

Market Penetration Analysis Report
Edmond Market Area
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 111-115

November 2008

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	9	31	17.4	6,929,000	34	19.1	8,752,000	65	15,681,000	241,246	21.4
2	CHURCHILL BROWN	4	27	15.2	5,655,000	16	9.0	4,343,000	43	9,998,000	232,512	13.6
3	RE / MAX	9	12	6.7	2,318,000	17	9.6	3,487,000	29	5,805,000	200,172	7.9
4	CENTURY 21	17	15	8.4	2,962,000	13	7.3	2,326,000	28	5,288,000	188,857	7.2
5	PARADIGM/ADVANTEDG	3	11	6.2	2,964,000	8	4.5	2,019,000	19	4,983,000	262,263	6.8
6	PRUDENTIAL	7	9	5.1	1,910,000	9	5.1	2,111,000	18	4,021,000	223,389	5.5
7	COLDWELL BANKER	11	5	2.8	910,000	11	6.2	2,002,000	16	2,912,000	182,000	4.0
8	IDEAL HOMES	1	9	5.1	1,465,000	7	3.9	1,191,000	16	2,656,000	166,000	3.6
9	THE WORX COMPANY	1	5	2.8	934,000	7	3.9	1,366,000	12	2,300,000	191,667	3.1
10	METRO FIRST	4	2	1.1	457,000	11	6.2	1,665,000	13	2,122,000	163,231	2.9
11	METRO BROKERS OK	9	3	1.7	903,000	1	0.6	521,000	4	1,424,000	356,000	1.9
12	EXIT BOB LINN	4	2	1.1	263,000	4	2.2	525,000	6	788,000	131,333	1.1
	ALL OTHERS		47	26.4	9,045,000	40	22.5	6,407,000	87	15,452,000	177,609	21.0
	Grand Totals		178	100.0	36,715,000	178	100.0	36,715,000	356	73,430,000	206,264	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 11/01/2008 through 11/30/2008.

Market Penetration Analysis Report
Greater OKC Metro Area
 Grouped Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 101-404

November 2008

Rank	Company	Offices	Listing Side			Sales Side			Listings & Sales			
			Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS	9	124	14.0	19,508,000	146	16.5	23,321,000	270	42,829,000	158,626	17.9
2	CENTURY 21	17	141	16.0	13,307,000	83	9.4	10,511,000	224	23,818,000	106,330	10.0
3	RE / MAX	9	69	7.8	8,631,000	71	8.0	9,943,000	140	18,574,000	132,671	7.8
4	CHURCHILL BROWN	4	63	7.1	10,059,000	42	4.8	8,426,000	105	18,485,000	176,048	7.7
5	COLDWELL BANKER	11	74	8.4	9,589,000	60	6.8	6,885,000	134	16,474,000	122,940	6.9
6	PRUDENTIAL	7	41	4.6	5,936,000	33	3.7	5,078,000	74	11,014,000	148,838	4.6
7	PARADIGM/ADVANTEDG	3	33	3.7	6,502,000	24	2.7	3,955,000	57	10,457,000	183,456	4.4
8	METRO FIRST	4	19	2.2	2,308,000	43	4.9	4,471,000	62	6,779,000	109,339	2.8
9	DILLARD GROUP	1	14	1.6	2,603,000	20	2.3	3,578,000	34	6,181,000	181,794	2.6
10	METRO BROKERS OK	9	18	2.0	2,728,000	17	1.9	2,435,000	35	5,163,000	147,514	2.2
11	IDEAL HOMES	1	17	1.9	2,802,000	13	1.5	2,074,000	30	4,876,000	162,533	2.0
12	DON CIES	1	15	1.7	2,455,000	12	1.4	2,381,000	27	4,836,000	179,111	2.0
	ALL OTHERS		255	28.9	32,980,000	319	36.1	36,350,000	574	69,330,000	120,784	29.0
	Grand Totals		883	100.0	119,408,000	883	100.0	119,408,000	1,766	238,816,000	135,230	100.0

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Based on information from the Oklahoma City Metropolitan Association of REALTORS® MLS for the period 11/01/2008 through 11/30/2008.

Market Penetration Analysis Report
Edmond Market Area
 Individual Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 111-115

November 2008

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-ED	23	12.9	5,184,000	25	14.0	6,912,000	48	12,096,000	252,000	16.5
2	CHURCHILL-B EDMOND	18	10.1	3,536,000	10	5.6	2,448,000	28	5,984,000	213,714	8.1
3	CHURCHILL-B MEMORIAL	8	4.5	1,975,000	5	2.8	1,507,000	13	3,482,000	267,846	4.7
4	PARADIGM/A N. MAY	4	2.2	1,481,000	4	2.2	1,222,000	8	2,703,000	337,875	3.7
5	IDEAL HOMES	9	5.1	1,465,000	7	3.9	1,191,000	16	2,656,000	166,000	3.6
6	RE/MAX-ASSOC EDMOND	6	3.4	850,000	8	4.5	1,607,000	14	2,457,000	175,500	3.3
7	RE/MAX-FIRST	5	2.8	1,283,000	6	3.4	1,036,000	11	2,319,000	210,818	3.2
8	THE WORX COMPANY	5	2.8	934,000	7	3.9	1,366,000	12	2,300,000	191,667	3.1
9	PARADIGM/ADV HEFNER	7	3.9	1,483,000	4	2.2	797,000	11	2,280,000	207,273	3.1
10	PRUDENTIAL EDMOND	4	2.2	877,000	6	3.4	1,283,000	10	2,160,000	216,000	2.9
11	C-21 ALL PRO	4	2.2	1,025,000	2	1.1	814,000	6	1,839,000	306,500	2.5
12	PRUDENTIAL 122ND	5	2.8	1,033,000	2	1.1	695,000	7	1,728,000	246,857	2.4
	ALL OTHERS	80	44.9	15,589,000	92	51.7	15,837,000	172	31,426,000	182,709	42.8
	Grand Totals	178	100.0	36,715,000	178	100.0	36,715,000	356	73,430,000	206,264	100.0

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Market Penetration Analysis Report
Greater OKC Metro Area
 Individual Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area 101-404

November 2008

Rank Company	Listing Side			Sales Side			Listings & Sales			
	Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1 KELLER WILLIAMS-ED	32	3.6	6,191,000	35	4.0	7,889,000	67	14,080,000	210,149	5.9
2 KELLER WILLIAMS-NW	29	3.3	4,677,000	49	5.5	6,478,000	78	11,155,000	143,013	4.7
3 CHURCHILL-B EDMOND	26	2.9	4,509,000	21	2.4	4,104,000	47	8,613,000	183,255	3.6
4 KELLER WILLIAMS-GM	32	3.6	3,875,000	33	3.7	4,331,000	65	8,206,000	126,246	3.4
5 C-21 ALL PRO	75	8.5	5,495,000	15	1.7	1,926,000	90	7,421,000	82,456	3.1
6 CHURCHILL-B MEMORIAL	28	3.2	4,442,000	12	1.4	2,698,000	40	7,140,000	178,500	3.0
7 DILLARD GROUP	14	1.6	2,603,000	20	2.3	3,578,000	34	6,181,000	181,794	2.6
8 PARADIGM/ADV HEFNER	21	2.4	3,660,000	15	1.7	2,202,000	36	5,862,000	162,833	2.5
9 RE/MAX-FIRST	18	2.0	2,469,000	21	2.4	2,816,000	39	5,285,000	135,513	2.2
10 IDEAL HOMES	17	1.9	2,802,000	13	1.5	2,074,000	30	4,876,000	162,533	2.0
11 DON CIES	15	1.7	2,455,000	12	1.4	2,381,000	27	4,836,000	179,111	2.0
12 PARADIGM/A N. MAY	12	1.4	2,842,000	9	1.0	1,753,000	21	4,595,000	218,810	1.9
ALL OTHERS	564	63.9	73,388,000	628	71.1	77,178,000	1,192	150,566,000	126,314	63.0
Grand Totals	883	100.0	119,408,000	883	100.0	119,408,000	1,766	238,816,000	135,230	100.0

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Market Penetration Analysis Report
Entire MLS Database
 Individual Offices

**Contract Programming
 Associates**

Includes Closed Residential
 In MLS Area All MLS Areas

November 2008

Rank	Company	Listing Side			Sales Side			Listings & Sales			
		Units	Percent	Dollars	Units	Percent	Dollars	Units	Dollars	Average	Share
1	KELLER WILLIAMS-ED	32	3.4	6,191,000	36	3.8	7,949,000	68	14,140,000	207,941	5.7
2	KELLER WILLIAMS-NW	30	3.2	4,737,000	50	5.3	6,538,000	80	11,275,000	140,938	4.5
3	CHURCHILL-B EDMOND	26	2.7	4,509,000	21	2.2	4,104,000	47	8,613,000	183,255	3.4
4	C-21 ALL PRO	94	9.9	6,494,000	15	1.6	1,926,000	109	8,420,000	77,248	3.4
5	KELLER WILLIAMS-GM	32	3.4	3,875,000	33	3.5	4,331,000	65	8,206,000	126,246	3.3
6	CHURCHILL-B MEMORIAL	28	3.0	4,442,000	12	1.3	2,698,000	40	7,140,000	178,500	2.9
7	DILLARD GROUP	14	1.5	2,603,000	21	2.2	3,617,000	35	6,220,000	177,714	2.5
8	PARADIGM/ADV HEFNER	21	2.2	3,660,000	15	1.6	2,202,000	36	5,862,000	162,833	2.3
9	RE/MAX-FIRST	18	1.9	2,469,000	21	2.2	2,816,000	39	5,285,000	135,513	2.1
10	IDEAL HOMES	17	1.8	2,802,000	13	1.4	2,074,000	30	4,876,000	162,533	2.0
11	DON CIES	15	1.6	2,455,000	12	1.3	2,381,000	27	4,836,000	179,111	1.9
12	PARADIGM/A N. MAY	12	1.3	2,842,000	9	0.9	1,753,000	21	4,595,000	218,810	1.8
	ALL OTHERS	609	64.2	77,834,000	690	72.8	82,524,000	1,299	160,358,000	123,447	64.2
	Grand Totals	948	100.0	124,913,000	948	100.0	124,913,000	1,896	249,826,000	131,765	100.0

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