



## BE THE DISRUPTOR.

Goosehead Insurance is a brokerage that operates differently from traditional insurance. Rather than offering policies from a single provider, we shop the market on behalf of our clients to find them the best coverage at competitive rates.



**Join a 400 Billion Market**



**Recurring Revenue Model**



**Offer diverse products to meet every client's needs through a choice model**

**\$4B**

Total Written Premium

**1,100+**

Operating Franchises

**84%**

Industry-Leading Customer Retention

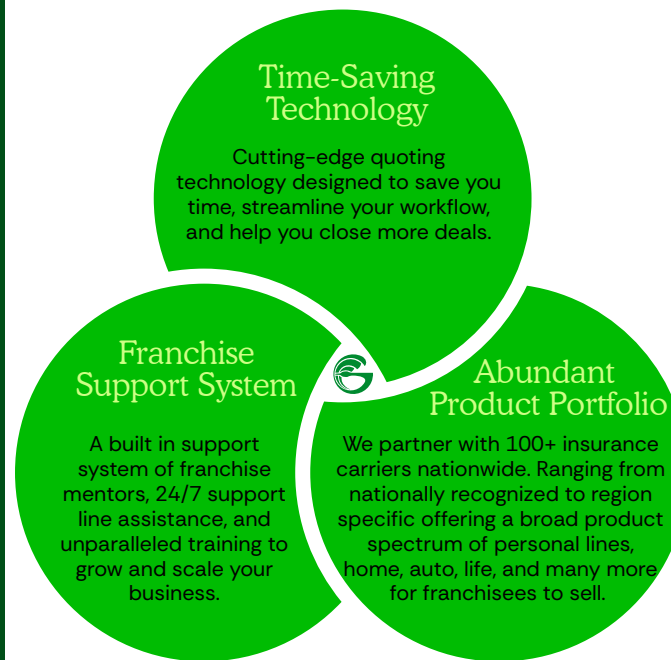
**\$400M**

Total Revenue

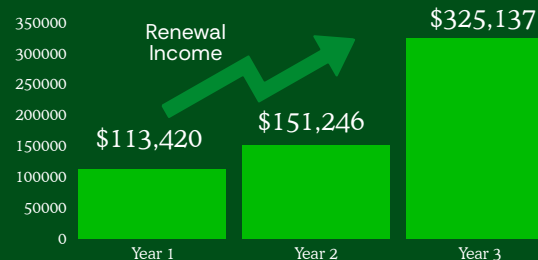
## Who to Contact!

Morris Shamouni  
**(310) 901-5611**

[morris@generalfranchise.com](mailto:morris@generalfranchise.com)



Average Gross Revenue per Franchise Producer (2024)<sup>1</sup>



<sup>1</sup> The financial performance representations included are based on Item 19 of our Franchise Disclosure Document (FDD). Individual results may vary, and there is no guarantee of success. Prospective franchisees should review the full FDD and consult with legal and financial advisors before making any investment decisions.

## Franchise Support System

Training	Initial 2-week training program, 1 <sup>st</sup> week virtual, 2 <sup>nd</sup> week at HQ in Texas. These initial weeks will focus on systems process and access, sales process and marketing plan, and live supervised selling.
Marketing	An extension of our training team, our marketing development team, provides support with our marketing model. They travel to the franchisee to kickstart lead flow, helping ramp up new franchisees and build strong marketing relationships.
Franchise Mentors	Industry professionals who will work side by side with our franchisees for the lifetime of their business providing many levels of support. Weekly sessions focusing on resources and growth strategy.
Support Line	24/7 Support line for all franchisees to submit product, technology, and systems questions and assistance.
Scaling	Goosehead supports franchises in scaling their business. We assist with sourcing, screening, and delivering qualified sales employees. This support streamlines hiring, onboarding, and licensing so you can focus on growing your agency.

## The Service Team

At Goosehead, our expert Service Team doesn't just handle the back-end—they power your renewal engine. By managing policy renewals with precision and proactive service, we help maximize client retention and increase the lifetime value of every account. This means more consistent, recurring income for your business—without pulling you away from selling and growth. With us focused on renewals, you're free to focus on scaling a sustainable, renewal-driven revenue stream.

## Building Franchise Leaders

### Training in the first 6 months



- Initial Training (2 Weeks):** Onboarding & training kicks off with a virtual week covering systems and sales process, followed by an in-person week focused on practicing, live selling, and applying what you're learned at HQ in Texas.
- Sales College (12 Weeks):** A structured program with two weekly sessions—6 weeks on marketing, and 6 weeks deepening your sales process knowledge.
- Grad School (3-4 Weeks):** Choose 3 weekly sessions over 3 months over skills in your areas of interest, completing your core training journey.

### Continual Support & Training

- Next Level (1 Week):** An in-person program for seasoned agents focused on advanced habits, organization, sales, marketing, and networking, taught by top performers.
- Build your Business (1 Week):** A hands-on, in-person course for agency owners covering Gooseheads hiring assistance, management, and scaling with tools for success.

## The Evaluation Process: meeting you in your journey

