

Market Penetration Analysis Report  
**OKC Entire MLS Database**  
 Grouped Offices

**Contract Programming  
 Associates**

Includes Closed Residential  
 In MLS Area All MLS Areas

May 2020

| Rank | Company            | Offices | Listing Side |         |             | Sales Side |         |             | Listings & Sales |             |         |       |
|------|--------------------|---------|--------------|---------|-------------|------------|---------|-------------|------------------|-------------|---------|-------|
|      |                    |         | Units        | Percent | Dollars     | Units      | Percent | Dollars     | Units            | Dollars     | Average | Share |
| 1    | KELLER WILLIAMS    | 12      | 387          | 19.0    | 88,873,428  | 381        | 18.7    | 84,214,116  | 768              | 173,087,544 | 225,374 | 19.8  |
| 2    | METRO FIRST        | 10      | 101          | 5.0     | 21,080,725  | 133        | 6.5     | 27,943,753  | 234              | 49,024,478  | 209,506 | 5.6   |
| 3    | RE / MAX           | 14      | 88           | 4.3     | 18,802,818  | 102        | 5.0     | 22,572,895  | 190              | 41,375,713  | 217,767 | 4.7   |
| 4    | CENTURY 21         | 11      | 81           | 4.0     | 14,271,887  | 78         | 3.8     | 15,225,316  | 159              | 29,497,203  | 185,517 | 3.4   |
| 5    | METRO BROKERS      | 24      | 63           | 3.1     | 14,374,927  | 69         | 3.4     | 13,906,336  | 132              | 28,281,263  | 214,252 | 3.2   |
| 6    | COLDWELL BANKER    | 8       | 52           | 2.6     | 11,530,945  | 56         | 2.7     | 12,095,351  | 108              | 23,626,296  | 218,762 | 2.7   |
| 7    | CHURCHILL BROWN    | 3       | 42           | 2.1     | 13,939,317  | 26         | 1.3     | 8,575,995   | 68               | 22,515,312  | 331,108 | 2.6   |
| 8    | EXP REALTY         | 1       | 34           | 1.7     | 6,909,941   | 65         | 3.2     | 14,082,156  | 99               | 20,992,097  | 212,041 | 2.4   |
| 9    | MCGRAW DAVISSON    | 4       | 45           | 2.2     | 9,275,745   | 48         | 2.4     | 11,209,670  | 93               | 20,485,415  | 220,273 | 2.3   |
| 10   | WHITTINGTON REALTY | 1       | 35           | 1.7     | 7,603,590   | 53         | 2.6     | 11,622,760  | 88               | 19,226,350  | 218,481 | 2.2   |
| 11   | CHAMBERLAIN REALTY | 3       | 39           | 1.9     | 6,647,576   | 55         | 2.7     | 11,008,660  | 94               | 17,656,236  | 187,832 | 2.0   |
| 12   | KEVO PROPERTIES    | 2       | 51           | 2.5     | 8,827,856   | 26         | 1.3     | 6,203,145   | 77               | 15,031,001  | 195,208 | 1.7   |
|      | ALL OTHERS         |         | 1,021        | 50.1    | 214,798,938 | 947        | 46.4    | 198,277,540 | 1,968            | 413,076,478 | 209,897 | 47.3  |
|      | Grand Totals       |         | 2,039        | 100.0   | 436,937,693 | 2,039      | 100.0   | 436,937,693 | 4,078            | 873,875,386 | 214,290 | 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 05/01/20 through 05/31/20.

## Contract Programming Associates

Includes Closed Residential  
 In MLS Area All MLS Areas

May 2020

| Rank | Company                    | Listing Side |            |                   | Sales Side |            |                   | Listings & Sales |                   |                |            |
|------|----------------------------|--------------|------------|-------------------|------------|------------|-------------------|------------------|-------------------|----------------|------------|
|      |                            | Units        | Percent    | Dollars           | Units      | Percent    | Dollars           | Units            | Dollars           | Average        | Share      |
| 1    | <b>KELLER WILLIAMS-NW</b>  | <b>147</b>   | <b>7.2</b> | <b>32,318,485</b> | <b>150</b> | <b>7.4</b> | <b>31,434,785</b> | <b>297</b>       | <b>63,753,270</b> | <b>214,657</b> | <b>7.3</b> |
| 2    | <b>KELLER WILLIAMS-ED</b>  | <b>99</b>    | <b>4.9</b> | <b>27,548,392</b> | <b>77</b>  | <b>3.8</b> | <b>23,409,435</b> | <b>176</b>       | <b>50,957,827</b> | <b>289,533</b> | <b>5.8</b> |
| 3    | METRO FIRST BRITTON        | 46           | 2.3        | 10,502,300        | 72         | 3.5        | 16,606,553        | 118              | 27,108,853        | 229,736        | 3.1        |
| 4    | EXP REALTY                 | 34           | 1.7        | 6,909,941         | 65         | 3.2        | 14,082,156        | 99               | 20,992,097        | 212,041        | 2.4        |
| 5    | <b>KELLER WILLIAMS-NOR</b> | <b>43</b>    | <b>2.1</b> | <b>9,049,400</b>  | <b>54</b>  | <b>2.6</b> | <b>10,792,793</b> | <b>97</b>        | <b>19,842,193</b> | <b>204,559</b> | <b>2.3</b> |
| 6    | <b>KELLER WILLIAMS-GM</b>  | <b>47</b>    | <b>2.3</b> | <b>9,020,408</b>  | <b>55</b>  | <b>2.7</b> | <b>10,359,759</b> | <b>102</b>       | <b>19,380,167</b> | <b>190,002</b> | <b>2.2</b> |
| 7    | WHITTINGTON REALTY         | 35           | 1.7        | 7,603,590         | 53         | 2.6        | 11,622,760        | 88               | 19,226,350        | 218,481        | 2.2        |
| 8    | CHAMBERLAIN REALTY         | 39           | 1.9        | 6,647,576         | 55         | 2.7        | 11,008,660        | 94               | 17,656,236        | 187,832        | 2.0        |
| 9    | <b>KELLER WILLIAMS-NP</b>  | <b>38</b>    | <b>1.9</b> | <b>8,145,449</b>  | <b>34</b>  | <b>1.7</b> | <b>6,418,044</b>  | <b>72</b>        | <b>14,563,493</b> | <b>202,271</b> | <b>1.7</b> |
| 10   | KEVO PROP SHARTEL          | 49           | 2.4        | 8,468,856         | 25         | 1.2        | 6,034,145         | 74               | 14,503,001        | 195,987        | 1.7        |
| 11   | PRINCIPAL DEVELOP          | 43           | 2.1        | 9,205,632         | 23         | 1.1        | 4,807,735         | 66               | 14,013,367        | 212,324        | 1.6        |
| 12   | OKCMAR                     | 10           | 0.5        | 2,210,945         | 51         | 2.5        | 10,886,045        | 61               | 13,096,990        | 214,705        | 1.5        |
|      | ALL OTHERS                 | 1,409        | 69.1       | 299,306,719       | 1,325      | 65.0       | 279,474,823       | 2,734            | 578,781,542       | 211,698        | 66.2       |
|      | Grand Totals               | 2,039        | 100.0      | 436,937,693       | 2,039      | 100.0      | 436,937,693       | 4,078            | 873,875,386       | 214,290        | 100.0      |

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