

Goosehead Insurance

Franchise Summary

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Category: Business Services

Subcategory: Insurance

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Schedule a call with us today, just click here:

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Franchise Fee: \$50,000

Royalties: 20-50%

Cash Investment: \$50,000

Total Investment: \$66,000 - \$108,500

NetWorth: \$0

VetFran: No

Veterans/Minorities/First Responders Discount: Yes, 20%

SBA approved: No

Master Franchise / Area Developer Opportunity: No

Founded: 2003

Franchised: 2012

Additional Details

Goosehead Insurance is a client-first personal lines insurance brokerage revolutionizing the \$400B industry. Founded in 2003 and franchising since 2012, Goosehead has grown to 1,100+ franchises across 48 states by combining proprietary technology, a high-retention subscription-based revenue model, and industry leading support.

Goosehead franchisees benefit from a lean business model with minimal overhead and no inventory. Most agencies launch with just one employee, enabling low startup costs and streamlined operations. Long-term success depends on cultivating strong, referral-based relationships with local real estate and mortgage professionals, a strategy suited for entrepreneurs focused on growth in a service-based business.

WHY Goosehead Insurance?

Power of Choice: Goosehead is an independent brokerage specializing in personal lines insurance. With access to both national and regional carriers, franchisees can offer clients flexible, customized coverage options for home, auto, and more.

Industry Leading

Technology: Franchisees benefit from Goosehead's advanced CRM and sales tools, helping them target prospects, manage pipelines, and close deals more efficiently.

Superior Back Office Support: A dedicated service team handles claims, renewals, and client inquiries, allowing franchisees to focus on growth and relationship building while still benefiting from recurring revenue.

FRANCHISEE RESPONSIBILITIES & EXPECTATIONS

Goosehead offers two primary ownership paths:

1. Owner-Operator Model:

You are the face of the agency, focused on grassroots networking and building long-term relationships with professionals in the mortgage, real estate, and home services ecosystem. Using Goosehead's proprietary CRM and outreach tools, you'll identify high-value local contacts and develop them

BACKGROUND

Year founded: 2003

Year Franchised: 2012

Number of franchises currently operating: 1103

Number of International franchises currently operating: 0

Number of corporate owned franchises: 12

Home Based: No

Absentee ownership available: No

Semi-Absentee ownership available: Yes

Accepting Master Franchisor and Area

Developer Referrals: No

Average number of employees required: 1

E2 Visa Friendly: Yes

FINANCIAL DETAILS

Franchise Fee: Single: \$50,000

Providing earnings guidance in Item 19 in FDD: Yes

Total investment range: **Single Unit:** \$66,000 - \$108,500

Net worth requirement: None

Royalty: **New:** 20% **Renewal:** 50% **Royalties**

Explained: *On all new policy sales, Franchisee will retain 80% of revenue. On renewal business, Franchisee will retain 50% of the revenue. Goosehead is responsible for maintaining the retention/renewal of your sales. Franchisee receives renewal revenue for the lifetime of the policy.*

into trusted connections who consistently refer new clients. In the first year, plan to dedicate at least 50 hours per week to networking and outreach. As recurring revenue grows through policy renewals, your role shifts toward maintaining relationships and driving business growth. This model suits entrepreneurs who thrive on community engagement and proactive networking.

2. Semi-Absentee Ownership:

Designed for multiunit or executive level investors who hire a full-time producer/manager to run daily operations. The franchisee provides high level of guidance and accountability. This is not a passive model; sales leadership and active oversight are still required.

OUR IDEAL FRANCHISEE

Owner-operators and growth-minded leaders

Driven individuals who enjoy networking and want to grow a business while steadily building and leading a team of producers
Coachable, team-oriented individuals with strong interpersonal skills

Self-starters who want to build something long term

No insurance background required

Buyer Motives

Strong recurring revenue model and long-term value. Goosehead's subscription-based income provides financial predictability, with renewal commissions that accumulate over time, offering the potential for compounding earnings and lasting value. Clear path to growth with full back-office support. Franchisees are backed by licensed service teams, dedicated training, and advanced CRM tools, allowing them to focus entirely on client relationships and expansion.

Additional fees: 2% Marketing Fee (not currently active)

Financial assistance available: No

VetFran program: No

Veterans/Minorities/First Responders Discount?
Yes, 20% discount to veterans

Revenue Model & Earning Potential

Goosehead's recurring revenue model rewards franchisees who are committed for the long haul. The first year is centered on acquiring new clients and building a strong referral network. By the second year, policy renewals begin generating revenue, and by year three, this recurring income becomes the primary financial driver.

Top-performing producers focus heavily on relationship development, consistent outreach, and reinvestment into growth, often by steadily expanding their team as the agency scales. Goosehead offers a high-effort, high-reward model with strong short-term income potential and meaningful long-term upside. Many franchisees reach a point within 18 to 36 months where their lifetime net revenue matches or exceeds their initial investment, leading to sustainable profitability and the ability to reinvest in future expansion.

SUPPORT & TRAINING PROVIDED

Training and support program details:

Our training program includes an initial two-week training period. The first week takes place at your office, and the second week is held in-person at our corporate headquarters. After completing the initial training, franchisees will begin our 6-month Sales College, which is conducted entirely from your franchise location. We are highly involved in the launch of our franchises to ensure a successful start and provide ongoing support throughout the process. We offer additional training programs as your franchise

Opportunity to build an asset in a recession-resistant industry. Insurance is a legally required product in many circumstances, supporting consistent demand across economic cycles.

AVAILABLE MARKETS

US markets available: All except noted below

HOT Regions/Desirable: AZ, CA, FL, GA, IL, IN, MD, MN, NC, NE, OH, PA, SC, UT, VA, WA, WI

NOT available: HI, MT, ND, NJ, NV, SD, WY, Dallas TX, Houston TX

Canadian Referrals: No

International Referrals: No

progresses. These trainings are offered periodically and are not required.

Cost for Training: \$1,000-\$2,000. The training program is free of charge; however, the franchisee is responsible for travel and lodging expenses.

Lodging and airfare included: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Mentor following training: Yes

Length of mentoring Franchisee: During the initial training program and evaluation process, franchisees are introduced to our agency support team. Each franchisee is assigned an agency support mentor who provides guidance throughout their tenure.

Last updated: 10/9/2025