

Market Penetration Analysis Report
OKC Entire MLS Database
 Grouped Offices

Contract Programming Associates

Includes Closed Residential
 In MLS Area All MLS Areas

November 2019

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	12	314	17.3	80,656,162	337	18.6	83,472,581	651	164,128,743	252,118	21.5
2	METRO FIRST	9	105	5.8	18,771,331	117	6.4	22,102,032	222	40,873,363	184,114	5.4
3	RE / MAX	13	86	4.7	19,578,900	70	3.9	16,023,257	156	35,602,157	228,219	4.7
4	BERKSHIRE HATHAWAY	8	79	4.4	13,847,476	88	4.8	16,648,017	167	30,495,493	182,608	4.0
5	METRO BROKERS	21	64	3.5	14,540,011	53	2.9	12,096,252	117	26,636,263	227,660	3.5
6	CENTURY 21	11	69	3.8	13,868,358	66	3.6	11,860,912	135	25,729,270	190,587	3.4
7	CHURCHILL BROWN	3	48	2.6	13,982,500	35	1.9	10,788,620	83	24,771,120	298,447	3.2
8	COLDWELL BANKER	8	37	2.0	7,645,621	72	4.0	13,452,010	109	21,097,631	193,556	2.8
9	KEVO PROPERTIES	1	43	2.4	8,074,042	45	2.5	9,417,563	88	17,491,605	198,768	2.3
10	OKCMAR	2	7	0.4	1,757,626	62	3.4	12,623,395	69	14,381,021	208,421	1.9
11	EXP REALTY	2	28	1.5	6,094,400	42	2.3	7,624,815	70	13,719,215	195,989	1.8
12	CHAMBERLAIN REALTY	2	28	1.5	4,694,400	45	2.5	8,519,274	73	13,213,674	181,009	1.7
	ALL OTHERS		908	50.0	177,813,777	784	43.2	156,695,876	1,692	334,509,653	197,701	43.9
	Grand Totals		1,816	100.0	381,324,604	1,816	100.0	381,324,604	3,632	762,649,208	209,981	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 11/01/2019 through 11/30/2019.

Market Penetration Analysis Report
OKC Entire MLS Database
 Individual Offices

Contract Programming Associates

Includes Closed Residential
 In MLS Area All MLS Areas

November 2019

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-NW	124	6.8	33,754,546	106	5.8	26,611,501	230	60,366,047	262,461	7.9
2	KELLER WILLIAMS-ED	68	3.7	20,621,806	77	4.2	23,617,467	145	44,239,273	305,098	5.8
3	KELLER WILLIAMS-NP	38	2.1	10,079,304	49	2.7	13,069,294	87	23,148,598	266,076	3.0
4	METRO FIRST BRITTON	47	2.6	8,253,458	67	3.7	13,373,580	114	21,627,038	189,711	2.8
5	KEVO PROP SHARTEL	43	2.4	8,074,042	45	2.5	9,417,563	88	17,491,605	198,768	2.3
6	KELLER WILLIAMS-GM	41	2.3	7,140,718	49	2.7	8,880,680	90	16,021,398	178,016	2.1
7	KELLER WILLIAMS-NOR	32	1.8	6,181,968	42	2.3	8,724,989	74	14,906,957	201,445	2.0
8	OKCMAR	7	0.4	1,757,626	62	3.4	12,623,395	69	14,381,021	208,421	1.9
9	EXP REALTY	27	1.5	5,969,400	41	2.3	7,339,815	68	13,309,215	195,724	1.7
10	CHAMBERLAIN REALTY	28	1.5	4,694,400	45	2.5	8,519,274	73	13,213,674	181,009	1.7
11	ERA COURTYARD	16	0.9	4,357,000	25	1.4	7,467,826	41	11,824,826	288,410	1.6
12	LEVINSON REAL ESTATE	25	1.4	5,298,611	30	1.7	6,353,560	55	11,652,171	211,858	1.5
	ALL OTHERS	1,320	72.7	265,141,725	1,178	64.9	235,325,660	2,498	500,467,385	200,347	65.6
	Grand Totals	1,816	100.0	381,324,604	1,816	100.0	381,324,604	3,632	762,649,208	209,981	100.0

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