



Canada's Most Active Real Estate Professionals on Social - March 2022

Industry at a glance:

Average Score:
9.16%

Total Companies:
26

Global Industry Average:
8.40%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	Sotheby's International	https://www.linkedin.com/company/sothebysinternational/	Canada	618	150	24.27%	▲ 0
2	Royal LePage Signature R	https://www.linkedin.com/company/royallepage/	Canada	955	173	18.12%	▲ 1
3	EXIT Realty	https://www.linkedin.com/company/exitrealty/	Canada	594	93	15.66%	▲ 3
4	iPro	https://www.linkedin.com/company/ipro/	Canada	805	120	14.91%	▲ 1
5	Avison Young	https://www.linkedin.com/company/avisonyoung/	Canada	3,792	526	13.87%	▼ -1
6	Colliers	https://www.linkedin.com/company/colliers/	Canada	24,061	3,000	12.47%	New Entry
7	Royal LePage Real Estate	https://www.linkedin.com/company/royallepagerealestate/	Canada	766	95	12.40%	▼ -5
8	Ivanhoé Cambridge	https://www.linkedin.com/company/ivanhoe/	Canada	984	105	10.67%	▲ 3
9	BentallGreenOak	https://www.linkedin.com/company/bentallgreenoak/	Canada	928	92	9.91%	New Entry
10	CIR Realty	https://www.linkedin.com/company/cirrealty/	Canada	798	79	9.90%	▼ -3
11	Right At Home Realty	https://www.linkedin.com/company/rightathomerealty/	Canada	2,351	228	9.70%	▼ -3
12	Dream Unlimited	https://www.linkedin.com/company/dreamunlimited/	Canada	590	57	9.66%	▲ 0
13	Altus Group	https://www.linkedin.com/company/altusgroup/	Canada	2,421	189	7.81%	▲ 1
14	QuadReal Property Group	https://www.linkedin.com/company/quadreal/	Canada	919	70	7.62%	▼ -5
15	Mattamy Homes	https://www.linkedin.com/company/mattamyhomes/	Canada	1,552	111	7.15%	▲ 0
16	Capreit	https://www.linkedin.com/company/capreit/	Canada	727	51	7.02%	▲ 0
17	Macdonald Realty	https://www.linkedin.com/company/macdonaldrealty/	Canada	674	47	6.97%	▼ -4
18	Royal LePage	https://www.linkedin.com/company/royallepage/	Canada	8,782	599	6.82%	▼ -8
19	Oxford Properties Group	https://www.linkedin.com/company/oxfordpropertiesgroup/	Canada	1,564	98	6.27%	New Entry
20	Via Capitale	https://www.linkedin.com/company/viacapitale/	Canada	636	35	5.50%	▼ -2
21	Boardwalk	https://www.linkedin.com/company/boardwalk/	Canada	619	30	4.85%	▲ 0
22	Morguard	https://www.linkedin.com/company/morguard/	Canada	928	40	4.31%	▼ -2
23	Proprio Direct	https://www.linkedin.com/company/propriodirect/	Canada	594	25	4.21%	▲ 1

24	Minto Group	https://www.link	Canada	813	34	4.18%	▼ -1
25	Brookfield Residential	https://www.link	Canada	993	38	3.83%	▼ -3
26	H&R REIT	https://www.link	Canada	2,823	4	0.14%	New Entry

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

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