

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

March 2021

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	13	281	15.8	69,390,389	286	16.0	71,443,638	567	140,834,027	248,385	16.5
2	RE / MAX	16	108	6.1	26,006,390	84	4.7	19,322,425	192	45,328,815	236,088	5.3
3	METRO FIRST	10	82	4.6	20,646,351	87	4.9	22,264,527	169	42,910,878	253,911	5.0
4	CHINOWTH & COHEN	4	43	2.4	16,817,281	27	1.5	12,723,476	70	29,540,757	422,011	3.5
5	METRO BROKERS	23	55	3.1	11,927,688	59	3.3	13,686,539	114	25,614,227	224,686	3.0
6	EXP REALTY	2	41	2.3	8,229,776	64	3.6	15,988,140	105	24,217,916	230,647	2.8
7	CHAMBERLAIN REALTY	1	34	1.9	10,070,303	58	3.3	13,775,011	92	23,845,314	259,188	2.8
8	CENTURY 21	11	54	3.0	10,572,048	52	2.9	10,563,416	106	21,135,464	199,391	2.5
9	COLDWELL BANKER	7	40	2.2	9,650,702	44	2.5	10,522,344	84	20,173,046	240,155	2.4
10	PRINCIPAL DEVELOP	1	41	2.3	10,329,872	27	1.5	6,884,060	68	17,213,932	253,146	2.0
11	KEVO PROPERTIES	2	46	2.6	8,734,953	33	1.9	6,767,905	79	15,502,858	196,239	1.8
12	ENGEL & VOELKERS	2	21	1.2	9,973,100	16	0.9	5,168,000	37	15,141,100	409,219	1.8
	ALL OTHERS		936	52.5	213,993,079	945	53.0	217,232,451	1,881	431,225,530	229,253	50.6
	Grand Totals		1,782	100.0	426,341,932	1,782	100.0	426,341,932	3,564	852,683,864	239,249	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 01/01/21 through 01/31/21.

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		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	106	5.9	24,790,159	109	6.1	28,400,316	215	53,190,475	247,398	6.2
2	KELLER WILLIAMS-ED	57	3.2	19,016,531	55	3.1	16,523,214	112	35,539,745	317,319	4.2
3	METRO FIRST BRITTON	41	2.3	11,339,002	49	2.7	15,839,666	90	27,178,668	301,985	3.2
4	EXP REALTY	41	2.3	8,229,776	62	3.5	15,648,140	103	23,877,916	231,824	2.8
5	CHAMBERLAIN MOORE	34	1.9	10,070,303	58	3.3	13,775,011	92	23,845,314	259,188	2.8
6	KELLER WILLIAMS-NP	26	1.5	6,882,950	49	2.7	12,025,064	75	18,908,014	252,107	2.2
7	KELLER WILLIAMS-NOR	48	2.7	10,149,805	37	2.1	7,234,488	85	17,384,293	204,521	2.0
8	PRINCIPAL DEVELOP	41	2.3	10,329,872	27	1.5	6,884,060	68	17,213,932	253,146	2.0
9	KELLER WILLIAMS-GM	44	2.5	8,550,944	36	2.0	7,260,556	80	15,811,500	197,644	1.9
10	WHITTINGTON REALTY	30	1.7	6,248,413	42	2.4	8,703,002	72	14,951,415	207,659	1.8
11	KEVO PROP SHARTEL	45	2.5	8,294,953	31	1.7	6,298,515	76	14,593,468	192,019	1.7
12	OKCMAR	10	0.6	1,604,464	50	2.8	12,534,570	60	14,139,034	235,651	1.7
	ALL OTHERS	1,259	70.7	300,834,760	1,177	66.0	275,215,330	2,436	576,050,090	236,474	67.6
	Grand Totals	1,782	100.0	426,341,932	1,782	100.0	426,341,932	3,564	852,683,864	239,249	100.0

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