| SEC For  | m 5        |  |  |  |   |  |         |  |                   |                                   |  |                   |   |  |  |   |   |  |  |
|--|------------|--|--|--|---|--|---------|--|-------------------|-----------------------------------|--|-------------------|---|--|--|---|---|--|--|
|  | FORM       | 5  | UNITED STATES SECURITIES AND EXCHANGE COMMISSION<br>Washington, D.C. 20549 |  |   |  |         |  |                   |                                   |  |                   |   |  |  |   |   |  |  |
| Check this box if no longer subject to<br>Section 16. Form 4 or Form 5<br>obligations may continue. See<br>Instruction 1(b).                                   |            |  |  |  | L STATEMENT OF CHANGES IN BENEFICIAL<br>OWNERSHIP   |  |         |  |                   |                                   |  |                   |   |  | OMB APPROV<br>OMB Number: 32<br>Estimated average burden |   |   | AL<br>235-0362   |  |
| Form 3 Holdings Reported.  |            |  |  |  |   |  |         |  |                   |                                   |  |                   |   |  | hours per response: 1.0                                  |   |   |  |  |
| Form 4 Transactions Reported. Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934<br>or Section 30(h) of the Investment Company Act of 1940 |            |  |  |  |   |  |         |  |                   |                                   |  |                   |   |  |  |   |   |  |  |
| 1. Name and Address of Reporting Person <sup>*</sup><br>Romney Lanni   |            |  |  |  | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br><u>Goosehead Insurance, Inc.</u> [ GSHD ] |  |         |  |                   |                                   |  |                   |   | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director X 10% Owner |  |   |   |  |  |
| (Last)(First)(Middle)C/O GOOSEHEAD INSURANCE, INC.1500 SOLANA BLVD., BLDG 4, STE 4500  |            |  |  |  | 3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)<br>12/31/2020                      |  |         |  |                   |                                   |  |                   |   | Officer (give title X Other (specify<br>below) below)<br>Member of 10% owner group                 |  |   |   |  |  |
| (Street)<br>WESTLAKE TX 76   |            |  | 76262  | — 4. lf Am                                   | Line)<br>X Form filed<br>Form filed   |  |         |  |                   |                                   |  |                   |   |  |  | t/Group Filing (Check Applicable<br>by One Reporting Person<br>by More than One Reporting |   |  |  |
| (City)   |            |  |  |  |   |  |         |  |                   |                                   |  |                   | Person  |  |  |   |   |  |  |
|  |            | Та   | ble I - Non-Dei  | ivative S                                    | ecuriti   | es Acq   | quire   | ed, Dis  | posed             | of, or                            | Bene   | ficially          | Owned   |  |  |   |   |  |  |
| 1. Title of Security (Instr. 3)  |            |  | 2. Transaction<br>Date<br>(Month/Day/Yea                                   | 2A. Deem<br>Execution<br>if any<br>(Month/Da | Date,   | 3.<br>Transac<br>Code (In<br>8)                |         | n 🛛 (D) (Instr. 3, 4 a   |                   | cquired (A) or Dispos<br>and 5)   |  | osed Of           | Securities<br>Beneficially<br>Owned at e            |  | Form: I<br>(D) or<br>Indirec                             | : Direct India<br>Ben<br>ect (I) Own  |   | lature of<br>irect<br>neficial<br>nership                          |  |
|  |            |  |  |  |   |  |         | Amount   |                   | (A) or<br>(D)                     | Price  |                   | Issuer's Fiscal<br>Year (Instr. 3 and<br>4)         |  | (Instr. 4)   |   | (Instr. 4)  |  |  |
| Class B C  | Common Sto | ock  | 11/20/2020   |  |   | <b>G</b> <sup>(1)</sup>                        |         | 88,  | 88,709            |                                   |  | \$ <mark>0</mark> | 285,286   |  | D  |   |   |  |  |
| Class B Common Stock   |            |  | 11/30/2020   |  |   | G  |         | 88,704   |                   | Α                                 | \$0  |                   | 88,704  |  | I  |   | Lanni<br>Romney<br>Spousal<br>Lifetime<br>Access<br>Trust |  |  |
| Class B C  | Common Sto |  |  |  |   |  |         |  |                   |                                   |  | 5                 |   | I  | [  | By S  | pouse   |  |  |
|  |            |  | Table II - Deriv   |  |   |  |         |  |                   |                                   |  |                   | Owned   |  |  |   |   |  |  |
| Derivative Conversion  |            | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>f any                                     | 4.<br>Transaction<br>Code (Instr.<br>8)      | 5. Num<br>Derivat<br>Securit  | ber of 6. D<br>ive Exp<br>ies (Mo<br>ed (A) or |         | tions, converti<br>Date Exercisable and<br>piration Date<br>onth/Day/Year) |                   | d 7. T<br>Am<br>Sec<br>Und<br>Der | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative Secu<br>(Instr. 3 and 4) |                   | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | deriva<br>Securi<br>Benefi<br>Owner<br>Follow<br>Repor   | ties<br>icially<br>d<br>/ing                             | 10.<br>Owner:<br>Form:<br>Direct<br>or India<br>(I) (Inst                                 | ship<br>(D)<br>rect                                       | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
|  |            |  |  |  | (A)   |  | (D) Dat |  | Expiratio<br>Date | on<br>Title                       | Amount<br>or<br>Number<br>of<br>Shares   |                   |   | (Instr.  | (Instr. 4)   |   |   |  |  |
| LLC Units<br>in<br>Goosehead<br>Financial,<br>LLC  | \$0.0      | 11/20/2020                                 |  | G  |   | 88,709   |         | (2)  | (2)               | Cor                               | Class A<br>Common<br>Stock 88  |                   | \$0   | 28   | 85,286 D   |   |   |  |  |
| LLC Units<br>in<br>Goosehead<br>Financial,<br>LLC  | \$0.0      | 11/30/2020                                 |  | G  | 88,704  |  |         | (2)  | (2)               | Cor                               | Class A<br>Common<br>Stock 88  |                   | \$0   | 88   | ,704   | Ι   |   | Lanni<br>Romney<br>Spousal<br>Lifetime<br>Access<br>Trust          |  |
| LLC Units<br>in<br>Goosehead<br>Financial,<br>LLC  | \$0.0      |  |  |  |   |  |         | (2)  | (2)               | Cor                               | Class A<br>Common<br>Stock   |                   |   |  | 5  |   |   | By Spouse  |  |

Explanation of Responses:

1. This transaction involved a gift of securities by the reporting person to her husband who is not an affiliate or member of the Amended and Restated Voting Agreement dated September 18, 2020.

2. Each LLC Unit, together with a share of Class B Common Stock, may be converted by the holder into one share of Class A Common Stock at any time. The LLC units do not expire.

Remarks:

## <u>/s/ P. Ryan Langston, as</u> <u>Attorney-in-Fact for Lanni</u> <u>Romney</u>

\*\* Signature of Reporting Person Date

02/12/2021

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $\ast$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.