

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

Contract Programming Associates

Includes Closed Residential
 In MLS Area All MLS Areas

January 2024

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	13	145	10.9	50,136,029	161	12.2	52,230,670	306	102,366,699	334,532	13.7
2	EXP REALTY	4	60	4.5	17,818,079	67	5.1	18,659,878	127	36,477,957	287,228	4.9
3	RE / MAX	13	64	4.8	12,647,316	58	4.4	14,811,861	122	27,459,177	225,075	3.7
4	METRO FIRST	7	44	3.3	12,378,200	45	3.4	13,872,309	89	26,250,509	294,950	3.5
5	OKCMAR	2	4	0.3	1,080,500	72	5.4	20,759,030	76	21,839,530	287,362	2.9
6	CHAMBERLAIN REALTY	2	31	2.3	8,326,250	39	2.9	10,541,699	70	18,867,949	269,542	2.5
7	METRO BROKERS	17	31	2.3	8,716,400	19	1.4	6,432,890	50	15,149,290	302,986	2.0
8	PREMIUM PROPERTY	1	40	3.0	14,232,680	0	0.0	0	40	14,232,680	355,817	1.9
9	COPPER CREAK R.E.	1	43	3.2	8,951,583	21	1.6	4,945,270	64	13,896,853	217,138	1.9
10	CENTURY 21	9	20	1.5	4,428,800	26	2.0	7,867,181	46	12,295,981	267,304	1.6
11	PRINCIPAL DEVELOP	1	28	2.1	9,677,093	8	0.6	2,535,822	36	12,212,915	339,248	1.6
12	CHINOWTH & COHEN	2	21	1.6	7,132,200	8	0.6	2,942,800	29	10,075,000	347,414	1.3
	ALL OTHERS		794	59.9	219,256,102	801	60.5	219,300,322	1,595	438,556,424	274,957	58.5
	Grand Totals		1,325	100.0	374,781,232	1,325	100.0	374,899,732	2,650	749,680,964	282,898	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 1/1/2024 through 1/31/2024.

Market Penetration Analysis Report
OKC Entire MLS Database
 Individual Offices

Contract Programming Associates

Includes Closed Residential
 In MLS Area All MLS Areas

January 2024

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	37	2.8	16,165,701	63	4.8	22,475,993	100	38,641,694	386,417	5.2
2	KELLER WILLIAMS-ED	41	3.1	17,116,554	30	2.3	10,589,322	71	27,705,876	390,224	3.7
3	EXP OKC PARK AVE	32	2.4	10,265,650	41	3.1	12,843,285	73	23,108,935	316,561	3.1
4	OKCMAR	4	0.3	1,080,500	72	5.4	20,759,030	76	21,839,530	287,362	2.9
5	CHAMBERLAIN SW 134TH	30	2.3	8,056,250	38	2.9	10,206,699	68	18,262,949	268,573	2.4
6	METRO FIRST BRITTON	21	1.6	7,185,300	20	1.5	7,672,760	41	14,858,060	362,392	2.0
7	PREMIUM PROPERTY LLC	40	3.0	14,232,680	0	0.0	0	40	14,232,680	355,817	1.9
8	KELLER WILLIAMS-GM	31	2.3	7,187,857	22	1.7	6,926,448	53	14,114,305	266,308	1.9
9	COPPER CREAK R.E.	43	3.2	8,951,583	21	1.6	4,945,270	64	13,896,853	217,138	1.9
10	PRINCIPAL DEVELOP	28	2.1	9,677,093	8	0.6	2,535,822	36	12,212,915	339,248	1.6
11	KELLER WILLIAMS-NP	18	1.4	5,512,517	20	1.5	5,596,707	38	11,109,224	292,348	1.5
12	EXP BRYANT	24	1.8	6,354,529	19	1.4	4,155,484	43	10,510,013	244,419	1.4
	ALL OTHERS	976	73.7	262,995,018	971	73.3	266,192,912	1,947	529,187,930	271,797	70.6
	Grand Totals	1,325	100.0	374,781,232	1,325	100.0	374,899,732	2,650	749,680,964	282,898	100.0

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