

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

**Contract Programming  
 Associates**

Includes Closed Residential  
 In MLS Area All MLS Areas

1st Quarter 2021

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	<b>KELLER WILLIAMS</b>	13	894	14.9	234,803,137	948	15.8	246,034,770	1,842	480,837,907	261,041	16.4
2	RE / MAX	18	315	5.2	79,159,622	266	4.4	62,974,162	581	142,133,784	244,636	4.9
3	METRO FIRST	10	267	4.4	63,184,527	311	5.2	73,244,502	578	136,429,029	236,036	4.7
4	METRO BROKERS	27	170	2.8	41,008,941	203	3.4	49,883,450	373	90,892,391	243,679	3.1
5	CHAMBERLAIN REALTY	2	147	2.4	34,139,788	222	3.7	50,943,348	369	85,083,136	230,578	2.9
6	EXP REALTY	3	153	2.5	29,993,276	223	3.7	50,739,747	376	80,733,023	214,715	2.8
7	CHINOWTH & COHEN	4	121	2.0	41,452,233	84	1.4	33,799,713	205	75,251,946	367,083	2.6
8	CENTURY 21	12	190	3.2	37,586,176	160	2.7	34,251,322	350	71,837,498	205,250	2.5
9	WHITTINGTON REALTY	1	106	1.8	25,090,182	158	2.6	36,257,686	264	61,347,868	232,378	2.1
10	COLDWELL BANKER	7	124	2.1	29,733,016	121	2.0	31,137,802	245	60,870,818	248,452	2.1
11	OKCMAR	2	44	0.7	10,868,495	184	3.1	48,347,387	228	59,215,882	259,719	2.0
12	MCGRAW DAVISSON	6	111	1.8	29,361,521	115	1.9	28,936,746	226	58,298,267	257,957	2.0
	ALL OTHERS		3,365	56.0	806,959,339	3,012	50.1	716,789,618	6,377	1,523,748,957	238,944	52.1
	Grand Totals		6,007	100.0	1,463,340,253	6,007	100.0	1,463,340,253	12,014	2,926,680,506	243,606	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 03/31/21.

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

## Contract Programming Associates

Includes Closed Residential  
 In MLS Area All MLS Areas

1st Quarter 2021

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>293</b>	<b>4.9</b>	<b>73,392,606</b>	<b>333</b>	<b>5.5</b>	<b>88,219,844</b>	<b>626</b>	<b>161,612,450</b>	<b>258,167</b>	<b>5.5</b>
2	<b>KELLER WILLIAMS-ED</b>	<b>200</b>	<b>3.3</b>	<b>66,159,705</b>	<b>203</b>	<b>3.4</b>	<b>58,476,657</b>	<b>403</b>	<b>124,636,362</b>	<b>309,271</b>	<b>4.3</b>
3	CHAMBERLAIN MOORE	146	2.4	34,027,888	222	3.7	50,943,348	368	84,971,236	230,900	2.9
4	METRO FIRST BRITTON	138	2.3	34,175,163	166	2.8	46,080,754	304	80,255,917	264,000	2.7
5	EXP REALTY	144	2.4	28,510,276	218	3.6	49,735,597	362	78,245,873	216,149	2.7
6	<b>KELLER WILLIAMS-NP</b>	<b>110</b>	<b>1.8</b>	<b>32,428,624</b>	<b>167</b>	<b>2.8</b>	<b>42,892,261</b>	<b>277</b>	<b>75,320,885</b>	<b>271,917</b>	<b>2.6</b>
7	<b>KELLER WILLIAMS-NOR</b>	<b>140</b>	<b>2.3</b>	<b>34,073,994</b>	<b>131</b>	<b>2.2</b>	<b>30,745,244</b>	<b>271</b>	<b>64,819,238</b>	<b>239,185</b>	<b>2.2</b>
8	WHITTINGTON REALTY	106	1.8	25,090,182	158	2.6	36,257,686	264	61,347,868	232,378	2.1
9	OKCMAR	44	0.7	10,868,495	184	3.1	48,347,387	228	59,215,882	259,719	2.0
10	<b>KELLER WILLIAMS-GM</b>	<b>151</b>	<b>2.5</b>	<b>28,748,208</b>	<b>114</b>	<b>1.9</b>	<b>25,700,764</b>	<b>265</b>	<b>54,448,972</b>	<b>205,468</b>	<b>1.9</b>
11	PRINCIPAL DEVELOP	122	2.0	31,004,884	69	1.1	17,228,457	191	48,233,341	252,531	1.6
12	KEVO PROP SHARTEL	125	2.1	24,046,093	94	1.6	19,617,301	219	43,663,394	199,376	1.5
	ALL OTHERS	4,288	71.4	1,040,814,135	3,948	65.7	949,094,953	8,236	1,989,909,088	241,611	68.0
	Grand Totals	6,007	100.0	1,463,340,253	6,007	100.0	1,463,340,253	12,014	2,926,680,506	243,606	100.0

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