporting Person | | | | | |
| 11 | 82,500 shares of Class A Common Stock | | | | | |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | | | |
| | Percent | of Cl | ass Represented by Amount in Row (11) | | | |
| 13 | 0.23% | | | | | |
| | Type of Reporting Person (See Instructions) | | | | | |

| - | | | _ |
|---|---|----|-----|
| В | a | g(| ₽ ∠ |

| | Names o | of Re | porting Persons. | |
|-------------------|---------------------------------|-------|--|--|
| 1 | Ryan Langston 2021 Family Trust | | | |
| | Check th (a) ⊠ | ne Aj | opropriate Box if a Member of a Group (See Instructions) | |
| 2 | (a) <u>-</u> | (0 | , | |
| 3 | SEC Use | e On | y | |
| | Source o | of Fu | nds (See Instructions) | |
| 4 | 00 | | | |
| 5 | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box | |
| | Citizens | hip o | r Place of Organization | |
| 6 | U.S.A. | | | |
| | | | Sole Voting Power | |
| | | 7 | 0 | |
| | | | Shared Voting Power | |
| NUMBEI | - | 8 | 82,500 | |
| SHARI BENEFICI | ALLY | | Sole Dispositive Power | |
| OWNED EACI | Η | 9 | 0 | |
| REPORT PERSC | | | Shared Dispositive Power | |
| WITH | H | 10 | 82,500 | |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person | |
| 11 | 82,500 | sha | res of Class A Common Stock | |
| 10 | Check if | the. | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box | |
| 12 | Percent | of Cl | ass Represented by Amount in Row (11) | |
| 12 | 0.23% | | | |
| 13 | | Repo | orting Person (See Instructions) | |
| | | _ | | |
| 14 | OO (Ti | ustl | | |

| | Names o | of Re | porting Persons. |
|--|---|-------------|---|
| 1 | The Cl | P De | scendants' Trust |
| 2 | Check ti (a) ⊠ | he Aj (b | propriate Box if a Member of a Group (See Instructions)) □ |
| 3 | SEC Us | e On | у |
| | Source of | of Fu | nds (See Instructions) |
| 4 | 00 | | |
| 5 | Check is | f Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) |
| | Citizens | hip o | r Place of Organization |
| 6 | U.S.A. | | |
| NUMBI SHAI BENEFIC OWNE EAC REPOR PERS | RES JIALLY D BY CH TING ON | 7 8 9 | Sole Voting Power 0 Shared Voting Power 101,351 Sole Dispositive Power 0 Shared Dispositive Power 101,351 |
| | Aggrega | | mount Beneficially Owned by Each Reporting Person |
| 11 | 101,35 | 1 sh | ares of Class A Common Stock |
| 12 | Check is | f the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) |
| | Percent | of Cl | ass Represented by Amount in Row (11) |
| 13 | 0.29% | | |
| | Type of | Repo | orting Person (See Instructions) |
| 14 | 00 (T | rust) | |

| | Names of Reporting Persons. | | |
|---------------------|-----------------------------|-------------|--|
| 1. | Michael Moxley | | |
| | Check th | ie Ap (b | opropriate Box if a Member of a Group (See Instructions) |
| 2. | | ` | , |
| 3. | SEC Use | e Onl | ly . |
| | Source o | f Fu | nds (See Instructions) |
| 4. | 00 | | |
| 5. | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) \Box |
| | Citizens | hip o | r Place of Organization |
| 6. | U.S.A. | | |
| | | | Sole Voting Power |
| | | 7. | 118,675 |
| | | | Shared Voting Power |
| NUMBEI SHARI | | 8. | 0 |
| BENEFICI OWNED | ALLY | | Sole Dispositive Power |
| EACI | H | 9. | 118,675 |
| REPORTING PERSON | | | Shared Dispositive Power |
| WITH | | 10 | 0 |
| | Aggrega | te A | mount Beneficially Owned by Each Reporting Person |
| 11 | , | | ares of Class A Common Stock |
| 12 | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \Box |
| | Percent of | of Cl | ass Represented by Amount in Row (11) |
| 13 | 0.32% | | |
| | Type of | Repo | orting Person (See Instructions) |
| 14 | IN | | |

| Page 2 |
|--------|
|--------|

| | Names of Reporting Persons. | | | |
|-------------------|---|-------|---|--|
| 1. | Drew Burks | | | |
| 1, | Check the Appropriate Box if a Member of a Group (See Instructions) | | | |
| | (a) 🗆 | (b |) [| |
| 2. | | | | |
| | SEC Use | On] | ly | |
| 3. | | | | |
| | Source of Funds (See Instructions) | | | |
| 4. | 00 | | | |
| | Check if | Disc | closure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) □ | |
| 5. | | | | |
| | Citizens | hip o | r Place of Organization | |
| 6. | U.S.A. | | | |
| | | | Sole Voting Power | |
| | | 7. | 64,834 | |
| | | | Shared Voting Power | |
| NUMBER | | 8. | 0 | |
| SHARI BENEFICI | IALLY | | Sole Dispositive Power | |
| OWNED BY EACH | | 9. | 64,834 | |
| REPORT PERSC | | | Shared Dispositive Power | |
| WITH | I | | 0 | |
| | | 10 | mount Beneficially Owned by Each Reporting Person | |
| | Aggrega | ie A | mount beneficiarly Owned by Each Reporting Person | |
| 11 | , | | res of Class A Common Stock | |
| | Check if | the . | Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | |
| 12 | _ | | | |
| | Percent of Class Represented by Amount in Row (11) | | | |
| 13 | 0.37% | | | |
| | Type of | Repo | orting Person (See Instructions) | |
| 14 | IN | | | |

Item 1. Security and Issuer

This statement on Schedule 13D (this "Statement") relates to the Reporting Persons' (as defined in Item 2 below) beneficial ownership interest in the Class A common stock, par value \$0.01 per share (the "Class A Common Stock"), of Goosehead Insurance, Inc., a Delaware corporation (the "Issuer"). The principal executive offices of the Issuer are located at 1500 Solana Blvd, Building 4, Suite 4500, Westlake, Texas 76262.

Item 2. Identity and Background

- (a) This Schedule 13D is being filed pursuant to joint filing agreements filed as Exhibit 1 and Exhibit 1.1 hereto by:
 - 1. Mark E. Jones
 - 2. Robyn Jones
 - 3. The Mark and Robyn Jones Descendants Trust 2014
 - 4. The Lanni Elaine Romney Family Trust 2014
 - 5. The Lindy Jean Langston Family Trust 2014

- 6. The Camille LaVaun Peterson Family Trust 2014
- 7. The Desiree Robyn Coleman Family Trust 2014
- 8. The Adrienne Morgan Jones Family Trust 2014
- 9. The Mark Evan Jones, Jr. Family Trust 2014
- 10. Serena Jones
- 11. Lanni Romney
- 12. Lindy Langston
- 13. Camille Peterson
- 14. Desiree Coleman
- 15. Adrienne Jones
- 16. Mark E. Jones, Jr.
- 17. P. Ryan Langston
- 18. Michael Moxley
- 19. Drew Burks
- 20. SLJ Dynasty Trust
- 21. Jones 2020 Irrevocable Trust
- 22. Lindy Langston Spousal Lifetime Access Trust
- 23. Lanni Romney Spousal Lifetime Access Trust
- 24. Nathan Romney
- 25. The CP Descendants' Trust
- 26. Nathan Romney 2021 Family Trust
- 27. Ryan Langston 2021 Family Trust

The foregoing entities and persons are referred to collectively as the "Reporting Persons."

The Issuer ceased to be a controlled company as defined in the listing rules of the Nasdaq Stock Market on June 10, 2021. In accordance with the terms of the First Voting Agreement (defined below and included as Exhibit 5), when the Issuer ceased to be a "controlled company" the First Voting Agreement was terminated and of no force and effect with respect to each of: Michael C. Colby, The Colby 2014 Family Trust, The Preston Michael Colby 2014 Trust, The Lyla Kate Colby 2014 Trust, Mark Colby, Matthew Colby, Michael Moxley, Gary Delavan, Megan Bailey, Ted Olsen, Brian Pattillo, Amber Burbank-Ach, Julia Jordan, and Drew Burks (collectively, the "Goosehead Holders"). As such, the Goosehead Holders are no longer party to a joint filing agreement with the Reporting Persons. However, because Michael Moxely sold Class B Common Stock and Drew Burks exercised stock options following the date of the most recent Schedule 13D/A filed by the Reporting Persons and prior to termination of the First Voting Agreement, they are included as Reporting Persons in this Schedule 13D.

In connection with the closing of the Issuer's initial public offering (the "IPO") of the Issuer's Class A Common Stock, the Issuer effected certain reorganization transactions. The Issuer entered into an amended and restated limited liability company agreement with the continuing members of Goosehead Financial, LLC, a Delaware limited liability company ("Goosehead Financial"), pursuant to which such members and their permitted transferees will be entitled to exchange their shares of Class B common stock of the Issuer, par value \$0.01 per share (the "Class B Common Stock"), together with an equal number of limited liability company units ("LLC Units") in Goosehead Financial, for an equal number of shares of the Issuer's Class A Common Stock.

Pursuant to a Voting Agreement dated as of May 1, 2018, as amended and restated on August 6, 2019, June 12, 2020, and September 18, 2020 by and among the Issuer and the Reporting Persons (the "First Voting Agreement") and a Voting Agreement dated as of February 24, 2021 (the "Second Voting Agreement" and together with the First Voting Agreement, the "Voting Agreements"), the Reporting Persons have agreed to vote all shares of the Issuer's voting stock, including the Class A Common Stock and Class B Common Stock, then held by them together on all matters submitted to the Issuer's common stockholders in the manner referred to under Item 6 below and in Exhibit 5 and Exhibit 5.1 respectively. The Issuer's Class A

Common Stock and Class B Common Stock vote together as a single class on substantially all matters submitted to the stockholders of the Issuer for approval. The Class A Common Stock carries one vote per share, and the Class B Common Stock currently carries one vote per share.

- (b) The business address of each of the Reporting Persons is c/o the Issuer, 1500 Solana Blvd, Building 4, Suite 4500, Westlake, Texas 76262.
- (c) Certain of the Reporting Persons hold positions at the Issuer and its subsidiaries as their principal occupation.

Name **Principal Occupation (at Issuer)** Mark E. Jones Chairman, Director and Chief Executive Officer Robyn Jones Director and Vice Chairman Vice President - Finance Mark E. Jones, Jr. Administrative Service Agent Serena Jones Vice President and General Counsel P. Ryan Langston Vice President Michael Moxley Chief Information Officer Drew Burks Lanni Romney Attorney (not at Issuer) Camille Peterson Entrepreneur (not at Issuer) Lindy Langston Attorney (not at Issuer) Adrienne Jones Dentist (not at Issuer) Desiree Coleman Investor (not at Issuer) Nathan Romney Dentist (not at Issuer)

- (d) None of the Reporting Persons has been convicted in a criminal proceeding during the last five years.
- (e) None of the Reporting Persons has been party to any civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree, or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws, or finding any violation with respect to such laws during the last five years.
- (f) Each natural person identified in this Item 2, other than Serena Jones, is a citizen of the United States. Serena Jones is a citizen of Canada. Each entity identified in this Item 2 is organized under the laws of Texas.

Item 3. Source and Amount of Funds or Other Consideration

At the closing of the IPO of the Issuer's Class A Common Stock, the Issuer entered into an amended and restated limited liability company agreement with the continuing members of Goosehead Financial pursuant to which such members and their permitted transferees are entitled to exchange their LLC Units in Goosehead Financial, together with an equal number of shares of Class B Common Stock (together with an equal number of LLC Units in Goosehead Financial) for an equal number of shares of the Issuer's Class A Common Stock.

On May 1, 2018, the Issuer issued shares of Class A Common Stock, in the quantities set forth in the table in Item 5 of the Schedule 13D filed on behalf of the Reporting Persons on May 10, 2018, as consideration to purchase indirect ownership interests in Goosehead Management, LLC, a Delaware limited liability company, and Texas Wasatch Insurance Holdings Group, LLC from certain historical owners thereof, including those indicated above, at a price equivalent to \$10.00 per share of Class A Common Stock.

Item 4. Purpose of Transaction

The Reporting Persons acquired, and presently hold, Class A Common Stock and Class B Common Stock for investment purposes.

Each Reporting Person has signed and is a party to the Voting Agreements described in Item 2 above.

Except as otherwise described herein and Rule 10b5-1 Trading Plans, none of the Reporting Persons currently has any plans or proposals that would result in or relate to any of the transactions or changes listed in Items 4(a) through 4(j) of

Schedule 13D. However, as part of their ongoing evaluation of their investment and investment alternatives, the Reporting Persons may consider such matters and, subject to applicable law, may formulate a plan with respect to such matters or make formal proposals to the board of directors of the Issuer, other stockholders of the Issuer or other third parties regarding such matters. The Reporting Persons reserve the right to acquire additional securities of the Issuer in the open markets, in privately negotiated transactions (which may be with the Issuer or with third parties) or otherwise, to dispose of all or a portion of their holdings of securities of the Issuer or to change their intention with respect to any or all of the matters referred to in this Item 4.

Item 5. Interest in Securities of the Issuer

(a) and (b) The Reporting Persons as of June 11, 2021 (i) hold 89.08% of the outstanding Class B Common Stock and collectively control approximately 44.29% of the combined voting power of the Issuer's common stock and (ii) beneficially own, calculated in accordance with Rule 13d-3, 47.11% of the Issuer's Class A Common Stock, based on the percentage that would be held by the Reporting Persons if they fully converted their shares of Class B Common Stock into shares of Class A Common Stock and no other holders of Class B Common Stock converted their shares of Class B Common Stock. The percentages reported below and in Box 13 above for each Reporting Person reflect such beneficial ownership for each such Reporting Person.

The number of outstanding Class B Common Stock held by the Reporting Persons was reduced by approximately 5.33% as the result of excluding the Goosehead Holders from the First Voting Agreement (in accordance with its terms) upon the Issuer ceasing to be a controlled company as defined in the listing rules of the Nasdaq Stock Market on June 10, 2021.

| Reporting Person | Number of Shares of Class A Common Stock Owned ⁽¹⁾ | Percentage of Class A Common Stock Outstanding ⁽²⁾ |
|---|--|---|
| Mark E. Jones ⁽³⁾ | 681,884 (4) | 1.94 % |
| Robyn Jones | 466,139 | 1.33 % |
| The Mark and Robyn Jones Descendants Trust 2014 | 10,217,927 | 29.10 % |
| The Lanni Elaine Romney Family Trust 2014 | 279,534 | 0.80 % |
| The Lindy Jean Langston Family Trust 2014 | 297,734 | 0.85 % |
| The Camille LaVaun Peterson Family Trust 2014 | 290,434 | 0.83 % |
| The Desiree Robyn Coleman Family Trust 2014 | 295,834 | 0.84 % |
| The Adrienne Morgan Jones Family Trust 2014 | 297,734 | 0.85 % |
| The Mark Evan Jones, Jr. Family Trust 2014 | 297,734 | 0.85 % |
| Serena Jones | 727,031 | 2.07 % |
| Lanni Romney | 202,791 | 0.58 % |
| Lindy Langston | 255,079 | 0.73 % |
| Camille Peterson | 343,144 | 0.98 % |
| Desiree Coleman | 358,557 | 1.02 % |
| Adrienne Jones | 486,557 | 1.39 % |
| Mark E. Jones, Jr. | 375,553 | 1.07 % |
| P. Ryan Langston | 45,005 ⁽⁵⁾ | 0.13 % |
| Michael Moxley | 118,675 (6) | 0.32 % |
| Drew Burks | 64,834 ⁽⁷⁾ | 0.34 % |
| SLJ Dynasty Trust | 97,943 | 0.28 % |
| Jones 2020 Irrevocable Trust | 82,005 | 0.23 % |
| Lindy Langston Spousal Lifetime Access Trust | 90,270 | 0.26 % |
| Lanni Romney Spousal Lifetime Access Trust | 88,704 | 0.25 % |
| Nathan Romney | 5 | — % |
| The CP Descendants' Trust | 101,351 | 0.29 % |
| Ryan Langston 2021 Family Trust | 82,500 | 0.23 % |
| Nathan Romney 2021 Family Trust | 82,500 | 0.23 % |

Each Reporting Person has shared power to vote or dispose all shares listed pursuant to the Voting Agreements described herein except for the shares listed for Mark E. Jones for which he has the sole power to vote or dispose.

Based on the number of shares of Class A Common Stock (19,195,660) issued and outstanding as of June 11, 2021, the date of this report, and assuming all outstanding shares of Class B Common Stock (together with an equal number of LLC Units in Goosehead Financial) beneficially owned by the Reporting Persons (and excluding, for the avoidance of doubt, shares of Class B Common Stock owned by other persons) were exchanged for newly-issued shares of Class A Common Stock on a one-for-one basis.

Due to the exclusion of the Goosehead Holders from the First Voting Agreement as the result of the Issuer ceasing to be a controlled company as defined in the listing rules of the Nasdaq Stock Market on June 10, 2021, the aggregate number of outstanding shares of Class A and Class B Common Stock (together with an equal number of LLC Units in Goosehead Financial) beneficially owned by the Reporting Persons decreased by approximately 5.33%

Includes 213,334 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.

Includes 40,000 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.

Includes 26,667 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days but is not included in the Reporting Persons holdings as of June 11, 2021.

Includes 18,834 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days but is not included in the Reporting Persons holdings as of June 11, 2021.

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Between May 26, 2021 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and June 11, 2021, Michael Moxley sold shares of Class B Common Stock:

| Date | Number of Shares of Class A Common Stock Sold | Weighted Average Price Per Share |
|-----------|---|----------------------------------|
| 5/27/2021 | 2,500 | \$86.75 |
| 5/28/2021 | 2,500 | \$90.80 |

Between May 26, 2021 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and June 11, 2021, Drew Burks exercised and sold stock options:

| Date | Number of Shares of Class A Common Stock Sold | | Weighted Average Price Per Share | |
|-----------|--|------|----------------------------------|-----|
| 5/28/2021 | 1, | ,000 | \$90. | .69 |

Between May 26, 2021 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and June 11, 2021, the Mark and Robyn Jones Descendants Trust 2014 sold shares of Class B Common Stock (the sales reported between June 7, 2021 and June 11, 2021 were sold in accordance with a Rule 10b5-1 trading plan adopted by the Mark and Robyn Jones Descendants Trust 2014):

| Date | Number of Shares of Class B Common Stock Transferred | Weighted Average Price Per Share |
|-----------|--|----------------------------------|
| 5/26/2021 | 24,193 | \$8 |
| 5/27/2021 | 13,144 | \$8 |
| 6/7/2021 | 19,207 | \$9 |
| 6/8/2021 | 21,605 | \$9 |
| 6/9/2021 | 18,079 | \$9 |
| 6/10/2021 | 49,139 | \$9 |
| 6/11/2021 | 91,970 | \$9 |

- (d) Other than as described herein and the beneficiaries of trusts that hold shares of Class A or Class B Common Stock reported herein, no other person is known to have the right to receive and the power to direct the receipt of dividends from, or the proceeds from the sale of, the Class A Common Stock beneficially owned by members of the group.
- (e) Not applicable.

Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer

In connection with the closing of the IPO, the Issuer effectuated certain reorganization transactions pursuant to which existing members of Goosehead Financial, including the Reporting Persons, obtained beneficial ownership of shares of Class B Common Stock.

Pursuant to the Amended and Restated Limited Liability Company Agreement of Goosehead Financial dated as of May 1, 2018 (the "Goosehead Financial LLC Agreement"), the Reporting Persons may exchange each share of Class B Common Stock (together with an LLC Unit of Goosehead Financial) for a share of Class A Common Stock on a one-for-one basis. When a share of Class B Common Stock is exchanged for a share of Class A Common Stock, a corresponding share of the Issuer's Class B Common Stock will automatically be redeemed by the Issuer at par value and canceled. When a share of Class B Common Stock is exchanged for a share of Class A Common Stock, it will not be available for reissuance by the Issuer. See Exhibit 2.

Pursuant to a registration rights agreement entered into by and among the Issuer and certain holders of shares of Class B Common Stock, at any time after the expiration of the lock-up period described below, such holders can require the Issuer to register for resale under the Securities Act of 1933, as amended, the shares of Class A Common Stock issued upon exchange of the shares of Class B Common Stock, subject to specified limitations. The registration rights agreement also provides for customary piggyback rights. See Exhibit 3.

The Issuer entered into a tax receivable agreement with the pre-IPO members of Goosehead Financial effective as of the closing of the IPO that provides for the payment by the Issuer to such members of Goosehead Financial of 85% of the amount

of tax benefits, if any, that the Issuer actually realizes (or in some circumstances is deemed to realize) as a result of increases in tax basis (and certain other tax benefits) resulting from purchases or exchanges of membership units of Goosehead Financial. See Exhibit 4.

The Reporting Persons have entered into the Voting Agreements pursuant to which they agreed to vote all their shares of voting stock, including Class A Common Stock and Class B Common Stock, together and in accordance with the instructions of Mark E. Jones on any matter submitted to the common stockholders of the Issuer for a vote. Under the Voting Agreements, the Reporting Persons have given an irrevocable proxy, coupled with an interest, to Mark E. Jones to vote such Reporting Person's shares of Class A Common Stock and Class B Common Stock. If, for reasons of death, legal incapacity or any other cause, Mark E. Jones is unable to vote or exercise his right to vote, then the Reporting Persons agreed to vote in the manner directed by the Robyn Jones in connection with any such vote. If, for reasons of death, legal incapacity or any other cause, Mark E. Jones and Robyn Jones are unable to vote or exercise their respective rights to vote, then the Reporting Persons agreed to vote in the manner directed by both Ryan Langston and Mark Jones, Jr. in connection with any such vote. See Exhibit 5 (the First Voting Agreement) and Exhibit 5.1 (the Second Voting Agreement).

The foregoing summaries do not purport to be complete, and are qualified in their entirety by reference to the Goosehead Financial LLC Agreement, registration rights agreement, form of lock-up agreement, tax receivable agreement and Voting Agreements, filed herewith as Exhibits 2, 3, 4, 5 and 5.1 respectively and incorporated herein by reference.

Other than the matters disclosed in this Schedule 13D, none of the Reporting Persons is party to any contracts, arrangements, understandings, or relationships herein respect to any securities of the Issuer, including but not limited to the transfer or voting of any of the securities, finder's fees, joint ventures, loan or option agreements, puts or calls, guarantees of profits, division of profits or loss, or the giving or withholding of proxies.

Item 7. Material to be Filed as Exhibits

| Exhibit | Description |
|----------|---|
| 1 | <u>Joint Filing Agreement as required by Rule 13d-1(k)(1) under the Securities Exchange Act of 1934, as amended</u> (incorporated by reference to Exhibit 99.1 of the statement on Schedule 13D/A filed on behalf of the Reporting Persons with the Securities and Exchange Commission on September 18, 2020) |
| 1.1 | Joint Filing Agreement as required by Rule 13-d-1(k)(1) under the Securities Exchange Act of 1934 |
| 2 | Amended and Restated Limited Liability Company Agreement of Goosehead Financial, LLC (incorporated by reference to Exhibit 2 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 3 | Registration Rights Agreement (incorporated by reference to Exhibit 3 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 4 | Tax Receivable Agreement (incorporated by reference to Exhibit 5 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 5 5.1 | Amended and Restated Voting Agreement (incorporated by reference to Exhibit 5 of the statement of Schedule 13D/A filed on behalf of the Reporting Persons with the Securities and Exchange Commission on September 18, 2020) Second Voting Agreement |
| 24.1 | Power of Attorney for Robyn Jones (incorporated by reference to Exhibit 24.1 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.2 | Power of Attorney for The Mark and Robyn Jones Descendants Trust 2014 (incorporated by reference to Exhibit 24.2 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.3 | Power of Attorney for The Lanni Elaine Romney Family Trust 2014 (incorporated by reference to Exhibit 24.3 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |

Power of Attorney for Nathan Romney

24.21 24.22 24.23

| 24.4 | Power of Attorney for The Lindy Jean Langston Family Trust 2014 (incorporated by reference to Exhibit 24.4 of the statement on Schedule 13E filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
|-------|---|
| 24.5 | Power of Attorney for The Camille LaVaun Peterson Family Trust 2014 (incorporated by reference to Exhibit 24.5 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.6 | Power of Attorney for The Desiree Robyn Coleman Family Trust 2014 (incorporated by reference to Exhibit 24.6 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.7 | Power of Attorney for The Adrienne Morgan Jones Family Trust 2014 (incorporated by reference to Exhibit 24.7 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.8 | Power of Attorney for The Mark Evan Jones, Jr. Family Trust 2014 (incorporated by reference to Exhibit 24.8 of the statement on Schedule 13E filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.9 | Power of Attorney for Serena Jones (incorporated by reference to Exhibit 24.9 of the statement on Schedule 13D filed on behalf of the Reportin Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.10 | Power of Attorney for Lanni Romney (incorporated by reference to Exhibit 24.10 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.11 | Power of Attorney for Lindy Langston (incorporated by reference to Exhibit 24.11 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.12 | Power of Attorney for Camille Peterson (incorporated by reference to Exhibit 24.12 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.13 | Power of Attorney for Desiree Coleman (incorporated by reference to Exhibit 24.13 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.14 | Power of Attorney for Adrienne Jones (incorporated by reference to Exhibit 24.14 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.15 | Power of Attorney for Mark E. Jones, Jr. (incorporated by reference to Exhibit 24.15 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) |
| 24.16 | Power of Attorney for Ryan Langston (incorporated by reference to Exhibit 24.16 of the statement on Schedule 13DA filed on behalf of the Reporting Persons with the Securities and Exchange Commission on August 6, 2019) |
| 24.17 | Power of Attorney for Michael Moxley (incorporated by reference to Exhibit 24.17 of the statement on Schedule 13DA filed on behalf of the Reporting Persons with the Securities and Exchange Commission on September 18, 2020) |
| 24.18 | Power of Attorney for Drew Burks (incorporated by reference to Exhibit 24.18 of the statement on Schedule 13DA filed on behalf of the Reporting Persons with the Securities and Exchange Commission on September 18, 2020) |
| 24.19 | Power of Attorney for the Jones 2020 Irrevocable Trust |
| 24.20 | Power of Attorney for the SLJ Dynasty Trust |
| 24.21 | Power of Attorney for the Lindy Langston Spousal Lifetime Access Trust |
| 24.22 | Power of Attorney for Lanni Romney Spousal Lifetime Access Trust |

| 24.24 | Power of Attorney for the Nathan Romney 2021 Family Trust |
|-------|---|
| 24.25 | Power of Attorney for the Ryan Langston 2021 Family Trust |
| 24.26 | Power of Attorney for the CP Descendants' Trust |

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SIGNATURE

Schedule 13D/A

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: June 11, 2021

CUSIP No. 38267D109

/s/ Mark E. Jones

Mark E. Jones

2 /s/ Mark E. Jones, Attorney-in-Fact

Robyn Jones

THE MARK AND ROBYN JONES DESCENDANTS TRUST

3 2014

By: /s/ Mark E. Jones
Name: Mark E. Jones
Title: Attorney-in-Fact

4 LANNI ELAINE ROMNEY FAMILY TRUST 2014

By: /s/ Mark E. Jones
Name: Mark E. Jones
Title: Attorney-in-Fact

5 LINDY JEAN LANGSTON FAMILY TRUST 2014

By: /s/ Mark E. Jones
Name: Mark E. Jones
Title: Attorney-in-Fact

6 CAMILLE LAVAUN PETERSON FAMILY TRUST 2014

By: /s/ Mark E. Jones
Name: Mark E. Jones
Title: Attorney-in-Fact

7 DESIREE ROBYN COLEMAN FAMILY TRUST 2014

By: /s/ Mark E. Jones
Name: Mark E. Jones
Title: Attorney-in-Fact

8 ADRIENNE MORGAN JONES FAMILY TRUST 2014

By: /s/ Mark E. Jones
Name: Mark E. Jones
Title: Attorney-in-Fact

MARK EVAN JONES, JR. FAMILY TRUST 2014

| | D.,, | /s/ Mark E. Jones | |
|----------------------|-------------------------------------|--|--|
| | By: Name: | Mark E. Jones | |
| | Title: | Attorney-in-Fact | |
| | Titic. | Attorney-in-1 det | |
| 10 | /s/ Mark E. Jones, Attorney-in-Fact | | |
| | Serena Jones | | |
| | | | |
| 11 | | E. Jones, Attorney-in-Fact | |
| | Lanni Roi | nney | |
| 40 | / / 3.6 1.7 | | |
| 12 | | E. Jones, Attorney-in-Fact | |
| | Lindy Lar | ngston | |
| 13 | /s/ Mark E. Jones, Attorney-in-Fact | | |
| 13 | | nille Peterson | |
| | Cuilline 1 | ccison | |
| 14 | /s/ Mark E. Jones, Attorney-in-Fact | | |
| | Desiree Coleman | | |
| | | | |
| 15 | /s/ Mark E. Jones, Attorney-in-Fact | | |
| | Adrienne Jones | | |
| 1.0 | /-/ N | Z. Inner Attender in Frank | |
| 16 | | s/ Mark E. Jones, Attorney-in-Fact Mark E. Jones Jr. | |
| | Mark E. J | ones it. | |
| 17 | /s/ Mark F | E. Jones, Attorney-in-Fact | |
| | Ryan Langston | | |
| | , | D-11-1 | |
| 18 | /s/ Mark E. Jones, Attorney-in-Fact | | |
| | Michael Moxley | | |
| | | | |
| 19 | /s/ Mark E. Jones, Attorney-in-Fact | | |
| | Drew Burks | | |
| | | | |
| 20 SLJ DYNASTY TRUST | | | |
| | By: | | |
| | Name: | | |
| | Title: | Attorney-in-Fact | |

CUSIP No. 38267D109

21 JONES 2020 IRREVOCABLE TRUST

/s/ Mark E. Jones By: Name: Mark E. Jones Title: Attorney-in-Fact

22 LINDY LANGSTON SPOUSAL LIFETIME ACCESS TRUST

By: /s/ Mark E. Jones Name: Mark E. Jones Title: Attorney-in-Fact

23 LANNI ROMNEY SPOUSAL LIFETIME ACCESS TRUST

/s/ Mark E. Jones By: Name: Mark E. Jones Title: Attorney-in-Fact

24 /s/ Mark E. Jones, Attorney-in-Fact

Nathan Romney

25 THE CP DESCENDANTS' TRUST

/s/ Mark E. Jones Name: Mark E. Jones Title: Attorney-in-Fact

26 NATHAN ROMNEY 2021 FAMILY TRUST

/s/ Mark E. Jones By: Name: Mark E. Jones Title: Attorney-in-Fact

27 RYAN LANGSTON 2021 FAMILY TRUST

/s/ Mark E. Jones By: Mark E. Jones Name: Title: Attorney-in-Fact