

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

April 2021

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	14	377	14.8	100,090,741	397	15.6	105,318,662	774	205,409,403	265,387	16.5
2	RE / MAX	17	118	4.6	30,855,557	114	4.5	28,621,640	232	59,477,197	256,367	4.8
3	METRO FIRST	10	106	4.2	25,028,131	126	5.0	27,864,569	232	52,892,700	227,986	4.3
4	CHINOWTH & COHEN	3	58	2.3	19,446,761	48	1.9	22,023,642	106	41,470,403	391,230	3.3
5	CHAMBERLAIN REALTY	1	83	3.3	16,684,524	105	4.1	22,117,960	188	38,802,484	206,396	3.1
6	CENTURY 21	11	85	3.3	18,324,040	97	3.8	20,005,053	182	38,329,093	210,599	3.1
7	EXP REALTY	3	67	2.6	14,975,856	92	3.6	19,547,691	159	34,523,547	217,129	2.8
8	METRO BROKERS	23	78	3.1	18,658,371	63	2.5	15,630,341	141	34,288,712	243,182	2.8
9	OKCMAR	2	21	0.8	4,482,200	74	2.9	19,789,971	95	24,272,171	255,497	2.0
10	MCGRAW DAVISSON	4	51	2.0	11,951,804	43	1.7	11,808,106	94	23,759,910	252,765	1.9
11	COLDWELL BANKER	7	50	2.0	10,180,424	57	2.2	13,462,756	107	23,643,180	220,964	1.9
12	PRINCIPAL DEVELOP	1	52	2.0	13,294,974	27	1.1	6,686,241	79	19,981,215	252,927	1.6
	ALL OTHERS		1,395	54.9	337,239,956	1,298	51.1	308,336,707	2,693	645,576,663	239,724	52.0
	Grand Totals		2,541	100.0	621,213,339	2,541	100.0	621,213,339	5,082	1,242,426,678	244,476	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 04/01/2021 through 04/30/2021.

Contract Programming Associates

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Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	130	5.1	32,988,736	125	4.9	33,284,565	255	66,273,301	259,895	5.3
2	KELLER WILLIAMS-ED	94	3.7	31,698,932	90	3.5	26,892,033	184	58,590,965	318,429	4.7
3	CHAMBERLAIN MOORE	83	3.3	16,684,524	105	4.1	22,117,960	188	38,802,484	206,396	3.1
4	KELLER WILLIAMS-NOR	73	2.9	15,563,663	71	2.8	16,185,813	144	31,749,476	220,482	2.6
5	EXP REALTY	56	2.2	12,728,556	87	3.4	18,498,691	143	31,227,247	218,372	2.5
6	KELLER WILLIAMS-NP	33	1.3	10,673,800	57	2.2	17,746,922	90	28,420,722	315,786	2.3
7	OKCMAR	21	0.8	4,482,200	74	2.9	19,789,971	95	24,272,171	255,497	2.0
8	METRO FIRST BRITTON	46	1.8	11,026,029	45	1.8	11,247,546	91	22,273,575	244,765	1.8
9	KELLER WILLIAMS-GM	47	1.8	9,165,610	53	2.1	10,939,329	100	20,104,939	201,049	1.6
10	PRINCIPAL DEVELOP	52	2.0	13,294,974	27	1.1	6,686,241	79	19,981,215	252,927	1.6
11	PREMIUM PROPERTY LLC	64	2.5	19,776,129	0	0.0	0	64	19,776,129	309,002	1.6
12	ERA COURTYARD	37	1.5	11,082,066	21	0.8	7,640,236	58	18,722,302	322,798	1.5
	ALL OTHERS	1,805	71.0	432,048,120	1,786	70.3	430,184,032	3,591	862,232,152	240,109	69.4
	Grand Totals	2,541	100.0	621,213,339	2,541	100.0	621,213,339	5,082	1,242,426,678	244,476	100.0

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