

Market Penetration Analysis Report
Edmond Market Area
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 111-115

January 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	57	30.8	18,133,885	47	25.4	15,832,689	104	33,966,574	326,602	28.8
2	METRO FIRST	9	12	6.5	4,502,206	27	14.6	8,358,177	39	12,860,383	329,753	10.9
3	CHURCHILL BROWN	3	16	8.6	7,338,719	12	6.5	4,567,012	28	11,905,731	425,205	10.1
4	COLDWELL BANKER	8	7	3.8	2,728,001	10	5.4	3,029,816	17	5,757,817	338,695	4.9
5	RE / MAX	14	12	6.5	2,214,201	7	3.8	2,413,490	19	4,627,691	243,563	3.9
6	BERKSHIRE HATHAWAY	9	5	2.7	1,422,800	8	4.3	3,083,300	13	4,506,100	346,623	3.8
7	OKCMAR	2	1	0.5	636,676	4	2.2	3,298,140	5	3,934,816	786,963	3.3
8	CENTURY 21	10	5	2.7	1,395,500	8	4.3	1,869,640	13	3,265,140	251,165	2.8
9	PRINCIPAL DEVELOP	1	8	4.3	2,078,820	1	0.5	195,863	9	2,274,683	252,743	1.9
10	KEVO PROPERTIES	2	3	1.6	839,000	4	2.2	975,645	7	1,814,645	259,235	1.5
11	DWELL URBAN R.E.	1	1	0.5	1,200,000	1	0.5	566,000	2	1,766,000	883,000	1.5
12	EXIT REALTY	1	2	1.1	783,900	2	1.1	950,000	4	1,733,900	433,475	1.5
	ALL OTHERS		56	30.3	15,643,595	54	29.2	13,777,531	110	29,421,126	267,465	25.0
	Grand Totals		185	100.0	58,917,303	185	100.0	58,917,303	370	117,834,606	318,472	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 01/01/2019 through 01/31/2019.

Market Penetration Analysis Report
South Market Area
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 301-313, 403

January 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	42	22.6	9,199,474	43	23.1	9,468,338	85	18,667,812	219,621	25.2
2	METRO FIRST	9	13	7.0	2,362,327	16	8.6	3,221,395	29	5,583,722	192,542	7.5
3	METRO BROKERS	24	13	7.0	2,576,299	9	4.8	1,871,049	22	4,447,348	202,152	6.0
4	COLDWELL BANKER	8	10	5.4	1,645,295	9	4.8	1,860,100	19	3,505,395	184,494	4.7
5	DILLARD GROUP	1	3	1.6	1,179,000	3	1.6	1,426,699	6	2,605,699	434,283	3.5
6	BERKSHIRE HATHAWAY	9	8	4.3	1,514,300	6	3.2	978,800	14	2,493,100	178,079	3.4
7	EXP REALTY	2	2	1.1	232,000	9	4.8	1,625,585	11	1,857,585	168,871	2.5
8	STELLAR REALTY	1	4	2.2	1,164,927	2	1.1	524,900	6	1,689,827	281,638	2.3
9	WHITTINGTON REALTY	1	0	0.0	0	11	5.9	1,685,150	11	1,685,150	153,195	2.3
10	CHAMBERLAIN REALTY	2	3	1.6	696,000	3	1.6	727,000	6	1,423,000	237,167	1.9
11	PRINCIPAL DEVELOP	1	5	2.7	912,103	2	1.1	310,363	7	1,222,466	174,638	1.7
12	EXIT REALTY	1	1	0.5	325,277	2	1.1	891,054	3	1,216,331	405,444	1.6
	ALL OTHERS		82	44.1	15,211,175	71	38.2	12,427,744	153	27,638,919	180,647	37.3
	Grand Totals		186	100.0	37,018,177	186	100.0	37,018,177	372	74,036,354	199,022	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 01/01/2019 through 01/31/2019.

Market Penetration Analysis Report
Greater OKC Metro Area
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 101-404

January 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	176	21.7	41,939,634	176	21.7	42,256,432	352	84,196,066	239,193	23.2
2	METRO FIRST	9	50	6.2	11,548,683	77	9.5	18,699,067	127	30,247,750	238,171	8.3
3	CHURCHILL BROWN	3	30	3.7	10,323,169	22	2.7	7,128,412	52	17,451,581	335,607	4.8
4	METRO BROKERS	24	35	4.3	7,188,099	42	5.2	7,883,199	77	15,071,298	195,731	4.2
5	RE / MAX	14	42	5.2	8,002,601	22	2.7	5,861,515	64	13,864,116	216,627	3.8
6	COLDWELL BANKER	8	26	3.2	5,907,796	37	4.6	7,887,131	63	13,794,927	218,967	3.8
7	CENTURY 21	10	37	4.6	6,051,637	34	4.2	7,232,660	71	13,284,297	187,103	3.7
8	BERKSHIRE HATHAWAY	9	36	4.4	6,882,365	29	3.6	6,050,298	65	12,932,663	198,964	3.6
9	KEVO PROPERTIES	2	19	2.3	3,519,270	21	2.6	4,112,145	40	7,631,415	190,785	2.1
10	PRINCIPAL DEVELOP	1	21	2.6	5,153,770	6	0.7	1,599,377	27	6,753,147	250,117	1.9
11	ALLEN REAL ESTATE	1	5	0.6	2,170,400	13	1.6	4,221,700	18	6,392,100	355,117	1.8
12	OKCMAR	2	2	0.2	943,176	12	1.5	5,258,235	14	6,201,411	442,958	1.7
	ALL OTHERS		331	40.9	71,809,308	319	39.4	63,249,737	650	135,059,045	207,783	37.2
	Grand Totals		810	100.0	181,439,908	810	100.0	181,439,908	1,620	362,879,816	224,000	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 01/01/2019 through 01/31/2019.

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

January 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	241	18.7	54,044,109	258	20.0	57,249,040	499	111,293,149	223,032	22.0
2	METRO FIRST	9	70	5.4	15,165,833	122	9.4	25,136,651	192	40,302,484	209,909	8.0
3	RE / MAX	14	75	5.8	12,090,352	53	4.1	9,149,281	128	21,239,633	165,935	4.2
4	METRO BROKERS	24	52	4.0	9,786,699	58	4.5	10,337,004	110	20,123,703	182,943	4.0
5	BERKSHIRE HATHAWAY	9	62	4.8	10,567,531	49	3.8	8,855,498	111	19,423,029	174,982	3.8
6	CHURCHILL BROWN	3	35	2.7	11,004,484	30	2.3	8,275,728	65	19,280,212	296,619	3.8
7	CENTURY 21	10	63	4.9	9,120,909	55	4.3	9,982,775	118	19,103,684	161,896	3.8
8	COLDWELL BANKER	8	40	3.1	7,985,340	52	4.0	9,602,025	92	17,587,365	191,167	3.5
9	KEVO PROPERTIES	2	38	2.9	6,755,340	36	2.8	7,027,614	74	13,782,954	186,256	2.7
10	OKCMAR	2	2	0.2	943,176	40	3.1	9,493,925	42	10,437,101	248,502	2.1
11	ALLEN REAL ESTATE	1	8	0.6	3,088,400	14	1.1	4,378,700	22	7,467,100	339,414	1.5
12	EXP REALTY	2	20	1.5	3,380,200	23	1.8	3,796,545	43	7,176,745	166,901	1.4
	ALL OTHERS		586	45.4	108,909,273	502	38.9	89,556,860	1,088	198,466,133	182,414	39.2
	Grand Totals		1,292	100.0	252,841,646	1,292	100.0	252,841,646	2,584	505,683,292	195,698	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 01/01/2019 through 01/31/2019.

Market Penetration Analysis Report
Edmond Market Area
 Individual Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 111-115

January 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-ED	37	20.0	9,884,085	27	14.6	9,950,289	64	19,834,374	309,912	16.8
2	KELLER WILLIAMS-NW	14	7.6	6,616,900	12	6.5	3,586,500	26	10,203,400	392,438	8.7
3	CHURCHILL-B ED 33RD	7	3.8	4,316,400	9	4.9	3,300,287	16	7,616,687	476,043	6.5
4	METRO FIRST EDMOND	6	3.2	2,509,400	11	5.9	3,332,095	17	5,841,495	343,617	5.0
5	METRO FIRST BRITTON	4	2.2	1,694,806	8	4.3	3,063,900	12	4,758,706	396,559	4.0
6	OKCMAR	1	0.5	636,676	4	2.2	3,298,140	5	3,934,816	786,963	3.3
7	CHURCHILL-B ED LILAC	6	3.2	2,449,319	2	1.1	1,047,225	8	3,496,544	437,068	3.0
8	KELLER WILLIAMS-NP	3	1.6	1,118,900	7	3.8	2,085,900	10	3,204,800	320,480	2.7
9	CB-MIKE JONES GAIL	2	1.1	1,278,001	7	3.8	1,744,900	9	3,022,901	335,878	2.6
10	BERKSHIRE HA N MAY	2	1.1	644,800	5	2.7	2,172,300	7	2,817,100	402,443	2.4
11	PRINCIPAL DEVELOP	8	4.3	2,078,820	1	0.5	195,863	9	2,274,683	252,743	1.9
12	C-21 G-GREEN EDMOND	3	1.6	1,055,000	4	2.2	1,170,250	7	2,225,250	317,893	1.9
	ALL OTHERS	92	49.7	24,634,196	88	47.6	23,969,654	180	48,603,850	270,021	41.2
	Grand Totals	185	100.0	58,917,303	185	100.0	58,917,303	370	117,834,606	318,472	100.0

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Market Penetration Analysis Report
South Market Area
 Individual Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 301-313, 403

January 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	12	6.5	2,790,300	17	9.1	4,168,440	29	6,958,740	239,957	9.4
2	KELLER WILLIAMS-GM	12	6.5	2,749,699	11	5.9	2,096,327	23	4,846,026	210,697	6.5
3	KELLER WILLIAMS-NOR	12	6.5	2,279,175	10	5.4	2,172,672	22	4,451,847	202,357	6.0
4	DILLARD GROUP	3	1.6	1,179,000	3	1.6	1,426,699	6	2,605,699	434,283	3.5
5	METRO FIRST YUKON	4	2.2	1,058,000	6	3.2	1,156,895	10	2,214,895	221,490	3.0
6	METRO B NORMAN MAIN	7	3.8	1,569,399	3	1.6	449,799	10	2,019,198	201,920	2.7
7	METRO FIRST BRITTON	4	2.2	559,500	5	2.7	1,248,500	9	1,808,000	200,889	2.4
8	EXP REALTY	1	0.5	85,000	9	4.8	1,625,585	10	1,710,585	171,059	2.3
9	STELLAR REALTY	4	2.2	1,164,927	2	1.1	524,900	6	1,689,827	281,638	2.3
10	WHITTINGTON REALTY	0	0.0	0	11	5.9	1,685,150	11	1,685,150	153,195	2.3
11	BERKSHIRE HA SW 107	4	2.2	814,000	4	2.2	658,900	8	1,472,900	184,113	2.0
12	CHAMBERLAIN REALTY	3	1.6	696,000	3	1.6	727,000	6	1,423,000	237,167	1.9
	ALL OTHERS	120	64.5	22,073,177	102	54.8	19,077,310	222	41,150,487	185,363	55.6
	Grand Totals	186	100.0	37,018,177	186	100.0	37,018,177	372	74,036,354	199,022	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

January 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	61	7.5	17,486,500	61	7.5	14,744,370	122	32,230,870	264,187	8.9
2	KELLER WILLIAMS-ED	49	6.0	12,449,785	42	5.2	13,269,189	91	25,718,974	282,626	7.1
3	METRO FIRST BRITTON	23	2.8	5,624,106	27	3.3	8,129,255	50	13,753,361	275,067	3.8
4	KELLER WILLIAMS-NOR	27	3.3	4,298,700	29	3.6	5,242,197	56	9,540,897	170,373	2.6
5	CHURCHILL-B ED 33RD	12	1.5	5,168,300	13	1.6	4,108,787	25	9,277,087	371,083	2.6
6	METRO FIRST EDMOND	10	1.2	2,890,677	20	2.5	5,373,335	30	8,264,012	275,467	2.3
7	KELLER WILLIAMS-GM	22	2.7	4,292,099	17	2.1	3,227,327	39	7,519,426	192,806	2.1
8	KELLER WILLIAMS-NP	11	1.4	2,267,050	23	2.8	5,075,049	34	7,342,099	215,944	2.0
9	KEVO PROP SHARTEL	18	2.2	3,217,270	20	2.5	3,917,145	38	7,134,415	187,748	2.0
10	PRINCIPAL DEVELOP	21	2.6	5,153,770	6	0.7	1,599,377	27	6,753,147	250,117	1.9
11	ALLEN REAL ESTATE	5	0.6	2,170,400	13	1.6	4,221,700	18	6,392,100	355,117	1.8
12	BERKSHIRE HAN MAY	14	1.7	2,872,865	14	1.7	3,375,498	28	6,248,363	223,156	1.7
	ALL OTHERS	537	66.3	113,548,386	525	64.8	109,156,679	1,062	222,705,065	209,703	61.4
	Grand Totals	810	100.0	181,439,908	810	100.0	181,439,908	1,620	362,879,816	224,000	100.0

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Market Penetration Analysis Report
OKC Entire MLS Database
 Individual Offices

Contract Programming Associates

Includes Closed Residential
 In MLS Area All MLS Areas

January 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	74	5.7	19,592,507	86	6.7	19,276,776	160	38,869,283	242,933	7.7
2	KELLER WILLIAMS-ED	61	4.7	14,219,025	57	4.4	16,417,839	118	30,636,864	259,634	6.1
3	METRO FIRST BRITTON	30	2.3	6,506,106	46	3.6	11,175,885	76	17,681,991	232,658	3.5
4	KELLER WILLIAMS-NOR	43	3.3	7,195,200	40	3.1	6,634,947	83	13,830,147	166,628	2.7
5	KEVO PROP SHARTEL	37	2.9	6,453,340	35	2.7	6,832,614	72	13,285,954	184,527	2.6
6	KELLER WILLIAMS-GM	33	2.6	6,731,827	32	2.5	5,546,945	65	12,278,772	188,904	2.4
7	KELLER WILLIAMS-NP	16	1.2	3,808,050	36	2.8	8,201,233	52	12,009,283	230,948	2.4
8	METRO FIRST EDMOND	17	1.3	4,990,177	28	2.2	6,742,335	45	11,732,512	260,722	2.3
9	OKCMAR	2	0.2	943,176	40	3.1	9,493,925	42	10,437,101	248,502	2.1
10	CHURCHILL-B ED 33RD	14	1.1	5,521,616	18	1.4	4,794,603	32	10,316,219	322,382	2.0
11	METRO B NORMAN MAIN	23	1.8	4,917,999	25	1.9	3,536,359	48	8,454,358	176,132	1.7
12	ALLEN REAL ESTATE	8	0.6	3,088,400	14	1.1	4,378,700	22	7,467,100	339,414	1.5
	ALL OTHERS	934	72.3	168,874,223	835	64.6	149,809,485	1,769	318,683,708	180,149	63.0
	Grand Totals	1,292	100.0	252,841,646	1,292	100.0	252,841,646	2,584	505,683,292	195,698	100.0

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