

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

## 144: Filer Information

Filer CIK 0001737804  
Filer CCC XXXXXXXXX  
Is this a LIVE or TEST Filing?  LIVE  TEST

### Submission Contact Information

Name  
Phone  
E-Mail Address

## 144: Issuer Information

Name of Issuer GOOSEHEAD INSURANCE, INC.  
SEC File Number 001-38466  
Address of Issuer 1500 SOLANA BLVD, BUILDING 4, SUITE 4500  
WESTLAKE  
TEXAS  
76262  
Phone 214-838-5500  
Name of Person for Whose Account the Securities are To Be Sold Mark E. Jones

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Affiliate

## 144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Class A Common	J.P. Morgan Securities LLC 390 Madison Avenue - 6th Floor New York NY 10017	4000	258000	23898757	08/10/2023	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

## 144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition	Name of Person from	Is this	Date Donor	Amount of Securities	Date of Payment	Nature of Payment *
--------------------	-------------------	-----------------------	---------------------	---------	------------	----------------------	-----------------	---------------------

	<b>Transaction</b>	<b>Whom Acquired</b>	<b>a Gift?</b>	<b>Acquired</b>	<b>Acquired</b>
Class A Common	08/10/2023 Class A Common Shares received in exchange of Class B units. The Class B units were acquired on April 27, 2018.	Issuer	<input type="checkbox"/>	4000	08/10/2023 N/A

\* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

## 144: Securities Sold During The Past 3 Months

<b>Name and Address of Seller</b>	<b>Title of Securities Sold</b>	<b>Date of Sale</b>	<b>Amount of Securities Sold</b>	<b>Gross Proceeds</b>
Mark and Robyn Jones Descendants Trust 2014 C/o Goosehead Insurance, Inc. 1500 Solana Blvd., Bldg 4, Suite 4500 Westlake TX 76262	Class A Common	05/11/2023	206	12361
Mark and Robyn Jones Descendants Trust 2014 C/o Goosehead Insurance, Inc. 1500 Solana Blvd., Bldg 4, Suite 4500 Westlake TX 76262	Class A Common	06/06/2023	24037	1445520
Mark and Robyn Jones Descendants Trust 2014 C/o Goosehead Insurance, Inc. 1500 Solana Blvd., Bldg 4, Suite 4500 Westlake TX 76262	Class A Common	06/07/2023	6290	380130
Mark and Robyn Jones Descendants Trust 2014 C/o Goosehead Insurance, Inc. 1500 Solana Blvd., Bldg 4, Suite 4500 Westlake TX 76262	Class A Common	06/08/2023	10112	608555
Mark and Robyn Jones Descendants Trust 2014 C/o Goosehead Insurance, Inc. 1500 Solana Blvd., Bldg 4, Suite 4500 Westlake TX 76262	Class A Common	06/09/2023	100	6500
Mark E. Jones C/o Goosehead Insurance, Inc. 1500 Solana Blvd., Bldg 4, Suite 4500 Westlake TX 76262	Class A Common	05/11/2023	400	24007
Mark E. Jones C/o Goosehead Insurance, Inc. 1500 Solana Blvd., Bldg 4, Suite 4500 Westlake TX 76262	Class A Common	05/12/2023	100	6000
Mark E. Jones C/o Goosehead Insurance, Inc. 1500 Solana Blvd., Bldg 4, Suite 4500 Westlake TX 76262	Class A Common	08/04/2023	24197	1603471
Mark E. Jones C/o Goosehead Insurance, Inc.	Class A Common	08/07/2023	12192	806981

1500 Solana Blvd., Bldg 4, Suite 4500  
Westlake TX 76262

Mark E. Jones

C/o Goosehead Insurance, Inc.

1500 Solana Blvd., Bldg 4, Suite 4500

Westlake TX 76262

Class A Common

08/08/2023 10553

689166

Mark E. Jones

C/o Goosehead Insurance, Inc.

1500 Solana Blvd., Bldg 4, Suite 4500

Westlake TX 76262

Class A Common

08/09/2023 400

26077

## 144: Remarks and Signature

Remarks            The shares filed today will be sold by the Desiree Robyn Coleman Family Trust 2014 , Mark E. Jones as  
Trustee

Date of Notice     08/10/2023

### **ATTENTION:**

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature            /s/ J.P. Morgan Securities LLC as agent and attorney-in-fact for Mark E. Jones

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**