SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

☐ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person*
Jones Serena

(Last) (First) (Middle)
C/O GOOSEHEAD INSURANCE, INC.
1500 SOLANA BLVD., BLDG 4, STE 4500

(Street)
WESTLAKE TX 76262

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
Goosehead Insurance, Inc. [GSHD]
Foreign Trading Symbol

3. Date of Earliest Transaction (Month/Day/Year)
08/19/2026

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Director ☑ 10% Owner
Officer (give title below) ☑ Other (specify below)
Member of 10% owner group

6. Individual or Joint/Group Filing (Check Applicable Line)
Form filed by One Reporting Person
☑ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned										
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class B Common Stock	08/19/2026		C		4,875	D	$0	362,822	D	
Class A Common Stock	08/19/2026		C		4,875	A	$0	4,875	D	
Class A Common Stock	08/19/2026		S		4,875	D	$67.71[1]	0	D	
Class B Common Stock	08/19/2026		C		4,875	D	$0	146,246	I	SLJ Dynasty Trust
Class A Common Stock	08/19/2026		C		4,875	A	$0	4,875	I	SLJ Dynasty Trust
Class A Common Stock	08/19/2026		S		4,875	D	$67.71[1]	0	I	SLJ Dynasty Trust
Class B Common Stock	08/20/2026		C		10,000	D	$0	352,822	D	
Class A Common Stock	08/20/2026		C		10,000	A	$0	10,000	D	
Class A Common Stock	08/20/2026		S		3,893	D	$68.75[2]	6,107	D	
Class A Common Stock	08/20/2026		S		1,107	D	$69.87[3]	5,000	D	
Class A Common Stock	08/20/2026		S		5,000	D	$70	0	D	
Class B Common Stock	08/20/2026		C		10,000	D	$0	136,246	I	SLJ Dynasty Trust
Class A Common Stock	08/20/2026		C		10,000	A	$0	10,000	I	SLJ Dynasty Trust
Class A Common Stock	08/20/2026		S		3,893	D	$68.75[2]	6,107	I	SLJ Dynasty Trust
Class A Common Stock	08/20/2026		S		1,107	D	$69.87[3]	5,000	I	SLJ Dynasty Trust
Class A Common Stock	08/20/2026		S		5,000	D	$70	0	I	SLJ Dynasty Trust
Class B Common Stock								9,787	I[4]	Emily Marie Jones Trust

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned										
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			Code	V	Amount	(A) or (D)	Price			
Class B Common Stock								9,787	I(4)	Brendan Scot Jones Trust
Class B Common Stock								9,787	I(4)	Joshua Thomas Jones Trust
Class B Common Stock								9,788	I(4)	Benjamin Douglas Jones Trust
Class B Common Stock								9,788	I(4)	Alexandra Nicole Rogers Trust
Class B Common Stock								114,777	I(4)	SLJ 2025 Grantor Retained Annuity Trust

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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 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	08/19/2026		C			4,875	(5)	(5)	Class A Common Stock	4,875	$0	362,822	D	
LLC Units in Goosehead Financial, LLC	$0	08/19/2026		C			4,875	(5)	(5)	Class A Common Stock	4,875	$0	146,246	I	SLJ Dynasty Trust
LLC Units in Goosehead Financial, LLC	$0	08/20/2026		C			10,000	(5)	(5)	Class A Common Stock	10,000	$0	352,822	D	
LLC Units in Goosehead Financial, LLC	$0	08/20/2026		C			10,000	(5)	(5)	Class A Common Stock	10,000	$0	136,246	I	SLJ Dynasty Trust
LLC Units in Goosehead Financial, LLC	$0							(5)	(5)	Class A Common Stock	9,787		9,787	I(4)	Emily Marie Jones Trust
LLC Units in Goosehead Financial, LLC	$0							(5)	(5)	Class A Common Stock	9,787		9,787	I(4)	Brendan Scot Jones Trust
LLC Units in Goosehead Financial, LLC	$0							(5)	(5)	Class A Common Stock	9,787		9,787	I(4)	Joshua Thomas Jones Trust
LLC Units in Goosehead Financial, LLC	$0							(5)	(5)	Class A Common Stock	9,788		9,788	I(4)	Benjamin Douglas Jones Trust
LLC Units in Goosehead Financial, LLC	$0							(5)	(5)	Class A Common Stock	9,788		9,788	I(4)	Alexandra Nicole Rogers Trust

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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 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							(5)	(5)	Class A Common Stock	114,777		114,777	I(4)	SLJ 2025 Grantor Retained Annuity Trust

1. Name and Address of Reporting Person*

[Jones Serena](#)

(Last) (First) (Middle)

C/O GOOSEHEAD INSURANCE, INC.
1500 SOLANA BLVD., BLDG 4, STE 4500

(Street)

WESTLAKE TX 76262

(City) (State) (Zip)

1. Name and Address of Reporting Person*

SLJ Dynasty Trust

(Last) (First) (Middle)

C/O GOOSEHEAD INSURANCE, INC.
1500 SOLANA BLVD., BLDG 4, STE 4500

(Street)

WESTLAKE TX 76262

(City) (State) (Zip)

Explanation of Responses:

1. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $67.56 to $68.25, 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.
2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $68.26 to $69.15, 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 $69.27 to $70.15, 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. Reflects shares of Class B Common Stock or LLC Units, as applicable, held (a) directly by the named trust and (b) indirectly by Serena Jones, who serves as trustee of the named trust and whose immediate family members are beneficiaries of the named trust.
5. 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:

/s/ Martin Thornthwaite, as Attorney-in-Fact for Serena Jones	08/21/2026
/s/ Martin Thornthwaite, as Attorney-in-Fact for SLJ Dynasty Trust	08/21/2026
** Signature of Reporting Person	Date

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.