

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

July 2021

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	14	388	14.6	109,614,177	380	14.3	110,335,457	768	219,949,634	286,393	16.2
2	METRO FIRST	11	107	4.0	29,012,354	137	5.1	37,379,325	244	66,391,679	272,097	4.9
3	RE / MAX	17	118	4.4	29,747,562	122	4.6	33,161,994	240	62,909,556	262,123	4.6
4	EXP REALTY	3	77	2.9	19,751,429	119	4.5	27,810,956	196	47,562,385	242,665	3.5
5	CHAMBERLAIN REALTY	2	78	2.9	17,785,140	112	4.2	25,382,551	190	43,167,691	227,198	3.2
6	CENTURY 21	11	94	3.5	21,057,884	79	3.0	17,987,012	173	39,044,896	225,693	2.9
7	METRO BROKERS	22	84	3.2	21,233,755	62	2.3	16,613,660	146	37,847,415	259,229	2.8
8	MCGRAW DAVISSON	4	49	1.8	13,656,075	49	1.8	13,837,032	98	27,493,107	280,542	2.0
9	COLDWELL BANKER	7	44	1.7	11,278,900	64	2.4	15,705,307	108	26,984,207	249,854	2.0
10	CHINOWTH & COHEN	4	39	1.5	11,944,126	27	1.0	9,150,748	66	21,094,874	319,619	1.6
11	WHITTINGTON REALTY	2	37	1.4	10,319,500	40	1.5	9,661,650	77	19,981,150	259,495	1.5
12	KEVO PROPERTIES	2	50	1.9	10,237,905	40	1.5	9,109,422	90	19,347,327	214,970	1.4
	ALL OTHERS		1,496	56.2	373,063,994	1,430	53.7	352,567,687	2,926	725,631,681	247,994	53.5
	Grand Totals		2,661	100.0	678,702,801	2,661	100.0	678,702,801	5,322	1,357,405,602	255,056	100.0

NOTE: This representation is based in whole or in part on data supplied by the Oklahoma City Metropolitan Association of REALTORS, Inc. or its Multiple Listing Service. Neither the Association nor its MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Association or its MLS may not reflect all real estate activity in the market.

Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 07/01/2021 through 07/31/2021.

Market Penetration Analysis Report
OKC Entire MLS Database
 Individual Offices

Contract Programming Associates

Includes Closed Residential
 In MLS Area All MLS Areas

July 2021

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	134	5.0	36,583,192	103	3.9	31,997,721	237	68,580,913	289,371	5.1
2	KELLER WILLIAMS-ED	92	3.5	32,148,998	91	3.4	28,870,221	183	61,019,219	333,438	4.5
3	CHAMBERLAIN MOORE	77	2.9	17,400,140	111	4.2	24,982,551	188	42,382,691	225,440	3.1
4	EXP REALTY	62	2.3	16,709,826	102	3.8	24,206,546	164	40,916,372	249,490	3.0
5	KELLER WILLIAMS-NP	50	1.9	15,220,074	64	2.4	20,482,138	114	35,702,212	313,177	2.6
6	METRO FIRST BRITTON	43	1.6	10,844,565	63	2.4	19,329,352	106	30,173,917	284,660	2.2
7	KELLER WILLIAMS-NOR	56	2.1	13,349,033	65	2.4	15,171,404	121	28,520,437	235,706	2.1
8	KELLER WILLIAMS-GM	55	2.1	12,202,880	55	2.1	13,490,073	110	25,692,953	233,572	1.9
9	WHITTINGTON REALTY	37	1.4	10,319,500	40	1.5	9,661,650	77	19,981,150	259,495	1.5
10	OKCMAR	12	0.5	3,343,750	59	2.2	15,693,381	71	19,037,131	268,129	1.4
11	KEVO PROP SHARTEL	48	1.8	9,792,905	37	1.4	8,585,822	85	18,378,727	216,220	1.4
12	PRINCIPAL DEVELOP	46	1.7	12,348,618	22	0.8	5,783,189	68	18,131,807	266,644	1.3
	ALL OTHERS	1,949	73.2	488,439,320	1,849	69.5	460,448,753	3,798	948,888,073	249,839	69.9
	Grand Totals	2,661	100.0	678,702,801	2,661	100.0	678,702,801	5,322	1,357,405,602	255,056	100.0

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