
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13D

Under the Securities Exchange Act of 1934

(Amendment No. 40)*

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, TX, 76262
2148385500

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

03/24/2025

(Date of Event 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(f) or 240.13d-1(g), check the following box.

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).

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person

1

Mark E. Jones

2

Check the appropriate box if a member of a Group (See Instructions)

(a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

Citizenship or place of organization

6 UNITED STATES

7 Sole Voting Power

Number of Shares Beneficially Owned by Each Reporting Person With:

8 741,968.00 Shared Voting Power

9 12,595,362.00 Sole Dispositive Power

10 741,968.00 Shared Dispositive Power

11 12,595,362.00

Aggregate amount beneficially owned by each reporting person

12 13,337,330.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13

Percent of class represented by amount in Row (11)

14 34.9 %

Type of Reporting Person (See Instructions)

IN, OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person

Robyn Jones

Check the appropriate box if a member of a Group (See Instructions)

2

(a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

Citizenship or place of organization

6 UNITED STATES

Number of 7 Sole Voting Power

Shares	
Beneficially	0.00
Owned by	Shared Voting Power
Each	8
Reporting	338,250.00
Person	Sole Dispositive Power
With:	9
	0.00
	Shared Dispositive Power
	10
	338,250.00
	Aggregate amount beneficially owned by each reporting person
11	338,250.00
	Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
12	<input type="checkbox"/>
	Percent of class represented by amount in Row (11)
13	0.9 %
	Type of Reporting Person (See Instructions)
14	IN

SCHEDULE 13D

CUSIP No. 38267D109

1	Name of reporting person
	The Mark and Robyn Jones Descendants Trust 2014
	Check the appropriate box if a member of a Group (See Instructions)
2	<input checked="" type="checkbox"/> (a)
	<input type="checkbox"/> (b)
3	SEC use only
	Source of funds (See Instructions)
4	OO
	Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
5	<input type="checkbox"/>
	Citizenship or place of organization
6	UNITED STATES
	Sole Voting Power
7	0.00
Number of	Shared Voting Power
Shares	8
Beneficially	7,706,142.00
Owned by	Sole Dispositive Power
Each	9
Reporting	0.00
Person	Shared Dispositive Power
With:	10
	7,706,142.00
11	Aggregate amount beneficially owned by each reporting person

7,706,142.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

20.2 %

Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person

1

The Lanni Elaine Romney Family Trust 2014

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Number of
Shares

Shared Voting Power

Beneficially 8

Owned by

264,534.00

Each

Sole Dispositive Power

Reporting 9

Person

0.00

With:

Shared Dispositive Power

10

264,534.00

Aggregate amount beneficially owned by each reporting person

11

264,534.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

0.7 %

Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
The Lindy Jean Langston Family Trust 2014
Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6 Citizenship or place of organization
UNITED STATES

	Sole Voting Power
7	0.00
Number of	Shared Voting Power
Shares	
Beneficially	8
Owned by	282,734.00
Each	Sole Dispositive Power
Reporting	9
Person	0.00
With:	Shared Dispositive Power
	10
	282,734.00

11 Aggregate amount beneficially owned by each reporting person
282,734.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13 Percent of class represented by amount in Row (11)
0.7 %

14 Type of Reporting Person (See Instructions)
OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
The Camille LaVaun Peterson Family Trust 2014
Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6 Citizenship or place of organization

UNITED STATES

7 Sole Voting Power

Number of Shares Beneficially Owned by Each Reporting Person With:

8 0.00 Shared Voting Power

9 275,434.00 Sole Dispositive Power

10 0.00 Shared Dispositive Power

11 275,434.00 Aggregate amount beneficially owned by each reporting person

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13 Percent of class represented by amount in Row (11)

14 0.7 %

Type of Reporting Person (See Instructions)

OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person

The Desiree Robyn Coleman Family Trust 2014

Check the appropriate box if a member of a Group (See Instructions)

2 (a)

(b)

3 SEC use only

4 Source of funds (See Instructions)

5 OO

6 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

Citizenship or place of organization

UNITED STATES

Number of Shares Beneficially Owned by Each Reporting Person With:

7 Sole Voting Power

8 0.00

Owned by Each Reporting Person With: 8 Shared Voting Power
276,834.00
Sole Dispositive Power
9
0.00
Shared Dispositive Power
10
276,834.00

11 Aggregate amount beneficially owned by each reporting person

276,834.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13 Percent of class represented by amount in Row (11)

0.7 %

14 Type of Reporting Person (See Instructions)

OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person

The Adrienne Morgan Jones Family Trust 2014

Check the appropriate box if a member of a Group (See Instructions)

2 (a)

(b)

3 SEC use only

4 Source of funds (See Instructions)

OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6 Citizenship or place of organization

UNITED STATES

Sole Voting Power

7
0.00

Number of Shares Beneficially Owned by Each Reporting Person With: 8 Shared Voting Power

282,734.00

Sole Dispositive Power

9
0.00

Shared Dispositive Power

10
282,734.00

11 Aggregate amount beneficially owned by each reporting person

282,734.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

Percent of class represented by amount in Row (11)
 13
 0.7 %
 Type of Reporting Person (See Instructions)
 14
 OO

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person
 1
 The Mark Evan Jones, Jr. Family Trust 2014
 Check the appropriate box if a member of a Group (See Instructions)
 2
 (a)
 (b)
 3
 SEC use only
 Source of funds (See Instructions)
 4
 OO
 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
 5

 Citizenship or place of organization
 6
 UNITED STATES
 Sole Voting Power
 7
 0.00
 Number of Shares Beneficially Owned by Each Reporting Person With:
 Shared Voting Power
 8
 282,734.00
 Sole Dispositive Power
 9
 0.00
 Shared Dispositive Power
 10
 282,734.00
 Aggregate amount beneficially owned by each reporting person
 11
 282,734.00
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
 12

 Percent of class represented by amount in Row (11)
 13
 0.7 %
 Type of Reporting Person (See Instructions)
 14
 OO

SCHEDULE 13D

1 Name of reporting person
Serena Jones
Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6 Citizenship or place of organization
ALBERTA, CANADA

7 Sole Voting Power
0.00

Number of Shares Beneficially Owned by Each Reporting Person With:

8 Shared Voting Power
423,648.00

9 Sole Dispositive Power
0.00

10 Shared Dispositive Power
423,648.00

11 Aggregate amount beneficially owned by each reporting person
423,648.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13 Percent of class represented by amount in Row (11)
1.1 %

14 Type of Reporting Person (See Instructions)
IN

SCHEDULE 13D

1 Name of reporting person
Lanni Romney
Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4

5 OO
 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6
 Citizenship or place of organization

7 UNITED STATES

8 Sole Voting Power

9 Number of Shares Beneficially Owned by Each Reporting Person With: 0.00

10 Shared Voting Power

11 180,291.00

12 Sole Dispositive Power

13 0.00

14 Shared Dispositive Power

15 180,291.00

16 Aggregate amount beneficially owned by each reporting person

17 180,291.00

18 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

19

20 Percent of class represented by amount in Row (11)

21 0.5 %

22 Type of Reporting Person (See Instructions)

23 IN

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person

Lindy Langston

2 Check the appropriate box if a member of a Group (See Instructions)

(a)

(b)

3 SEC use only

4 Source of funds (See Instructions)

5 OO

6 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

7 Citizenship or place of organization

8 UNITED STATES

9 Number of Shares Beneficially Owned by Each 0.00

10 Sole Voting Power

11 Shared Voting Power

Reporting Person With: 215,079.00
Sole Dispositive Power
9
0.00
Shared Dispositive Power
10
215,079.00

Aggregate amount beneficially owned by each reporting person

11
215,079.00
Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13
0.6 %

14
Type of Reporting Person (See Instructions)

IN

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person

1
Camille Peterson

Check the appropriate box if a member of a Group (See Instructions)

2
 (a)
 (b)

3
SEC use only

Source of funds (See Instructions)

4
OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6
UNITED STATES

Sole Voting Power

7

0.00

Number of Shares Beneficially Owned by Each Reporting Person With:

Shared Voting Power

8
255,019.00

Sole Dispositive Power

9
0.00

Shared Dispositive Power

10

255,019.00

Aggregate amount beneficially owned by each reporting person

11
255,019.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

13 Percent of class represented by amount in Row (11)

0.7 %

Type of Reporting Person (See Instructions)

14

IN

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person

1

Desiree Coleman

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Number of
Shares

Shared Voting Power

Beneficially 8

Owned by

200,000.00

Each

Sole Dispositive Power

Reporting 9

Person

0.00

With:

Shared Dispositive Power

10

200,000.00

Aggregate amount beneficially owned by each reporting person

11

200,000.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

0.5 %

Type of Reporting Person (See Instructions)

14

IN

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
Adrienne Jones
Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4 OO
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5
Citizenship or place of organization

6 UNITED STATES

7 Sole Voting Power
Number of Shares Beneficially Owned by Each Reporting Person With: 0.00
Shared Voting Power 288,027.00

8 Sole Dispositive Power 0.00
Shared Dispositive Power 288,027.00

9
10
11 Aggregate amount beneficially owned by each reporting person
288,027.00
Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12
Percent of class represented by amount in Row (11)

13 0.8 %
Type of Reporting Person (See Instructions)

14 IN

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
Mark E. Jones, Jr.
Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Number of
Shares

Shared Voting Power

Beneficially 8

Owned by

391,230.00

Each

Sole Dispositive Power

Reporting 9

Person

0.00

With:

Shared Dispositive Power

10

391,230.00

Aggregate amount beneficially owned by each reporting person

11

391,230.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

1.0 %

Type of Reporting Person (See Instructions)

14

IN

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person

1

P. Ryan Langston

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

UNITED STATES

Number of
Shares

Sole Voting Power

7

Beneficially

0.00

Owned by

Shared Voting Power

Each

8

Reporting

117,673.00

9

Sole Dispositive Power

Person With: 0.00
 Shared Dispositive Power
 10
 117,673.00
 Aggregate amount beneficially owned by each reporting person
 11
 117,673.00
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
 12

 Percent of class represented by amount in Row (11)
 13
 0.3 %
 Type of Reporting Person (See Instructions)
 14
 IN

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
 SLJ Dynasty Trust
 Check the appropriate box if a member of a Group (See Instructions)
 2
 (a)
 (b)
 3 SEC use only
 4 Source of funds (See Instructions)
 OO
 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
 5

 6 Citizenship or place of organization
 UNITED STATES
 7 Sole Voting Power
 Number of Shares Beneficially Owned by Each Reporting Person With: 0.00
 Shared Voting Power
 8
 151,246.00
 Sole Dispositive Power
 9
 0.00
 Shared Dispositive Power
 10
 151,246.00
 Aggregate amount beneficially owned by each reporting person
 11
 151,246.00
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
 12

 13 Percent of class represented by amount in Row (11)

0.4 %
Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person

1

Jones 2020 Irrevocable Trust

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Number of
Shares

Shared Voting Power

Beneficially 8

Owned by

82,005.00

Each

Sole Dispositive Power

Reporting 9

Person

0.00

With:

Shared Dispositive Power

10

82,005.00

Aggregate amount beneficially owned by each reporting person

11

82,005.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

0.2 %

Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
 Lindy Langston Spousal Lifetime Access Trust
 Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
 Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6 Citizenship or place of organization
 UNITED STATES

7 Sole Voting Power
 0.00

Number of Shares Beneficially Owned by Each Reporting Person With:

8 Shared Voting Power
 80,270.00

9 Sole Dispositive Power
 0.00

10 Shared Dispositive Power
 80,270.00

11 Aggregate amount beneficially owned by each reporting person
 80,270.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13 Percent of class represented by amount in Row (11)
 0.2 %

14 Type of Reporting Person (See Instructions)
 OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
 Lanni Romney Spousal Lifetime Access Trust
 Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
 Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

Citizenship or place of organization
 6
 UNITED STATES
 Sole Voting Power
 7
 0.00
 Number of Shares Beneficially Owned by Each Reporting Person
 8
 Shared Voting Power
 73,704.00
 Sole Dispositive Power
 9
 0.00
 With: Shared Dispositive Power
 10
 73,704.00
 Aggregate amount beneficially owned by each reporting person
 11
 73,704.00
 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)
 12

 Percent of class represented by amount in Row (11)
 13
 0.2 %
 Type of Reporting Person (See Instructions)
 14
 OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
 Nathan Scott Romney
 Check the appropriate box if a member of a Group (See Instructions)
 2 (a)
 (b)
 3 SEC use only
 Source of funds (See Instructions)
 4
 OO
 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)
 5

 Citizenship or place of organization
 6
 UNITED STATES
 Number of Shares Beneficially Owned by Each Reporting Person
 7
 Sole Voting Power
 0.00
 Shared Voting Power
 8
 5.00
 Sole Dispositive Power
 With: 9
 0.00

10 Shared Dispositive Power

5.00

Aggregate amount beneficially owned by each reporting person

11

5.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12



Percent of class represented by amount in Row (11)

13

0.0 %

Type of Reporting Person (See Instructions)

14

IN

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person

1

Nathan Romney 2021 Family Trust

Check the appropriate box if a member of a Group (See Instructions)

2

(a)

(b)

3

SEC use only

Source of funds (See Instructions)

4

OO

Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5



Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Number of
Shares

Shared Voting Power

Beneficially 8

82,500.00

Owned by

Sole Dispositive Power

Each

9

0.00

Reporting

Person

With:

Shared Dispositive Power

10

82,500.00

Aggregate amount beneficially owned by each reporting person

11

82,500.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12



Percent of class represented by amount in Row (11)

13

0.2 %

Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
Ryan Langston 2021 Family Trust
Check the appropriate box if a member of a Group (See Instructions)

2 (a)
 (b)

3 SEC use only
Source of funds (See Instructions)

4 OO

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

6 Citizenship or place of organization
UNITED STATES

7 Sole Voting Power
Number of Shares Beneficially Owned by Each Reporting Person With: 0.00

8 Shared Voting Power
72,500.00

9 Sole Dispositive Power
0.00

10 Shared Dispositive Power
72,500.00

11 Aggregate amount beneficially owned by each reporting person
72,500.00

12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

13 Percent of class represented by amount in Row (11)
0.2 %

14 Type of Reporting Person (See Instructions)
OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person

The CP Descendants' Trust
Check the appropriate box if a member of a Group (See Instructions)

2

- (a)
 (b)

3

SEC use only
Source of funds (See Instructions)

4

OO
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

UNITED STATES

Sole Voting Power

7

0.00

Number of
Shares

Shared Voting Power

Beneficially 8

101,351.00

Owned by

Sole Dispositive Power

Each

Reporting 9

0.00

Person

With:

Shared Dispositive Power

10

101,351.00

Aggregate amount beneficially owned by each reporting person

11

101,351.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12

Percent of class represented by amount in Row (11)

13

0.3 %

Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

CUSIP No. 38267D109

Name of reporting person

1

SLJ 2023 Grantor Retained Annuity Trust
Check the appropriate box if a member of a Group (See Instructions)

2

- (a)
 (b)

3

SEC use only
Source of funds (See Instructions)

4

OO
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5

Citizenship or place of organization

6

UNITED STATES

7 Sole Voting Power
 0.00
 Number of Shares Beneficially Owned by Each Reporting Person With: 8 Shared Voting Power
 107,888.00
 9 Sole Dispositive Power
 0.00
 10 Shared Dispositive Power
 107,888.00
 11 Aggregate amount beneficially owned by each reporting person
 107,888.00
 12 Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

 13 Percent of class represented by amount in Row (11)
 0.3 %
 14 Type of Reporting Person (See Instructions)
 OO

SCHEDULE 13D

CUSIP No. 38267D109

1 Name of reporting person
 Chick & The Bear Irrevocable Trust
 Check the appropriate box if a member of a Group (See Instructions)
 2 (a)
 (b)
 3 SEC use only
 Source of funds (See Instructions)
 4 OO
 5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

 6 Citizenship or place of organization
 UNITED STATES
 Number of Shares Beneficially Owned by Each Reporting Person With: 7 Sole Voting Power
 0.00
 8 Shared Voting Power
 63,530.00
 9 Sole Dispositive Power
 0.00
 10 Shared Dispositive Power

63,530.00

Aggregate amount beneficially owned by each reporting person

11

63,530.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12



Percent of class represented by amount in Row (11)

13

0.2 %

Type of Reporting Person (See Instructions)

14

OO

SCHEDULE 13D

Item 1. Security and Issuer

Title of Class of Securities:

(a)

CLASS A COMMON STOCK, PAR VALUE \$0.01 PER SHARE

Name of Issuer:

(b)

GOOSEHEAD INSURANCE, INC.

Address of Issuer's Principal Executive Offices:

(c)

1500 Solana Blvd, Building 4, Suite 4500, Westlake, TEXAS , 76262.

Item 2. Identity and Background

This Schedule 13D/A is being filed pursuant to joint filing agreements filed as Exhibit 1, Exhibit 1.1, Exhibit 1.2, and Exhibit 1.3 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) SLJ Dynasty Trust; (19) Jones 2020 Irrevocable Trust; (20) Lindy Langston Spousal Lifetime Access Trust; (21) Lanni Romney Spousal Lifetime Access Trust; (22) Nathan Romney; (23) The CP Descendants' Trust; (24) Nathan Romney 2021 Family Trust; (25) Ryan Langston 2021 Family Trust; (26) Chick & The Bear Irrevocable Trust; and (27) SLJ 2023 Grantor Retained Annuity Trust. The foregoing entities and persons are referred to collectively as the "Reporting Persons." 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.

(a)

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: (1) Mark E. Jones, Executive Chairman, Director; (2) Robyn Jones, Vice Chairman, Director; (3) Mark E. Jones, Jr., Chief Financial Officer; (4) P. Ryan Langston, Special Advisor to the Board of Directors; (5) Serena Jones, Administrative Service Agent, Retired; (6) Lanni Romney, Attorney (not at Issuer); (7) Camille Peterson, Entrepreneur (not at Issuer); (8) Lindy Langston, Attorney (not at Issuer); (9) Adrienne Jones, Dentist (not at Issuer); (10) Desiree Coleman, Investor (not at Issuer); and (11) 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 filing 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) See Exhibit A, incorporated herein by reference.
- (b) See Exhibit A, incorporated herein by reference.
- (c) See Exhibit A, incorporated herein by reference.

- (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/A, 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 1 Joint Filing Agreement as required by Rule 13d-1(k)(1) under the Securities Exchange Act of 1934, as amended (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) Exhibit 1.1 Joint Filing Agreement as required by Rule 13-d-1(k)(1) under the Securities Exchange Act of 1934 Exhibit 1.2 Joint Filing Agreement as required by Rule 13-d-a(k)(1) under the Securities Exchange Act of 1934 Exhibit 1.3 Joint Filing Agreement as required by Rule 13-d-a(k)(1) under the Securities Exchange Act of 1934 Exhibit 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) Exhibit 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) Exhibit 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) Exhibit 5 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) Exhibit 5.1 Second Voting Agreement Exhibit 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) Exhibit 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) Exhibit 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) Exhibit 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 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 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) Exhibit 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) Exhibit 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) Exhibit 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 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 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 Reporting Persons with the Securities and Exchange Commission on May 10, 2018) Exhibit 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) Exhibit 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) Exhibit 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) Exhibit 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) Exhibit 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) Exhibit 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) Exhibit 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) Exhibit 24.17 Power of Attorney for the Jones 2020 Irrevocable Trust (incorporated by reference to Exhibit 24.31 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.18 Power of Attorney for the SLJ Dynasty Trust (incorporated by reference to Exhibit 24.32 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.19 Power of Attorney for the Lindy Langston Spousal Lifetime Access Trust (incorporated by reference to Exhibit 24.33 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange

Commission on February 24, 2021) Exhibit 24.2 Power of Attorney for Lanni Romney Spousal Lifetime Access Trust (incorporated by reference to Exhibit 24.34 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.21 Power of Attorney for Nathan Romney (incorporated by reference to Exhibit 24.35 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.22 Power of Attorney for the Nathan Romney 2021 Family Trust (incorporated by reference to Exhibit 24.36 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.23 Power of Attorney for the Ryan Langston 2021 Family Trust(incorporated by reference to Exhibit 24.37 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.24 Power of Attorney for the CP Descendants' Trust (incorporated by reference to Exhibit 24.38 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on February 24, 2021) Exhibit 24.25 Power of Attorney for the Chick & The Bear Irrevocable Trust (incorporated by reference to Exhibit 24.25 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on August 4, 2022) Exhibit 24.26 Power of Attorney for the SLJ 2023 Grantor Retained Annuity Trust (incorporated by reference to Exhibit 24.26 of the statement on Schedule 13D filed on behalf of the Reporting Persons with the Securities and Exchange Commission on August 31, 2023) Exhibit A Aggregate Number and Percentage of the Class of Securities and Transaction Description

SIGNATURE

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.

Mark E. Jones

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones
Date: 03/26/2025

Robyn Jones

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

The Mark and Robyn Jones Descendants Trust 2014

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

The Lanni Elaine Romney Family Trust 2014

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

The Lindy Jean Langston Family Trust 2014

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

The Camille LaVaun Peterson Family Trust 2014

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

The Desiree Robyn Coleman Family Trust 2014

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

The Adrienne Morgan Jones Family Trust 2014

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

The Mark Evan Jones, Jr. Family Trust 2014

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Serena Jones

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Lanni Romney

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Lindy Langston

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Camille Peterson

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Desiree Coleman

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Adrienne Jones

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Mark E. Jones, Jr.

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

P. Ryan Langston

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

SLJ Dynasty Trust

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Jones 2020 Irrevocable Trust

Signature: /s/ Mark E. Jones

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

Date: 03/26/2025

Lindy Langston Spousal Lifetime Access Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

Lanni Romney Spousal Lifetime Access Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

Nathan Scott Romney

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

Nathan Romney 2021 Family Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

Ryan Langston 2021 Family Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

The CP Descendants' Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

SLJ 2023 Grantor Retained Annuity Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

Chick & The Bear Irrevocable Trust

Signature: /s/ Mark E. Jones
Name/Title: Mark E. Jones, Attorney-in-Fact
Date: 03/26/2025

Exhibit A

Item 5. Interest in Securities of the Issuer

(a) and (b) The Reporting Persons as of March 26, 2025, (i) hold 98.36% of the outstanding Class B Common Stock and collectively control approximately 33.28% of the combined voting power of the Issuer's common stock and (ii) beneficially own, calculated in accordance with Rule 13d-3, 34.94% 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.

Reporting Person	Number of Shares of Class A Common Stock Owned⁽¹⁾	Percentage of Class A Common Stock Outstanding⁽²⁾
Mark E. Jones	741,968 ⁽³⁾	1.94 %
Robyn Jones	338,250 ⁽⁴⁾	0.89 %
The Mark and Robyn Jones Descendants Trust 2014	7,706,142	20.19 %
The Lanni Elaine Romney Family Trust 2014	264,534	0.69 %
The Lindy Jean Langston Family Trust 2014	282,734	0.74 %
The Camille LaVaun Peterson Family Trust 2014	275,434	0.72 %
The Desiree Robyn Coleman Family Trust 2014	276,834	0.73 %
The Adrienne Morgan Jones Family Trust 2014	282,734	0.74 %
The Mark Evan Jones, Jr. Family Trust 2014	282,734	0.74 %
Serena Jones	423,648	1.11 %
Lanni Romney	180,291	0.47 %
Lindy Langston	215,079	0.56 %
Camille Peterson	255,019	0.67 %
Desiree Coleman	200,000	0.52 %
Adrienne Jones	288,027	0.75 %
Mark E. Jones, Jr.	391,230 ⁽⁵⁾	1.02 %
P. Ryan Langston	117,673 ⁽⁶⁾	0.31 %
SLJ Dynasty Trust	151,246	0.40 %
Jones 2020 Irrevocable Trust	82,005	0.21 %
Lindy Langston Spousal Lifetime Access Trust	80,270	0.21 %
Lanni Romney Spousal Lifetime Access Trust	73,704	0.19 %
Nathan Romney	5	— %
The CP Descendants' Trust	101,351	0.27 %
Ryan Langston 2021 Family Trust	72,500	0.19 %
Nathan Romney 2021 Family Trust	82,500	0.22 %
Chick & The Bear Irrevocable Trust	63,530	0.17 %
SLJ 2023 Grantor Retained Annuity Trust	107,888	0.28 %

⁽¹⁾ 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.

(2) Based on the number of shares of Class A Common Stock (25,045,428) issued and outstanding as of March 26, 2025, 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.

(3) Includes 520,668 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.

(4) Includes 42,336 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.

(5) Includes 173,335 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.

(6) Includes 112,668 shares of Class A Common Stock issuable upon exercise of options that have vested or will vest within 60 days.

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, in part pursuant to a 10b5-1 plan, The Mark and Robyn Jones Descendants Trust 2014 converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
02/26/2024	3,934	\$75.67
02/27/2024	9,729	\$74.19
02/28/2024	36,337	\$74.93
02/29/2024	50,000	\$75.87
03/5/2025	19,600	\$123.09
03/6/2025	8,761	\$121.49
03/12/2025	500	\$120.12
03/24/2025	43,712	\$120.82
03/25/2025	27,427	\$120.34

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, in part pursuant to a 10b5-1 plan, Adrienne Jones converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
11/27/2023	20,000	\$74.23
10/16/2024	6,072	\$100.05
10/24/2024	43,928	\$100.21

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, the Chick & The Bear Irrevocable Trust converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
11/27/2023	15,000	\$73.15

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, SLJ 2023 Grantor Retained Annuity Trust transferred shares of Class B Common Stock to Serena Jones:

Date	Number of Shares of Class A Common Stock Transferred	Weighted Average Price Per Share
07/31/2024	53,206	\$0.00

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, pursuant to a 10b5-1 plan, Desiree Coleman converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
01/31/2024	2,324	\$80.17
02/5/2024	8,952	\$80.05
02/8/2024	17,070	\$80.15
02/9/2024	21,654	\$80.46

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, Mark E. Jones gifted shares of Class A Common Stock:

Date	Number of Shares of Class A Common Stock Gifted	Weighted Average Price Per Share
05/24/2024	100	\$0.00
08/1/2024	150,000	\$0.00
08/29/2024	500	\$0.00

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, Mark E. Jones exercised and promptly sold stock options:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
08/16/2024	10,418	\$85.88
08/19/2024	11,699	\$85.75
08/20/2024	200	\$84.22
08/21/2024	14,030	\$82.96
08/26/2024	8,977	\$82.33
02/28/2025	40,000	\$119.04

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, Lindy Langston Spousal Lifetime Access Trust converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
11/28/2023	100	\$74.05
11/29/2023	514	\$74.00
11/30/2023	9,386	\$72.88

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, Mark E. Jones, Jr. purchased shares of Class A Common Stock:

Date	Number of Shares of Class A Common Stock Purchased	Weighted Average Price Per Share
02/26/2024	1,332	\$74.86
02/28/2025	1,010	\$118.02

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, Robyn Jones gifted shares of Class A Common Stock:

Date	Number of Shares of Class A Common Stock Gifted	Weighted Average Price Per Share
08/13/2024	2,000	\$0.00
08/19/2024	6,000	\$0.00
08/23/2024	625	\$0.00
11/1/2024	9,100	\$0.00

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, in part pursuant to a 10b5-1 plan, P. Ryan Langston exercised and promptly sold stock options:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
08/14/2024	2,326	\$85.10
08/15/2024	7,674	\$85.19
09/25/2024	4,814	\$90.26
09/27/2024	3,019	\$90.34
09/30/2024	2,167	\$90.09
10/15/2024	10,000	\$95.35

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, Ryan Langston 2021 Family Trust converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
11/28/2023	100	\$74.05
11/29/2023	513	\$74.00
11/30/2023	9,387	\$72.88

Between November 23, 2023 (the date following the most recent Schedule 13D/A filed by the Reporting Persons) and March 26, 2025, SLJ Dynasty Trust converted shares of Class B Common Stock into shares of Class A Common Stock which were promptly sold:

Date	Number of Shares of Class A Common Stock Sold	Weighted Average Price Per Share
11/27/2023	28,000	\$74.47