SEC Form 4	
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(City)

## FORM 4

(State)

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

3235-0287 rage burden 0.5 onse:

Form filed by More than One Reporting Person

Section 16. Form 4 or Form 5 obligations may continue. See	ENT OF CHANGES IN BENEFICIAL OWN iled pursuant to Section 16(a) of the Securities Exchange Act of 1934		OMB Number: Estimated aver hours per resp	erage burden
1. Name and Address of Reporting Person <sup>*</sup> Jones Robyn Mary Elizabeth	or Section 30(h) of the Investment Company Act of 1940 2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>Goosehead Insurance, Inc.</u> [GSHD]	5. Relationship of R (Check all applicabl X Director		n(s) to Issuer 10% Owner
(Last) (First) (Middle) C/O GOOSEHEAD INSURANCE, INC. 1500 SOLANA BLVD., BUILDING 4, STE 4500	- 3. Date of Earliest Transaction (Month/Day/Year) 11/17/2020	Officer (giv below) Membe	ve title X er of 10% own	Other (specify below) ner group
(Street) WESTLAKE TX 76262	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Join Line) X Form filed	t/Group Filing ( I by One Report	

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(Zip)		

1 Title of Security (Instr. 2)	2. Transaction	2A. Deemed		•	4 800	Acquire	(A) or	5. Amount of	6. Ownership	7 Nature of
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution Date, if any (Month/Day/Year)	3. Transa Code ( 8)	iction Instr.			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Class B Common Stock	11/17/2020		С		14,084	D	\$ <u>0</u>	12,808,115	I	By Trust <sup>(1)</sup>
Class A Common Stock	11/17/2020		С		14,084	A	\$0	14,084	I	By Mark and Robyn Jones Descendan Trust 2014
Class A Common Stock	11/17/2020		s		6,495	D	\$119.92 <sup>(2)</sup>	7,589	I	By Mark and Robyn Jones Descendan Trust 2014
Class A Common Stock	11/17/2020		s		4,372	D	\$120.62 <sup>(3)</sup>	3,217	I	By Mark and Robyn Jones Descendan Trust 2014
Class A Common Stock	11/17/2020		s		2,917	D	\$122.06 <sup>(4)</sup>	300	I	By Mark and Robyn Jones Descendan Trust 2014
Class A Common Stock	11/17/2020		s		200	D	\$123.62 <sup>(5)</sup>	100	I	By Mark and Robyn Jones Descendan Trust 2014
Class A Common Stock	11/17/2020		s		100	D	\$124.83	0	I	By Mark and Robyn Jones Descendan Trust 2014
Class A Common Stock <sup>(6)</sup>								333,790	D	
Class B Common Stock <sup>(6)</sup>								182,349	D	

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code ( 8)		of		6. Date Exerc Expiration Da (Month/Day/Y	ate	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		of Securities Derivative Underlying Security Derivative Security (Instr. 5)		10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned         (e.g., puts, calls, warrants, options, convertible securities)														
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code ( 8)		of Deri Sec Acq (A) o Disp of (I	umber vative urities uired or oosed 0) (Instr. and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
LLC Units in Goosehead Financial, LLC	\$0.0	11/17/2020		С			14,084	(7)	(7)	Class A Common Stock	14,084	\$0	12,808,115	Ι	By Trust <sup>(1)</sup>
LLC Units in Goosehead Financial, LLC <sup>(6)</sup>	\$0.0							(7)	(7)	Class A Common Stock	182,349		182,349	D	

## **Explanation of Responses:**

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

2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$119.25 to \$120.25, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$120.26 to \$121.27, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$121.29 to \$122.93, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

5. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$123.55 to \$123.68, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

6. This does not reflect shares directly held by the reporting person's spouse, who is independently a reporting person of the issuer.

7. Each LLC Unit, together with a share of Class B common stock, may be converted by the holder into one share of Class A common stock at any time. The LLC Units do not expire.

## Remarks:

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

/s/ P. Ryan Langston, as 11/19/2020 Attorney-in-Fact for Robyn Mary Elizabeth Jones Date

\*\* Signature of Reporting Person

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

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

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

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

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