

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

**Contract Programming  
 Associates**

Includes Closed Residential  
 In MLS Area All MLS Areas

January 2020

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	<b>KELLER WILLIAMS</b>	12	264	18.3	58,591,701	267	18.5	61,932,115	531	120,523,816	226,975	21.1
2	METRO FIRST	10	87	6.0	16,850,825	80	5.5	14,258,018	167	31,108,843	186,280	5.4
3	RE / MAX	15	64	4.4	11,144,126	70	4.8	14,567,485	134	25,711,611	191,878	4.5
4	CENTURY 21	11	69	4.8	13,150,263	57	3.9	10,006,995	126	23,157,258	183,788	4.0
5	BERKSHIRE HATHAWAY	7	39	2.7	6,904,650	68	4.7	14,471,325	107	21,375,975	199,775	3.7
6	METRO BROKERS	20	40	2.8	8,760,875	46	3.2	9,713,727	86	18,474,602	214,821	3.2
7	CHURCHILL BROWN	3	36	2.5	11,293,189	27	1.9	6,859,250	63	18,152,439	288,134	3.2
8	COLDWELL BANKER	8	30	2.1	5,857,300	44	3.0	10,006,618	74	15,863,918	214,377	2.8
9	KEVO PROPERTIES	4	42	2.9	6,859,543	38	2.6	8,506,920	80	15,366,463	192,081	2.7
10	WHITTINGTON REALTY	1	25	1.7	4,752,800	29	2.0	5,779,447	54	10,532,247	195,042	1.8
11	EXP REALTY	1	23	1.6	4,179,139	33	2.3	5,678,383	56	9,857,522	176,027	1.7
12	OKCMAR	2	8	0.6	2,084,193	43	3.0	7,544,093	51	9,628,286	188,790	1.7
	ALL OTHERS		717	49.7	135,464,508	642	44.5	116,568,736	1,359	252,033,244	185,455	44.1
	Grand Totals		1,444	100.0	285,893,112	1,444	100.0	285,893,112	2,888	571,786,224	197,987	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 01/01/2020 through 01/31/2020.

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

**Contract Programming  
 Associates**

Includes Closed Residential  
 In MLS Area All MLS Areas

January 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>79</b>	<b>5.5</b>	<b>17,639,269</b>	<b>86</b>	<b>6.0</b>	<b>20,171,548</b>	<b>165</b>	<b>37,810,817</b>	<b>229,156</b>	<b>6.6</b>
2	<b>KELLER WILLIAMS-ED</b>	<b>60</b>	<b>4.2</b>	<b>16,053,602</b>	<b>58</b>	<b>4.0</b>	<b>16,691,213</b>	<b>118</b>	<b>32,744,815</b>	<b>277,498</b>	<b>5.7</b>
3	<b>KELLER WILLIAMS-NP</b>	<b>37</b>	<b>2.6</b>	<b>8,609,550</b>	<b>41</b>	<b>2.8</b>	<b>9,768,186</b>	<b>78</b>	<b>18,377,736</b>	<b>235,612</b>	<b>3.2</b>
4	METRO FIRST BRITTON	50	3.5	9,989,775	37	2.6	6,668,268	87	16,658,043	191,472	2.9
5	<b>KELLER WILLIAMS-GM</b>	<b>45</b>	<b>3.1</b>	<b>8,121,580</b>	<b>41</b>	<b>2.8</b>	<b>7,509,271</b>	<b>86</b>	<b>15,630,851</b>	<b>181,754</b>	<b>2.7</b>
6	KEVO PROP SHARTEL	38	2.6	5,960,143	35	2.4	7,821,020	73	13,781,163	188,783	2.4
7	<b>KELLER WILLIAMS-NOR</b>	<b>28</b>	<b>1.9</b>	<b>5,653,900</b>	<b>31</b>	<b>2.1</b>	<b>6,408,952</b>	<b>59</b>	<b>12,062,852</b>	<b>204,455</b>	<b>2.1</b>
8	WHITTINGTON REALTY	25	1.7	4,752,800	29	2.0	5,779,447	54	10,532,247	195,042	1.8
9	EXP REALTY	23	1.6	4,179,139	33	2.3	5,678,383	56	9,857,522	176,027	1.7
10	OKCMAR	8	0.6	2,084,193	43	3.0	7,544,093	51	9,628,286	188,790	1.7
11	CHAMBERLAIN REALTY	20	1.4	3,741,840	30	2.1	5,523,901	50	9,265,741	185,315	1.6
12	METRO B NORMAN MAIN	18	1.2	3,518,150	24	1.7	5,131,275	42	8,649,425	205,939	1.5
	ALL OTHERS	1,013	70.2	195,589,171	956	66.2	181,197,555	1,969	376,786,726	191,359	65.9
	Grand Totals	1,444	100.0	285,893,112	1,444	100.0	285,893,112	2,888	571,786,224	197,987	100.0

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