

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

January 2021

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	13	279	15.8	68,925,489	282	16.0	70,899,138	561	139,824,627	249,242	16.5
2	RE / MAX	16	108	6.1	26,006,390	83	4.7	19,252,425	191	45,258,815	236,957	5.3
3	METRO FIRST	10	82	4.7	20,646,351	87	4.9	22,264,527	169	42,910,878	253,911	5.1
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	40	2.3	8,072,276	64	3.6	15,988,140	104	24,060,416	231,350	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	3.1	10,572,048	51	2.9	10,395,416	105	20,967,464	199,690	2.5
9	COLDWELL BANKER	7	40	2.3	9,650,702	43	2.4	10,387,344	83	20,038,046	241,422	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	45	2.6	8,565,053	33	1.9	6,767,905	78	15,332,958	196,576	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		921	52.2	211,690,476	933	52.9	215,055,048	1,854	426,745,524	230,176	50.4
	Grand Totals		1,763	100.0	423,247,029	1,763	100.0	423,247,029	3,526	846,494,058	240,072	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 01/01/2021 through 01/31/2021.

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		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	106	6.0	24,790,159	106	6.0	27,930,816	212	52,720,975	248,684	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	2.8	15,839,666	90	27,178,668	301,985	3.2
4	CHAMBERLAIN MOORE	34	1.9	10,070,303	58	3.3	13,775,011	92	23,845,314	259,188	2.8
5	EXP REALTY	40	2.3	8,072,276	62	3.5	15,648,140	102	23,720,416	232,553	2.8
6	KELLER WILLIAMS-NP	25	1.4	6,807,950	48	2.7	11,950,064	73	18,758,014	256,959	2.2
7	PRINCIPAL DEVELOP	41	2.3	10,329,872	27	1.5	6,884,060	68	17,213,932	253,146	2.0
8	KELLER WILLIAMS-NOR	47	2.7	9,759,905	37	2.1	7,234,488	84	16,994,393	202,314	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	44	2.5	8,125,053	31	1.8	6,298,515	75	14,423,568	192,314	1.7
12	OKCMAR	10	0.6	1,609,464	45	2.6	11,174,767	55	12,784,231	232,441	1.5
	ALL OTHERS	1,244	70.6	298,527,157	1,167	66.2	274,024,730	2,411	572,551,887	237,475	67.6
	Grand Totals	1,763	100.0	423,247,029	1,763	100.0	423,247,029	3,526	846,494,058	240,072	100.0

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