

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

December 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	13	353	18.7	78,748,563	338	17.9	72,988,914	691	151,737,477	219,591	19.2
2	RE / MAX	13	81	4.3	18,993,975	77	4.1	19,024,702	158	38,018,677	240,625	4.8
3	METRO FIRST	9	78	4.1	14,276,036	103	5.5	19,696,124	181	33,972,160	187,691	4.3
4	CHURCHILL BROWN	3	49	2.6	18,471,789	46	2.4	14,481,132	95	32,952,921	346,873	4.2
5	METRO BROKERS	25	73	3.9	15,240,015	69	3.7	17,376,001	142	32,616,016	229,690	4.1
6	BERKSHIRE HATHAWAY	8	76	4.0	15,400,349	87	4.6	16,122,573	163	31,522,922	193,392	4.0
7	CENTURY 21	12	81	4.3	13,524,137	81	4.3	14,783,325	162	28,307,462	174,737	3.6
8	KEVO PROPERTIES	2	61	3.2	11,387,990	36	1.9	8,092,313	97	19,480,303	200,828	2.5
9	CHAMBERLAIN REALTY	2	34	1.8	6,876,082	55	2.9	11,022,079	89	17,898,161	201,103	2.3
10	COLDWELL BANKER	8	45	2.4	7,546,350	45	2.4	8,935,377	90	16,481,727	183,130	2.1
11	PRINCIPAL DEVELOP	1	38	2.0	8,859,952	22	1.2	5,182,258	60	14,042,210	234,037	1.8
12	WHITTINGTON REALTY	1	25	1.3	5,208,200	47	2.5	8,830,659	72	14,038,859	194,984	1.8
	ALL OTHERS		895	47.4	179,958,747	883	46.7	177,956,728	1,778	357,915,475	201,302	45.4
	Grand Totals		1,889	100.0	394,492,185	1,889	100.0	394,492,185	3,778	788,984,370	208,837	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 12/01/19 through 12/31/19.

Contract Programming Associates

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		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	120	6.4	25,107,893	113	6.0	23,603,919	233	48,711,812	209,064	6.2
2	KELLER WILLIAMS-ED	82	4.3	23,106,336	72	3.8	18,323,597	154	41,429,933	269,026	5.3
3	KELLER WILLIAMS-GM	53	2.8	10,348,650	65	3.4	12,120,760	118	22,469,410	190,419	2.8
4	KELLER WILLIAMS-NP	44	2.3	10,925,334	40	2.1	9,260,511	84	20,185,845	240,308	2.6
5	METRO FIRST BRITTON	44	2.3	7,839,711	54	2.9	11,585,884	98	19,425,595	198,220	2.5
6	KEVO PROP SHARTEL	60	3.2	10,986,779	35	1.9	7,691,102	95	18,677,881	196,609	2.4
7	CHAMBERLAIN REALTY	34	1.8	6,876,082	55	2.9	11,022,079	89	17,898,161	201,103	2.3
8	PRINCIPAL DEVELOP	38	2.0	8,859,952	22	1.2	5,182,258	60	14,042,210	234,037	1.8
9	WHITTINGTON REALTY	25	1.3	5,208,200	47	2.5	8,830,659	72	14,038,859	194,984	1.8
10	EXP REALTY	34	1.8	6,467,650	41	2.2	7,208,090	75	13,675,740	182,343	1.7
11	METRO B NORMAN MAIN	29	1.5	5,793,355	31	1.6	7,664,597	60	13,457,952	224,299	1.7
12	CHURCHILL-B C. CLUB	20	1.1	5,376,700	20	1.1	7,355,200	40	12,731,900	318,298	1.6
	ALL OTHERS	1,306	69.1	267,595,543	1,294	68.5	264,643,529	2,600	532,239,072	204,707	67.5
	Grand Totals	1,889	100.0	394,492,185	1,889	100.0	394,492,185	3,778	788,984,370	208,837	100.0

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