



Canada's Most Active Real Estate Professionals on Social - June 2024

Industry at a glance:



Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for the audiences most important to your organization - your customers, prospects, and future employees.

Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, and conversions.

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!

So, how active are your employees 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification (dsmn8.com/employee-advocacy-course), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at 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)
1	Colliers	https://www.linkedin.com/company/colliers	Canada	25,201	3,000	11.90%
2	Avison Young	https://www.linkedin.com/company/avison-young	Canada	4,220	448	10.62%
3	Right At Home Realty, Brokerage	https://www.linkedin.com/company/right-at-home-realty-brokerage	Canada	2,650	229	8.64%
4	Mattamy Homes	https://www.linkedin.com/company/mattamy-homes	Canada	1,892	137	7.24%
5	QuadReal Property Group	https://www.linkedin.com/company/quadreal-property-group	Canada	1,153	81	7.03%
6	Royal LePage	https://www.linkedin.com/company/royal-lepage	Canada	8,806	617	7.01%
7	Altus Group	https://www.linkedin.com/company/altus-group	Canada	2,968	203	6.84%
8	Oxford Properties Group	https://www.linkedin.com/company/oxford-properties-group	Canada	1,652	109	6.60%
9	Cadillac Fairview	https://www.linkedin.com/company/cadillac-fairview	Canada	1,510	94	6.23%
10	Morguard	https://www.linkedin.com/company/morguard	Canada	1,024	44	4.30%
11	H&R REIT	https://www.linkedin.com/company/hr-reit	Canada	2,758	5	0.18%

Ready to win at social?

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