

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

YTD June 2021

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	14	2,085	14.8	575,023,554	2,166	15.3	591,199,894	4,251	1,166,223,448	274,341	16.4
2	METRO FIRST	11	628	4.4	157,809,218	727	5.1	176,577,804	1,355	334,387,022	246,780	4.7
3	RE / MAX	19	705	5.0	178,190,659	625	4.4	153,461,935	1,330	331,652,594	249,363	4.7
4	CHAMBERLAIN REALTY	2	399	2.8	90,045,452	571	4.0	128,259,280	970	218,304,732	225,056	3.1
5	METRO BROKERS	27	436	3.1	108,256,071	408	2.9	102,963,456	844	211,219,527	250,260	3.0
6	EXP REALTY	3	365	2.6	78,053,728	519	3.7	119,560,818	884	197,614,546	223,546	2.8
7	CHINOWTH & COHEN	4	306	2.2	110,039,319	208	1.5	85,721,819	514	195,761,138	380,858	2.8
8	CENTURY 21	12	465	3.3	98,383,316	413	2.9	89,748,448	878	188,131,764	214,273	2.7
9	COLDWELL BANKER	7	301	2.1	71,903,180	300	2.1	79,217,788	601	151,120,968	251,449	2.1
10	MCGRAW DAVISSON	6	269	1.9	66,815,990	261	1.8	72,739,704	530	139,555,694	263,313	2.0
11	OKCMAR	2	113	0.8	25,273,102	402	2.8	113,490,328	515	138,763,430	269,444	2.0
12	WHITTINGTON REALTY	2	231	1.6	52,051,248	305	2.2	69,963,251	536	122,014,499	227,639	1.7
	ALL OTHERS		7,819	55.4	1,937,722,184	7,217	51.1	1,766,662,496	15,036	3,704,384,680	246,368	52.2
	Grand Totals		14,122	100.0	3,549,567,021	14,122	100.0	3,549,567,021	28,244	7,099,134,042	251,350	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 06/30/21.

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		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	675	4.8	181,921,849	694	4.9	191,884,240	1,369	373,806,089	273,050	5.3
2	KELLER WILLIAMS-ED	508	3.6	170,492,536	491	3.5	154,838,395	999	325,330,931	325,657	4.6
3	CHAMBERLAIN MOORE	397	2.8	89,713,552	570	4.0	127,924,440	967	217,637,992	225,065	3.1
4	EXP REALTY	327	2.3	71,396,138	486	3.4	112,553,089	813	183,949,227	226,260	2.6
5	METRO FIRST BRITTON	315	2.2	83,327,922	360	2.5	98,926,514	675	182,254,436	270,007	2.6
6	KELLER WILLIAMS-NP	242	1.7	75,980,154	355	2.5	99,266,183	597	175,246,337	293,545	2.5
7	KELLER WILLIAMS-NOR	334	2.4	79,166,723	340	2.4	81,169,064	674	160,335,787	237,887	2.3
8	OKCMAR	113	0.8	25,273,102	402	2.8	113,490,328	515	138,763,430	269,444	2.0
9	KELLER WILLIAMS-GM	326	2.3	67,462,292	282	2.0	61,960,403	608	129,422,695	212,866	1.8
10	WHITTINGTON REALTY	231	1.6	52,051,248	305	2.2	69,963,251	536	122,014,499	227,639	1.7
11	PREMIUM PROPERTY LLC	328	2.3	100,435,175	0	0.0	0	328	100,435,175	306,205	1.4
12	PRINCIPAL DEVELOP	259	1.8	66,762,966	129	0.9	32,942,697	388	99,705,663	256,973	1.4
	ALL OTHERS	10,067	71.3	2,485,583,364	9,708	68.7	2,404,648,417	19,775	4,890,231,781	247,294	68.9
	Grand Totals	14,122	100.0	3,549,567,021	14,122	100.0	3,549,567,021	28,244	7,099,134,042	251,350	100.0

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