

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

**Contract Programming  
 Associates**

Includes Closed Residential  
 In MLS Area All MLS Areas

February 2021

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	13	247	13.9	62,929,644	291	16.4	75,200,944	538	138,130,588	256,748	16.3
2	RE / MAX	17	96	5.4	24,952,578	75	4.2	16,574,724	171	41,527,302	242,850	4.9
3	METRO FIRST	10	82	4.6	16,893,850	96	5.4	22,167,380	178	39,061,230	219,445	4.6
4	METRO BROKERS	20	43	2.4	10,009,408	59	3.3	13,839,185	102	23,848,593	233,810	2.8
5	CHAMBERLAIN REALTY	1	47	2.7	11,041,775	53	3.0	12,296,020	100	23,337,795	233,378	2.8
6	MCGRAW DAVISSON	4	43	2.4	12,046,536	41	2.3	10,944,730	84	22,991,266	273,706	2.7
7	EXP REALTY	2	40	2.3	8,199,099	64	3.6	14,204,675	104	22,403,774	215,421	2.6
8	CHINOWTH & COHEN	3	41	2.3	12,222,417	24	1.4	7,863,950	65	20,086,367	309,021	2.4
9	CENTURY 21	11	57	3.2	10,164,940	43	2.4	8,752,127	100	18,917,067	189,171	2.2
10	COLDWELL BANKER	7	39	2.2	9,577,200	34	1.9	8,369,220	73	17,946,420	245,841	2.1
11	OKCMAR	2	16	0.9	5,113,836	51	2.9	12,283,647	67	17,397,483	259,664	2.1
12	WHITTINGTON REALTY	1	27	1.5	5,956,450	52	2.9	11,044,098	79	17,000,548	215,197	2.0
	ALL OTHERS		995	56.1	234,604,688	890	50.2	210,171,721	1,885	444,776,409	235,956	52.5
	Grand Totals		1,773	100.0	423,712,421	1,773	100.0	423,712,421	3,546	847,424,842	238,980	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 02/01/2021 through 02/28/2021.

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

## Contract Programming Associates

Includes Closed Residential  
 In MLS Area All MLS Areas

February 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>	80	4.5	20,550,730	103	5.8	28,200,083	183	48,750,813	266,398	5.8
2	<b>KELLER WILLIAMS-ED</b>	53	3.0	16,180,637	69	3.9	17,977,089	122	34,157,726	279,981	4.0
3	CHAMBERLAIN MOORE	47	2.7	11,041,775	53	3.0	12,296,020	100	23,337,795	233,378	2.8
4	EXP REALTY	40	2.3	8,199,099	61	3.4	13,540,525	101	21,739,624	215,244	2.6
5	METRO FIRST BRITTON	45	2.5	8,873,075	52	2.9	12,589,300	97	21,462,375	221,262	2.5
6	<b>KELLER WILLIAMS-GM</b>	53	3.0	10,078,377	43	2.4	10,714,531	96	20,792,908	216,593	2.5
7	<b>KELLER WILLIAMS-NP</b>	22	1.2	7,391,800	45	2.5	11,279,024	67	18,670,824	278,669	2.2
8	OKCMAR	16	0.9	5,113,836	51	2.9	12,283,647	67	17,397,483	259,664	2.1
9	WHITTINGTON REALTY	27	1.5	5,956,450	52	2.9	11,044,098	79	17,000,548	215,197	2.0
10	KEVO PROP SHARTEL	40	2.3	7,559,210	38	2.1	8,627,213	78	16,186,423	207,518	1.9
11	<b>KELLER WILLIAMS-NOR</b>	39	2.2	8,728,100	31	1.7	7,030,217	70	15,758,317	225,119	1.9
12	ERA COURTYARD	20	1.1	5,341,240	27	1.5	7,887,494	47	13,228,734	281,462	1.6
	ALL OTHERS	1,291	72.8	308,698,092	1,148	64.7	270,243,180	2,439	578,941,272	237,368	68.3
	Grand Totals	1,773	100.0	423,712,421	1,773	100.0	423,712,421	3,546	847,424,842	238,980	100.0

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