

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 0001736768
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	65000	4355000	23898757	07/31/2023	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 Transaction	Name of Person from Whom Acquired	Is this a Gift?	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
Class A Common	07/31/2023	Stock Option Exercise	Issuer	<input type="checkbox"/>		65000	07/31/2023	Cash

* 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

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Mark E. Jones and 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	05/08/2023	8948	537644
Mark E. Jones and 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	05/09/2023	3300	198187
Mark E. Jones and 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	05/10/2023	9400	564573
Mark E. Jones and 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	400	24007
Mark E. Jones and 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	05/12/2023	100	6000
Mark E. Jones and 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	05/05/2023	13134	788487
Mark E. Jones and 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	05/08/2023	8370	503232
Mark E. Jones and 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	05/09/2023	2725	163645
Mark E. Jones and Mark and Robyn Jones Descendants Trust 2014	Class A Common	05/10/2023	11358	682673

C/o Goosehead Insurance, Inc.
1500 Solana Blvd., Bldg 4, Suite 4500
Westlake TX 76262

Mark E. Jones and 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 E. Jones and 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 E. Jones and 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 E. Jones and 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

06/10/2023 10112

608560

144: Remarks and Signature

Remarks Options to be exercised on 07/31/2023 or soon thereafter

Date of Notice 07/31/2023

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)