

Market Penetration Analysis Report
Edmond Market Area
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 111-115

February 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	69	26.7	20,918,495	86	33.3	27,912,725	155	48,831,220	315,040	31.0
2	CHURCHILL BROWN	3	25	9.7	12,086,541	9	3.5	2,982,506	34	15,069,047	443,207	9.6
3	METRO FIRST	8	22	8.5	6,424,580	18	7.0	4,405,932	40	10,830,512	270,763	6.9
4	BERKSHIRE HATHAWAY	10	15	5.8	5,632,150	15	5.8	3,694,382	30	9,326,532	310,884	5.9
5	CENTURY 21	11	6	2.3	1,968,400	11	4.3	3,412,792	17	5,381,192	316,541	3.4
6	METRO BROKERS	26	5	1.9	2,045,200	6	2.3	2,771,200	11	4,816,400	437,855	3.1
7	RE / MAX	12	11	4.3	2,510,600	8	3.1	2,159,000	19	4,669,600	245,768	3.0
8	ERA	1	4	1.6	1,531,900	5	1.9	2,275,348	9	3,807,248	423,028	2.4
9	ALLEN REAL ESTATE	1	2	0.8	1,135,000	1	0.4	2,395,000	3	3,530,000	1,176,667	2.2
10	MCCAULEB HOMES	1	4	1.6	1,620,122	4	1.6	1,620,122	8	3,240,244	405,031	2.1
11	PONEER REALTY	1	9	3.5	2,772,406	0	0.0	0	9	2,772,406	308,045	1.8
12	COLDWELL BANKER	9	3	1.2	536,710	9	3.5	1,979,804	12	2,516,514	209,710	1.6
	ALL OTHERS		83	32.2	19,530,195	86	33.3	23,103,488	169	42,633,683	252,270	27.1
	Grand Totals		258	100.0	78,712,299	258	100.0	78,712,299	516	157,424,598	305,086	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 02/01/2019 through 02/28/2019.

Market Penetration Analysis Report
South Market Area
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 301-313, 403

February 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	62	25.4	13,387,022	58	23.8	11,489,698	120	24,876,720	207,306	25.1
2	METRO FIRST	8	11	4.5	1,900,775	17	7.0	3,631,506	28	5,532,281	197,581	5.6
3	METRO BROKERS	26	12	4.9	2,229,490	11	4.5	2,639,867	23	4,869,357	211,711	4.9
4	COLDWELL BANKER	9	9	3.7	1,769,087	12	4.9	2,955,287	21	4,724,374	224,970	4.8
5	BERKSHIRE HATHAWAY	10	11	4.5	1,994,640	14	5.7	2,639,662	25	4,634,302	185,372	4.7
6	PRINCIPAL DEVELOP	1	12	4.9	2,673,674	5	2.0	1,005,079	17	3,678,753	216,397	3.7
7	RE / MAX	12	8	3.3	1,573,050	4	1.6	936,500	12	2,509,550	209,129	2.5
8	CENTURY 21	11	6	2.5	997,147	7	2.9	1,363,508	13	2,360,655	181,589	2.4
9	PROVIDENCE REALTY	1	2	0.8	625,000	7	2.9	1,438,800	9	2,063,800	229,311	2.1
10	STELLAR REALTY	1	3	1.2	1,078,900	2	0.8	930,000	5	2,008,900	401,780	2.0
11	CHURCHILL BROWN	3	4	1.6	544,800	5	2.0	1,369,692	9	1,914,492	212,721	1.9
12	EXP REALTY	3	4	1.6	1,130,000	3	1.2	639,400	7	1,769,400	252,771	1.8
	ALL OTHERS		100	41.0	19,591,131	99	40.6	18,455,717	199	38,046,848	191,190	38.4
	Grand Totals		244	100.0	49,494,716	244	100.0	49,494,716	488	98,989,432	202,847	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 02/01/2019 through 02/28/2019.

Market Penetration Analysis Report
Greater OKC Metro Area
 Grouped Offices

Contract Programming Associates

Includes Closed Residential
 In MLS Area 101-404

February 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	239	24.0	55,641,822	263	26.5	60,563,374	502	116,205,196	231,484	26.1
2	METRO FIRST	8	65	6.5	13,836,305	64	6.4	13,711,218	129	27,547,523	213,547	6.2
3	CHURCHILL BROWN	3	40	4.0	17,860,979	25	2.5	6,531,748	65	24,392,727	375,273	5.5
4	BERKSHIRE HATHAWAY	10	48	4.8	12,619,262	46	4.6	8,848,281	94	21,467,543	228,378	4.8
5	METRO BROKERS	26	39	3.9	8,815,380	43	4.3	9,697,912	82	18,513,292	225,772	4.2
6	CENTURY 21	11	46	4.6	7,764,113	45	4.5	8,511,147	91	16,275,260	178,849	3.7
7	RE / MAX	12	32	3.2	6,867,450	27	2.7	6,572,550	59	13,440,000	227,797	3.0
8	COLDWELL BANKER	9	23	2.3	4,359,297	38	3.8	8,762,293	61	13,121,590	215,108	2.9
9	PRINCIPAL DEVELOP	1	30	3.0	6,779,422	13	1.3	2,608,040	43	9,387,462	218,313	2.1
10	KEVO PROPERTIES	1	20	2.0	3,217,700	27	2.7	4,808,777	47	8,026,477	170,776	1.8
11	EXP REALTY	3	17	1.7	3,071,200	18	1.8	3,788,884	35	6,860,084	196,002	1.5
12	PONEER REALTY	1	20	2.0	5,940,132	2	0.2	249,000	22	6,189,132	281,324	1.4
	ALL OTHERS		375	37.7	75,719,463	383	38.5	87,839,301	758	163,558,764	215,777	36.8
	Grand Totals		994	100.0	222,492,525	994	100.0	222,492,525	1,988	444,985,050	223,836	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 02/01/2019 through 02/28/2019.

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

February 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	332	21.3	72,189,007	362	23.2	77,261,510	694	149,450,517	215,347	24.3
2	METRO FIRST	8	86	5.5	16,439,105	100	6.4	18,806,913	186	35,246,018	189,495	5.7
3	BERKSHIRE HATHAWAY	10	84	5.4	17,720,144	79	5.1	13,783,881	163	31,504,025	193,276	5.1
4	CHURCHILL BROWN	3	49	3.1	19,488,779	34	2.2	9,196,888	83	28,685,667	345,610	4.7
5	METRO BROKERS	26	54	3.5	11,360,030	69	4.4	14,102,612	123	25,462,642	207,013	4.1
6	CENTURY 21	11	74	4.7	11,971,408	82	5.3	13,358,175	156	25,329,583	162,369	4.1
7	RE / MAX	12	72	4.6	11,501,200	65	4.2	11,000,225	137	22,501,425	164,244	3.7
8	COLDWELL BANKER	9	43	2.8	7,009,197	48	3.1	10,226,942	91	17,236,139	189,408	2.8
9	KEVO PROPERTIES	1	45	2.9	6,598,210	46	3.0	7,962,477	91	14,560,687	160,008	2.4
10	PRINCIPAL DEVELOP	1	31	2.0	7,032,022	14	0.9	2,860,640	45	9,892,662	219,837	1.6
11	EXP REALTY	3	26	1.7	4,318,200	23	1.5	4,910,384	49	9,228,584	188,338	1.5
12	OKCMAR	2	11	0.7	3,659,130	24	1.5	5,079,785	35	8,738,915	249,683	1.4
	ALL OTHERS		652	41.8	118,263,762	613	39.3	118,999,762	1,265	237,263,524	187,560	38.6
	Grand Totals		1,559	100.0	307,550,194	1,559	100.0	307,550,194	3,118	615,100,388	197,274	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 02/01/2019 through 02/28/2019.

Market Penetration Analysis Report
Edmond Market Area
 Individual Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 111-115

February 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-ED	40	15.5	12,356,502	41	15.9	15,052,788	81	27,409,290	338,386	17.4
2	KELLER WILLIAMS-NW	19	7.4	6,239,000	33	12.8	9,641,173	52	15,880,173	305,388	10.1
3	CHURCHILL-B ED 33RD	14	5.4	8,327,690	4	1.6	1,491,000	18	9,818,690	545,483	6.2
4	BERKSHIRE HA N MAY	10	3.9	4,197,400	7	2.7	1,900,642	17	6,098,042	358,708	3.9
5	METRO FIRST EDMOND	12	4.7	3,454,580	8	3.1	1,748,093	20	5,202,673	260,134	3.3
6	METRO B EDMOND T.B.	5	1.9	2,045,200	6	2.3	2,771,200	11	4,816,400	437,855	3.1
7	C-21 G-GREEN EDMOND	4	1.6	1,167,900	11	4.3	3,412,792	15	4,580,692	305,379	2.9
8	METRO FIRST BRITTON	7	2.7	2,280,500	8	3.1	2,246,839	15	4,527,339	301,823	2.9
9	CHURCHILL-B ED LILAC	10	3.9	3,423,851	2	0.8	543,606	12	3,967,457	330,621	2.5
10	ERA COURTYARD	4	1.6	1,531,900	5	1.9	2,275,348	9	3,807,248	423,028	2.4
11	ALLEN REAL ESTATE	2	0.8	1,135,000	1	0.4	2,395,000	3	3,530,000	1,176,667	2.2
12	RE/MAX AT HOME	5	1.9	1,386,600	7	2.7	2,108,000	12	3,494,600	291,217	2.2
	ALL OTHERS	126	48.8	31,166,176	125	48.4	33,125,818	251	64,291,994	256,143	40.8
	Grand Totals	258	100.0	78,712,299	258	100.0	78,712,299	516	157,424,598	305,086	100.0

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South Market Area
 Individual Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 301-313, 403

February 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	22	9.0	5,203,900	23	9.4	3,866,335	45	9,070,235	201,561	9.2
2	KELLER WILLIAMS-GM	23	9.4	5,279,755	15	6.1	3,345,424	38	8,625,179	226,978	8.7
3	PRINCIPAL DEVELOP	12	4.9	2,673,674	5	2.0	1,005,079	17	3,678,753	216,397	3.7
4	KELLER WILLIAMS-ED	5	2.0	814,800	11	4.5	2,483,289	16	3,298,089	206,131	3.3
5	METRO FIRST YUKON	6	2.5	1,103,776	7	2.9	1,691,800	13	2,795,576	215,044	2.8
6	CB SELECT NW XPWY	2	0.8	675,000	6	2.5	1,902,000	8	2,577,000	322,125	2.6
7	KELLER WILLIAMS-NP	5	2.0	974,869	6	2.5	1,100,550	11	2,075,419	188,674	2.1
8	PROVIDENCE REALTY	2	0.8	625,000	7	2.9	1,438,800	9	2,063,800	229,311	2.1
9	STELLAR REALTY	3	1.2	1,078,900	2	0.8	930,000	5	2,008,900	401,780	2.0
10	WHITTINGTON REALTY	3	1.2	701,870	5	2.0	1,058,800	8	1,760,670	220,084	1.8
11	METRO B NORMAN MAIN	4	1.6	531,300	5	2.0	1,107,478	9	1,638,778	182,086	1.7
12	EXP REALTY	4	1.6	1,130,000	2	0.8	483,400	6	1,613,400	268,900	1.6
	ALL OTHERS	153	62.7	28,701,872	150	61.5	29,081,761	303	57,783,633	190,705	58.4
	Grand Totals	244	100.0	49,494,716	244	100.0	49,494,716	488	98,989,432	202,847	100.0

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Market Penetration Analysis Report
Greater OKC Metro Area
 Individual Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 101-404

February 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	77	7.7	19,658,423	101	10.2	21,158,558	178	40,816,981	229,309	9.2
2	KELLER WILLIAMS-ED	61	6.1	16,663,459	71	7.1	21,512,002	132	38,175,461	289,208	8.6
3	CHURCHILL-B ED 33RD	19	1.9	11,605,790	13	1.3	3,856,900	32	15,462,690	483,209	3.5
4	KELLER WILLIAMS-GM	42	4.2	8,106,555	35	3.5	7,199,248	77	15,305,803	198,777	3.4
5	KELLER WILLIAMS-NP	23	2.3	4,740,562	29	2.9	5,777,548	52	10,518,110	202,271	2.4
6	METRO FIRST BRITTON	20	2.0	4,710,850	22	2.2	5,227,395	42	9,938,245	236,625	2.2
7	BERKSHIRE HA N MAY	20	2.0	6,550,390	15	1.5	3,218,529	35	9,768,919	279,112	2.2
8	PRINCIPAL DEVELOP	30	3.0	6,779,422	13	1.3	2,608,040	43	9,387,462	218,313	2.1
9	METRO FIRST EDMOND	22	2.2	5,202,580	17	1.7	3,803,523	39	9,006,103	230,926	2.0
10	KELLER WILLIAMS-NOR	28	2.8	5,077,823	22	2.2	3,851,518	50	8,929,341	178,587	2.0
11	KEVO PROP SHARTEL	20	2.0	3,217,700	27	2.7	4,808,777	47	8,026,477	170,776	1.8
12	METRO B EDMOND T.B.	11	1.1	3,566,240	12	1.2	3,884,345	23	7,450,585	323,938	1.7
	ALL OTHERS	621	62.5	126,612,731	617	62.1	135,586,142	1,238	262,198,873	211,792	58.9
	Grand Totals	994	100.0	222,492,525	994	100.0	222,492,525	1,988	444,985,050	223,836	100.0

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OKC Entire MLS Database
 Individual Offices

Contract Programming Associates

Includes Closed Residential
 In MLS Area All MLS Areas

February 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	104	6.7	24,312,023	137	8.8	26,006,368	241	50,318,391	208,790	8.2
2	KELLER WILLIAMS-ED	75	4.8	20,500,909	94	6.0	26,099,640	169	46,600,549	275,743	7.6
3	KELLER WILLIAMS-GM	61	3.9	10,825,756	50	3.2	9,377,748	111	20,203,504	182,014	3.3
4	KELLER WILLIAMS-NP	38	2.4	7,700,412	41	2.6	8,872,948	79	16,573,360	209,789	2.7
5	CHURCHILL-B ED 33RD	23	1.5	12,265,790	14	0.9	4,231,900	37	16,497,690	445,884	2.7
6	KEVO PROP SHARTEL	45	2.9	6,598,210	46	3.0	7,962,477	91	14,560,687	160,008	2.4
7	METRO FIRST BRITTON	31	2.0	5,883,350	30	1.9	6,389,895	61	12,273,245	201,201	2.0
8	KELLER WILLIAMS-NOR	39	2.5	6,629,157	29	1.9	4,991,306	68	11,620,463	170,889	1.9
9	BERKSHIRE HA N MAY	25	1.6	7,097,390	22	1.4	4,443,029	47	11,540,419	245,541	1.9
10	METRO B NORMAN MAIN	29	1.9	5,254,490	34	2.2	6,038,578	63	11,293,068	179,255	1.8
11	METRO FIRST EDMOND	26	1.7	5,960,780	25	1.6	5,197,923	51	11,158,703	218,798	1.8
12	C-21 G-GREEN EDMOND	19	1.2	4,207,067	27	1.7	6,117,583	46	10,324,650	224,449	1.7
	ALL OTHERS	1,044	67.0	190,314,860	1,010	64.8	191,820,799	2,054	382,135,659	186,045	62.1
	Grand Totals	1,559	100.0	307,550,194	1,559	100.0	307,550,194	3,118	615,100,388	197,274	100.0

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