SMN8

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

Industry at a glance:

Average Score:

7.22%

Total Companies:

255

Average No. Employees:

5,140

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	Urban Land Institute	https://www.linke	United States	1,209	374	30.93%		
2	RICS	https://www.linke	United Kingdom	1,889	558	29.54%		
3	Proprietes-privees.com	https://www.linke	France	1,368	344	25.15%		
4	Premier Sotheby's Internati	https://www.linke	United States	1,421	305	21.46%		
5	SAFTI	https://www.linke	France	3,785	778	20.55%		
6	BSK Immobilier	https://www.linke	France	1,433	293	20.45%		
7	iad France	https://www.linke	France	8,735	1,748	20.01%		
8	Efficity	https://www.linke	France	1,426	276	19.35%		
9	ONE Sotheby's Internation	https://www.linke	United States	1,436	248	17.27%		
10	Fathom Realty	https://www.linke	United States	4,509	771	17.10%		
11	RPM Living	https://www.linke	United States	2,335	374	16.02%		
12	OptimHome Immobilier	https://www.linke	France	1,140	180	15.79%		
13	CBRE UK	https://www.linke	United Kingdom	1,841	286	15.54%		
14	CAPIFRANCE	https://www.linke	France	1,955	303	15.50%		
15	William Pitt Sotheby's Inter	https://www.linke	United States	1,194	185	15.49%		
16	RangeWater Real Estate	https://www.linke	United States	1,002	151	15.07%		
17	Prologis	https://www.linke	United States	3,234	482	14.90%		
18	Willow Bridge Property Cor	https://www.linke	United States	1,055	152	14.41%		
19	Marcus & Millichap	https://www.linke	United States	3,730	532	14.26%		
20	National Association of RE	https://www.linke	United States	3,658	515	14.08%		
21	DOMITYS	https://www.linke	France	2,203	310	14.07%		

		https://www.linke		1,048	146	13.93%
		https://www.linke		2,588	359	13.87%
24 C	ardinal Group Companies	https://www.linke	United States	1,196	160	13.38%
25 e)	Xp Realty	https://www.linke	United States	45,945	6,000	13.06%
		https://www.linke		1,235	160	12.96%
	•					
		https://www.linke		1,197	152	12.70%
28 C	compass	https://www.linke	United States	27,911	3,500	12.54%
29 Kı	inight Frank	https://www.linke	United Kingdom	6,484	797	12.29%
	•	https://www.linke	-	2,042	250	12.24%
		https://www.linke		25,201	3,000	11.90%
32 B	erkshire Hathaway Home	https://www.linke	United States	12,167	1,412	11.61%
33 A	venue5 Residential	https://www.linke	United States	1,623	188	11.58%
34 S				12,887	1,470	11.41%
		https://www.linke				
35 @	properties	https://www.linke	United States	3,926	430	10.95%
36 W	VeWork	https://www.linke	United States	5,417	586	10.82%
37 A	vison Young	https://www.linke	Canada	4,220	448	10.62%
		https://www.linke		1,008	106	10.52%
	· ·	https://www.linke		1,645	170	10.33%
40 G	BUY HOQUET L'IMMOBIL	https://www.linke	France	2,201	227	10.31%
41 C	arpenter Realtors	https://www.linke	United States	1,105	113	10.23%
					375	10.18%
		https://www.linke		3,682		
43 TI	he Corcoran Group	https://www.linke	United States	3,762	382	10.15%
44 B	erkshire Hathaway Home	https://www.linke	United States	1,204	122	10.13%
	otheby's International Rea			6,818	683	10.02%
	•	https://www.linke		1,134	113	9.96%
47 C	oStar Group	https://www.linke	United States	5,469	543	9.93%
48 Li	ink Logistics	https://www.linke	United States	1,272	125	9.83%
	erkshire Hathaway Home			1,312	128	9.76%
		https://www.linke		6,910	669	9.68%
51 N	lewmark	https://www.linke	United States	5,736	554	9.66%
52 C	ENTURY 21 New Millenn	https://www.linke	United States	1,144	110	9.62%
		https://www.linke		1,919	182	9.48%
		https://www.linke		1,319	121	9.17%
55 R	tealty ONE Group	https://www.linke	United States	8,407	763	9.08%
		https://www.linke	United States	1,016	92	9.06%
		https://www.linke		2,248	203	9.03%
58 H	loulihan Lawrence	https://www.linke	United States	1,784	160	8.97%
59 C	BRE Global Workplace S	https://www.linke	United States	16,229	1,450	8.93%
	RA IMMOBILIER France			1,249	111	8.89%
	ee & Associates Commer			1,140	101	8.86%
62 B	NP Paribas Real Estate	https://www.linke	France	4,527	400	8.84%
63 In	ntero Real Estate Services	https://www.linke	United States	3,301	291	8.82%
	Villiam Raveis Real Estate	-		4,307	378	8.78%
		https://www.linke		1,303	114	8.75%
66 R	RE/MAX Gold	https://www.linke	United States	1,134	98	8.64%
67 R	right At Home Realty, Brok	https://www.linke	Canada	2,650	229	8.64%
	loward Hughes Holdings			1,030	89	8.64%
69 S	outhern Housing	https://www.linke	United Kingdom	1,230	106	8.62%
70 R	luss Lyon Sotheby's Interr	https://www.linke	United States	1,274	109	8.56%
		https://www.linke		3,441	294	8.54%
	erkshire Hathaway Home			1,881	160	8.51%
73 D	rees & Sommer	https://www.linke	Germany	4,055	342	8.43%
74 La	andmark Properties	https://www.linke	United States	1,092	92	8.42%
	etter Homes and Gardens			2,818	235	8.34%
		https://www.linke		3,501	291	8.31%
77 C	Cortland	https://www.linke	United States	1,592	130	8.17%
78 C	Connells	https://www.linke	United Kingdom	1,433	116	8.09%
				1,594	129	8.09%
		https://www.linke				
		https://www.linke		2,648	213	8.04%
81 W	VFG National Title Insuran	https://www.linke	United States	1,063	85	8.00%
82 B	eazer Homes	https://www.linke	United States	1,598	127	7.95%
		https://www.linke		1,473	117	7.94%
84 H	lomeSmart	https://www.linke	United States	5,492	435	7.92%
85 G	Greystar	https://www.linke	United States	15,563	1,225	7.87%
	etter Homes and Gardens			1,620	126	7.78%
	-	https://www.linke	United States	1,572	122	7.76%
88 La	aforêt France	https://www.linke	France	2,580	196	7.60%
89 C	astle Group	https://www.linke	United States	1,212	92	7.59%
	ouglas Elliman Real Esta			9,480	715	7.54%
91 C	Connells Group	https://www.linke	United Kingdom	1,252	94	7.51%
92 B	erkshire Hathaway Home	https://www.linke	United States	5,061	379	7.49%
			United States	1,752	131	7.48%

94	Michael Saunders & Comp	nups.//www.linke	United States	1,062	79	7.44%
95	L&Q	https://www.linke	United Kingdom	1,828	135	7.39%
	Pillar To Post Home Inspec		-	1,088	80	7.35%
	Coldwell Banker Howard P			1,002	73	7.29%
98	Mattamy Homes	https://www.linke	Canada	1,892	137	7.24%
99	Cushman & Wakefield	https://www.linke	United States	41,748	3,000	7.19%
	Associa	https://www.linke		1,697	121	7.13%
101	Harry Norman, Realtors	https://www.linke	United States	1,404	100	7.12%
102	Bozzuto	https://www.linke	United States	2,443	174	7.12%
	My Home Group	https://www.linke		1,232	87	7.06%
	F.C. Tucker Company	https://www.linke		1,728	122	7.06%
105	ICADE	https://www.linke	France	1,352	95	7.03%
106	QuadReal Property Group	https://www.linke	Canada	1,153	81	7.03%
	Royal LePage	https://www.linke		8,806	617	7.01%
		-				
	Redfin	https://www.linke		5,353	375	7.01%
109	Brown Harris Stevens	https://www.linke	United States	2,155	149	6.91%
110	Weichert, Realtors	https://www.linke	United States	13,009	896	6.89%
111	Places for People		United Kingdom	3,212	221	6.88%
	·					
	JLL	https://www.linke		87,211	6,000	6.88%
113	Virtual Properties Realty	https://www.linke	United States	1,808	124	6.86%
114	Altus Group	https://www.linke	Canada	2,968	203	6.84%
	Groupe Pichet	https://www.linke		1,011	69	6.82%
	ORPI					
		https://www.linke		4,607	313	6.79%
117	Countryside Partnerships	https://www.linke	United Kingdom	1,433	96	6.70%
118	ALTAREA	https://www.linke	France	1,074	71	6.61%
	Morgan Properties	https://www.linke		1,318	87	6.60%
	Oxford Properties Group	https://www.linke		1,652	109	6.60%
121	Taylor Wimpey	https://www.linke	United Kingdom	3,408	224	6.57%
122	Zillow	https://www.linke	United States	8,333	546	6.55%
				1,406	92	6.54%
	Valet Living	https://www.linke				
124	Extra Space Storage	https://www.linke	United States	3,487	228	6.54%
125	Berkshire Hathaway Home	https://www.linke	United States	6,246	407	6.52%
126	Ebby Halliday, Realtors	https://www.linke	United States	2,275	148	6.51%
	First Team Real Estate					
		https://www.linke		2,755	179	6.50%
128	CBRE	https://www.linke	United States	69,383	4,500	6.49%
129	Edina Realty	https://www.linke	United States	3,643	236	6.48%
	Century 21 Judge Fite	https://www.linke		1,165	75	6.44%
	Coldwell Banker Commerc			1,915	123	6.42%
132	Lincoln Property Company	https://www.linke	United States	1,971	126	6.39%
133	Berkshire Hathaway Home	https://www.linke	United States	1,341	84	6.26%
	Cadillac Fairview	https://www.linke		1,510	94	6.23%
	Immobilière 3F	https://www.linke		1,772	110	6.21%
136	Simon Property Group	https://www.linke	United States	3,555	219	6.16%
137	OBOS	https://www.linke	Norway	1,640	101	6.16%
	Bouygues Immobilier	https://www.linke		2,012	123	6.11%
	Coldwell Banker	https://www.linke		41,023	2,500	6.09%
140	Howard Hanna Real Estate	https://www.linke	United States	8,063	489	6.06%
141	CENTURY 21 Affiliated	https://www.linke	United States	1,672	101	6.04%
	RE/MAX	https://www.linke		41,849	2,500	5.97%
	Clarion Housing Group	https://www.linke	-	1,779	106	5.96%
144	Hamptons	https://www.linke	United Kingdom	1,228	73	5.94%
145	Latter & Blum Companies	https://www.linke	United States	1,356	80	5.90%
	Grosvenor	-			59	
			United Kingdom	1,004		5.88%
147	Keller Williams Realty	https://www.linke	United States	110,644	6,500	5.87%
148	Windermere Real Estate	https://www.linke	United States	7,465	437	5.85%
	Transwestern	https://www.linke		2,710	158	5.83%
	Adoma	https://www.linke		1,662	96	5.78%
151	Unibail-Rodamco-Westfield	https://www.linke	France	4,400	251	5.70%
152	Lennar	https://www.linke	United States	8,938	507	5.67%
	Taylor Morrison	https://www.linke		3,171	179	5.64%
		-				
	Hines	https://www.linke		5,169	290	5.61%
155	CENTURY 21	https://www.linke	United States	37,771	2,100	5.56%
156	Coldwell Banker Realty	https://www.linke	United States	45,082	2,500	5.55%
	The Michaels Organization			1,191	66	5.54%
	Invitation Homes	https://www.linke		1,264	70	5.54%
159	IWG	https://www.linke	Switzerland	12,999	713	5.49%
160	Dominium	https://www.linke	United States	1,082	59	5.45%
		https://www.linke			81	5.43%
	Tri Pointe Homes			1,491		
162	West USA Realty	https://www.linke	United States	2,333	126	5.40%
	Foxtons	https://www.linke	United Kingdom	1,670	90	5.39%
163						
	PGIM Real Estate	https://www.linke	United States	1,372	73	5.32%

		https://www.linke		2,004	105	5.24%
167	RE/MAX Alliance	https://www.linke	United States	1,706	89	5.22%
168	HSB	https://www.linke	Sweden	1,499	77	5.14%
169	FONCIA	https://www.linke	France	7,788	397	5.10%
		https://www.linke		1,443	73	5.06%
		https://www.linke		2,617	132	5.04%
		https://www.linke		1,283	64	4.99%
	0 ,	_				
	Svensk Fastighetsförmedlii			1,028	51	4.96%
174	Groupe Qualiconsult	https://www.linke	France	1,709	84	4.92%
175	Lyon Real Estate	https://www.linke	United States	1,440	70	4.86%
176	Sibcy Cline	https://www.linke	United States	1,519	73	4.81%
177	RE/MAX Portugal	https://www.linke	Portugal	1,011	48	4.75%
178		https://www.linke		5,555	262	4.72%
		https://www.linke		1,718	81	4.71%
		https://www.linke		1,447	68	4.70%
		https://www.linke		5,000	234	4.68%
182	Equity Real Estate	https://www.linke	United States	1,434	67	4.67%
183	NS Stations (onderdeel Ne	https://www.linke	Netherlands	1,324	61	4.61%
184	FirstService Residential Flo	https://www.linke	United States	2,019	93	4.61%
185	Amrock	https://www.linke	United States	1,224	56	4.58%
186	Riksbyggen - Rum för hela			1,793	82	4.57%
		https://www.linke		1,466	66	4.50%
		https://www.linke		2,589	115	4.44%
	Better Homes and Gardens			2,499	111	4.44%
		https://www.linke		3,797	168	4.42%
191	Old Republic Title	https://www.linke	United States	3,805	168	4.42%
192	Morguard	https://www.linke	Canada	1,024	44	4.30%
193	WinnCompanies	https://www.linke	United States	1,527	65	4.26%
194	Sirva	https://www.linke	United States	3,718	156	4.20%
		https://www.linke		9,049	379	4.19%
					163	
		https://www.linke		3,923		4.15%
		https://www.linke		1,014	42	4.14%
	ReeceNichols Real Estate			3,173	131	4.13%
199	CDC Habitat	https://www.linke	France	4,732	194	4.10%
200	K. Hovnanian® Homes	https://www.linke	United States	2,283	91	3.99%
201	American Campus Commu	https://www.linke	United States	2,288	90	3.93%
202	KB Home	https://www.linke	United States	3,059	120	3.92%
		https://www.linke		1,636	64	3.91%
		https://www.linke		1,010	39	3.86%
				4,289	164	3.82%
		https://www.linke				
		https://www.linke		1,584	60	3.79%
	Long & Foster Companies			11,860	444	3.74%
	. ,	https://www.linke		1,161	43	3.70%
209	AvalonBay Communities	https://www.linke	United States	2,227	82	3.68%
210	John L. Scott Real Estate	https://www.linke	United States	4,763	175	3.67%
		https://www.linke	United States	1,697	62	3.65%
		https://www.linke		2,607	94	3.61%
		https://www.linke		2,007	72	3.59%
		https://www.linke		1,660	59	3.55%
		https://www.linke		3,430	118	3.44%
216	Tishman Speyer	https://www.linke	United States	1,926	66	3.43%
217	LAZ Parking	https://www.linke	United States	3,928	132	3.36%
218	Village Green	https://www.linke	United States	1,177	38	3.23%
		https://www.linke		4,345	140	3.22%
	•	https://www.linke		1,195	38	3.18%
		https://www.linke			89	
		-		2,833		3.14%
	Realty Executives Internati			4,595	133	2.89%
	. ,	https://www.linke		1,630	47	2.88%
224	Equity Residential	https://www.linke	United States	2,645	76	2.87%
225	Equity LifeStyle Properties	https://www.linke	United States	1,537	44	2.86%
226	First American Title	https://www.linke	United States	10,109	287	2.84%
227		https://www.linke		2,280	64	2.81%
		https://www.linke		4,894	136	2.78%
					247	
		https://www.linke		9,105		2.71%
230		https://www.linke		2,307	61	2.64%
231	Fairfield Residential	https://www.linke	United States	1,398	36	2.58%
232	Trammell Crow Company	https://www.linke	United States	1,014	26	2.56%
233	Macerich	https://www.linke	United States	1,382	34	2.46%
		https://www.linke		1,122	26	2.32%
		https://www.linke		3,417	78	2.28%
		https://www.linke		2,218	50	2.25%
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238	Public Storage	https://www.linke	United States	4,000	89	2.23%
239	Fidelity National Title	https://www.linke	United States	4,815	105	2.18%
240	Planned Companies	https://www.linke	United States	1,015	22	2.17%
241	Real Estate One	https://www.linke	United States	9,060	196	2.16%
242	ECE	https://www.linke	Germany	1,396	30	2.15%
243	UDR	https://www.linke	United States	1,505	30	1.99%
244	Chicago Title Insurance Co	https://www.linke	United States	1,845	32	1.73%
245	Solid Source Real Estate C	https://www.linke	United States	1,192	20	1.68%
246	Anywhere Real Estate	https://www.linke	United States	10,499	164	1.56%
247	Altisource	https://www.linke	Luxembourg	2,689	41	1.52%
248	YES! Communities	https://www.linke	United States	1,276	19	1.49%
249	Gruppo Tempocasa	https://www.linke	Italy	2,455	35	1.43%
250	HHHunt	https://www.linke	United States	1,708	24	1.41%
251	Grupo Business	https://www.linke	Portugal	1,151	16	1.39%
252	Alliance Residential Compa	https://www.linke	United States	1,303	16	1.23%
253	Immobilier des Notaires	https://www.linke	France	1,091	11	1.01%
254	MEB Management Service	https://www.linke	United States	11,153	46	0.41%
255	H&R REIT	https://www.linke	Canada	2,758	5	0.18%
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