

**FACT SHEET
MARCH 2021
GOOSEHEAD INSURANCE AGENCY, LLC**

I. STATEMENT OF PURPOSE – JOB CREATION

The Department of Development recommends a dual-rate Jobs Growth Incentive for a term of up to six (6) consecutive years in consideration of an investment of approximately \$1,335,000 and the creation of 60 new full-time permanent positions.

II. PROJECT HISTORY

Founded in 2003, Goosehead Insurance Agency, LLC (“Goosehead”) is a rapidly growing independent insurance agency, reinventing the traditional approach to distributing personal lines policies throughout the United States. Their differentiated business model and innovative technology platform, have enabled them to deliver insurance customers a superior experience, as evidenced by their 92 Net Promoter Score. They primarily compete in the United States personal lines insurance distribution industry. Personal lines products typically include home, auto, umbrella, motorcycle, flood and recreational insurance. They compete for business on the basis of reputation, client service, product offerings and the ability to tailor their products to the specific needs of a client. The company is experiencing rapid business growth for its personal lines of insurance across the U.S., and the project involves the creation of a national sales center that will secure and serve customer needs using an advanced proprietary technology platform. The project will be dedicated to commercial loan production in new markets for the company.

Goosehead is proposing to invest approximately \$180,000 in machinery and equipment, \$825,000 in leasehold improvements and \$330,000 in furniture and fixtures to establish operations at 4131 Worth Avenue, Columbus, Ohio 43219, parcel number 010-298178. Additionally, Goosehead will create 60 new full-time permanent positions with a cumulative estimated annual payroll of approximately \$4,600,000 to support its growth.

Goosehead is requesting a dual-rate Jobs Growth Incentive from the City of Columbus to assist with this expansion project.

III. PROJECT INVESTMENT

INVESTMENT TYPE	PROPOSED VALUE
Furniture and Fixtures	\$330,000
Leasehold Improvements	\$825,000
Machinery and Equipment	\$180,000
TOTAL INVESTMENT	\$1,335,000

IV. DECISION & TIMING

The project is expected to begin as soon as April 2021 with an anticipated completion date of September 2021, pending Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

The project is expected to create 60 new full-time permanent positions within six (6) years with a new estimated annual payroll of approximately \$4,600,000.

Position Title	# of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Account Executives	56	\$35.58	\$74,000	\$4,100,000
Managers	4	\$60.10	\$125,000	\$500,000
Total	60			\$4,600,000

The project expects to create 60 new full-time permanent positions in the first three years of the incentive, but intends to hire 100 new full-time employees at an approximate annual payroll of \$7,620,000 over the term of the Jobs Growth Incentive.

Benefits provided to new employees begin within the first year of employment and includes the following:

- Paid Holidays
- Medical/Dental Insurance
- Disability Pay
- Severance Policy
- Training and Education Benefits
- Vacation Pay
- 401K Retirement Plan
- Annual Bonus
- Paid Vacation/Personal Days

The proposed project site will be located at 4131 Worth Avenue, Columbus, Ohio 43219, parcel number 010-298178, which is accessible by public transportation.

REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a dual-rate Jobs Growth Incentive in an amount equal to (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees and (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, both for a term up to six (6) consecutive years.

Should Goosehead not be able to sufficiently document residency for an employee associated with this project during a calendar year of the term of the agreement, the default rate of the Jobs Growth Incentive to be applied that calendar year for that new employee shall be twenty-five percent (25%).

VI. NEW TAX IMPACT

NEW REVENUE SUMMARY		
Revenue	Average Annual	6-year Summary
A. New City Income Tax Revenue	\$115,000	\$690,000
Incentive	Average Annual	6-year Summary
B. Proposed Incentive is equal to: (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees for a term up to five (5) consecutive years; and (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, for a term up to five (5) consecutive years.	\$28,750 (at 25%) to \$34,500 (at 30%)	\$172,500 (at 25%) to \$207,000 (at 30%)
Total	Average Annual	6-year Summary
C. Net Value to City (i.e., A. - B.)	\$86,250 (at 25%) to \$80,500 (at 30%)	\$517,500 (at 25%) to \$483,000 (at 30%)

VII. TAX BENEFIT

The recommended dual-rate Jobs Growth Incentive could yield cash payments totaling between approximately \$172,500 (at 25%) – \$207,000 (at 30%) for Goosehead over the incentive term of six (6) consecutive years.

VIII. AREA IMPACT/GREEN INITIATIVES

Goosehead reduces waste and energy use through recycling, lighting, and electronic records systems.