



The USA'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](https://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.linkedin.com/company/urbanlandinstitute	United States	1,209	374	30.93%
2	Premier Sotheby's International Realty	https://www.linkedin.com/company/premier-sothebys-international-realty	United States	1,421	305	21.46%
3	ONE Sotheby's International Realty	https://www.linkedin.com/company/one-sothebys-international-realty	United States	1,436	248	17.27%
4	Fathom Realty	https://www.linkedin.com/company/fathom-realty	United States	4,509	771	17.10%
5	RPM Living	https://www.linkedin.com/company/rpm-living	United States	2,335	374	16.02%
6	William Pitt Sotheby's International Realty	https://www.linkedin.com/company/william-pitt-sothebys-international-realty	United States	1,194	185	15.49%
7	RangeWater Real Estate	https://www.linkedin.com/company/rangewater-realestate	United States	1,002	151	15.07%
8	Prologis	https://www.linkedin.com/company/prologis	United States	3,234	482	14.90%
9	Willow Bridge Property Corporation	https://www.linkedin.com/company/willow-bridge-property-corporation	United States	1,055	152	14.41%
10	Marcus & Millichap	https://www.linkedin.com/company/marcus-millichap	United States	3,730	532	14.26%
11	National Association of Realtors	https://www.linkedin.com/company/national-association-of-realtors	United States	3,658	515	14.08%
12	LGI Homes	https://www.linkedin.com/company/lgi-homes	United States	1,048	146	13.93%
13	Samson Properties	https://www.linkedin.com/company/samson-properties	United States	2,588	359	13.87%
14	Cardinal Group Companies	https://www.linkedin.com/company/cardinal-group-companies	United States	1,196	160	13.38%
15	eXp Realty	https://www.linkedin.com/company/exp-realty	United States	45,945	6,000	13.06%
16	Stream Realty Partners	https://www.linkedin.com/company/stream-realty-partners	United States	1,235	160	12.96%
17	Compass	https://www.linkedin.com/company/compass	United States	27,911	3,500	12.54%
18	Berkshire Hathaway HomeServices	https://www.linkedin.com/company/berkshire-hathaway-homeservices	United States	12,167	1,412	11.61%
19	Avenue5 Residential	https://www.linkedin.com/company/avenue5-residential	United States	1,623	188	11.58%
20	@properties	https://www.linkedin.com/company/atproperties	United States	3,926	430	10.95%
21	WeWork	https://www.linkedin.com/company/wework	United States	5,417	586	10.82%

22	La Rosa Realty	https://www.link	United States	1,645	170	10.33%
23	Carpenter Realtors	https://www.link	United States	1,105	113	10.23%
24	The Keyes Company	https://www.link	United States	3,682	375	10.18%
25	The Corcoran Group	https://www.link	United States	3,762	382	10.15%
26	Berkshire Hathaway Home	https://www.link	United States	1,204	122	10.13%
27	Sotheby's International Re	https://www.link	United States	6,818	683	10.02%
28	Century Communities	https://www.link	United States	1,134	113	9.96%
29	CoStar Group	https://www.link	United States	5,469	543	9.93%
30	Link Logistics	https://www.link	United States	1,272	125	9.83%
31	Berkshire Hathaway Home	https://www.link	United States	1,312	128	9.76%
32	Newmark	https://www.link	United States	5,736	554	9.66%
33	CENTURY 21 New Millenn	https://www.link	United States	1,144	110	9.62%
34	HUNT Real Estate ERA	https://www.link	United States	1,919	182	9.48%
35	Realty ONE Group	https://www.link	United States	8,407	763	9.08%
36	ZRS Management	https://www.link	United States	1,016	92	9.06%
37	Houlihan Lawrence	https://www.link	United States	1,784	160	8.97%
38	CBRE Global Workplace S	https://www.link	United States	16,229	1,450	8.93%
39	Lee & Associates Commer	https://www.link	United States	1,140	101	8.86%
40	Intero Real Estate Services	https://www.link	United States	3,301	291	8.82%
41	William Raveis Real Estate	https://www.link	United States	4,307	378	8.78%
42	RE/MAX Gold	https://www.link	United States	1,134	98	8.64%
43	Howard Hughes Holdings	https://www.link	United States	1,030	89	8.64%
44	Russ Lyon Sotheby's Interr	https://www.link	United States	1,274	109	8.56%
45	Baird & Warner	https://www.link	United States	3,441	294	8.54%
46	Berkshire Hathaway Home	https://www.link	United States	1,881	160	8.51%
47	Landmark Properties	https://www.link	United States	1,092	92	8.42%
48	Better Homes and Gardens	https://www.link	United States	2,818	235	8.34%
49	Asset Living	https://www.link	United States	3,501	291	8.31%
50	Cortland	https://www.link	United States	1,592	130	8.17%
51	RE/MAX Results	https://www.link	United States	1,594	129	8.09%
52	WFG National Title Insuran	https://www.link	United States	1,063	85	8.00%
53	Beazer Homes	https://www.link	United States	1,598	127	7.95%
54	Bell Partners	https://www.link	United States	1,473	117	7.94%
55	HomeSmart	https://www.link	United States	5,492	435	7.92%
56	Greystar	https://www.link	United States	15,563	1,225	7.87%
57	Better Homes and Gardens	https://www.link	United States	1,620	126	7.78%
58	Progress Residential	https://www.link	United States	1,572	122	7.76%
59	Castle Group	https://www.link	United States	1,212	92	7.59%
60	Douglas Elliman Real Esta	https://www.link	United States	9,480	715	7.54%
61	Berkshire Hathaway Home	https://www.link	United States	5,061	379	7.49%
62	Ryan Companies US	https://www.link	United States	1,752	131	7.48%
63	Michael Saunders & Comp	https://www.link	United States	1,062	79	7.44%
64	Pillar To Post Home Inspec	https://www.link	United States	1,088	80	7.35%
65	Coldwell Banker Howard P	https://www.link	United States	1,002	73	7.29%
66	Cushman & Wakefield	https://www.link	United States	41,748	3,000	7.19%
67	Associa	https://www.link	United States	1,697	121	7.13%
68	Harry Norman, Realtors	https://www.link	United States	1,404	100	7.12%
69	Bozzuto	https://www.link	United States	2,443	174	7.12%
70	My Home Group	https://www.link	United States	1,232	87	7.06%
71	F.C. Tucker Company	https://www.link	United States	1,728	122	7.06%
72	Redfin	https://www.link	United States	5,353	375	7.01%
73	Brown Harris Stevens	https://www.link	United States	2,155	149	6.91%
74	Weichert, Realtors	https://www.link	United States	13,009	896	6.89%
75	JLL	https://www.link	United States	87,211	6,000	6.88%
76	Virtual Properties Realty	https://www.link	United States	1,808	124	6.86%
77	Morgan Properties	https://www.link	United States	1,318	87	6.60%
78	Zillow	https://www.link	United States	8,333	546	6.55%
79	Valet Living	https://www.link	United States	1,406	92	6.54%
80	Extra Space Storage	https://www.link	United States	3,487	228	6.54%
81	Berkshire Hathaway Home	https://www.link	United States	6,246	407	6.52%
82	Ebby Halliday, Realtors	https://www.link	United States	2,275	148	6.51%
83	First Team Real Estate	https://www.link	United States	2,755	179	6.50%
84	CBRE	https://www.link	United States	69,383	4,500	6.49%
85	Edina Realty	https://www.link	United States	3,643	236	6.48%
86	Century 21 Judge Fite	https://www.link	United States	1,165	75	6.44%
87	Coldwell Banker Commerc	https://www.link	United States	1,915	123	6.42%
88	Lincoln Property Company	https://www.link	United States	1,971	126	6.39%
89	Berkshire Hathaway Home	https://www.link	United States	1,341	84	6.26%
90	Simon Property Group	https://www.link	United States	3,555	219	6.16%
91	Coldwell Banker	https://www.link	United States	41,023	2,500	6.09%
92	Howard Hanna Real Estate	https://www.link	United States	8,063	489	6.06%
93	CENTURY 21 Affiliated	https://www.link	United States	1,672	101	6.04%

94	RE/MAX	https://www.link	United States	41,849	2,500	5.97%
95	Latter & Blum Companies	https://www.link	United States	1,356	80	5.90%
96	Keller Williams Realty	https://www.link	United States	110,644	6,500	5.87%
97	Windermere Real Estate	https://www.link	United States	7,465	437	5.85%
98	Transwestern	https://www.link	United States	2,710	158	5.83%
99	Lennar	https://www.link	United States	8,938	507	5.67%
100	Taylor Morrison	https://www.link	United States	3,171	179	5.64%
101	Hines	https://www.link	United States	5,169	290	5.61%
102	CENTURY 21	https://www.link	United States	37,771	2,100	5.56%
103	Coldwell Banker Realty	https://www.link	United States	45,082	2,500	5.55%
104	The Michaels Organization	https://www.link	United States	1,191	66	5.54%
105	Invitation Homes	https://www.link	United States	1,264	70	5.54%
106	Dominium	https://www.link	United States	1,082	59	5.45%
107	Tri Pointe Homes	https://www.link	United States	1,491	81	5.43%
108	West USA Realty	https://www.link	United States	2,333	126	5.40%
109	PGIM Real Estate	https://www.link	United States	1,372	73	5.32%
110	Kimco Realty	https://www.link	United States	1,136	60	5.28%
111	HomeSmart International	https://www.link	United States	2,004	105	5.24%
112	RE/MAX Alliance	https://www.link	United States	1,706	89	5.22%
113	Shorewest	https://www.link	United States	1,443	73	5.06%
114	Cartus	https://www.link	United States	2,617	132	5.04%
115	Lyon Real Estate	https://www.link	United States	1,440	70	4.86%
116	Sibcy Cline	https://www.link	United States	1,519	73	4.81%
117	Camden Property Trust	https://www.link	United States	1,447	68	4.70%
118	Toll Brothers	https://www.link	United States	5,000	234	4.68%
119	Equity Real Estate	https://www.link	United States	1,434	67	4.67%
120	FirstService Residential Fl	https://www.link	United States	2,019	93	4.61%
121	Amrock	https://www.link	United States	1,224	56	4.58%
122	Platinum Realty	https://www.link	United States	1,466	66	4.50%
123	Allen Tate Companies	https://www.link	United States	2,589	115	4.44%
124	Better Homes and Gardens	https://www.link	United States	2,499	111	4.44%
125	Keller Williams Realty	https://www.link	United States	3,797	168	4.42%
126	Old Republic Title	https://www.link	United States	3,805	168	4.42%
127	WinnCompanies	https://www.link	United States	1,527	65	4.26%
128	Sirva	https://www.link	United States	3,718	156	4.20%
129	Brookfield Properties	https://www.link	United States	9,049	379	4.19%
130	Crye Leike Realtors	https://www.link	United States	3,923	163	4.15%
131	ReeceNichols Real Estate	https://www.link	United States	3,173	131	4.13%
132	K. Hovnanian® Homes	https://www.link	United States	2,283	91	3.99%
133	American Campus Commu	https://www.link	United States	2,288	90	3.93%
134	KB Home	https://www.link	United States	3,059	120	3.92%
135	First Weber	https://www.link	United States	1,636	64	3.91%
136	RealtySouth	https://www.link	United States	1,010	39	3.86%
137	SitusAMC	https://www.link	United States	4,289	164	3.82%
138	AMH	https://www.link	United States	1,584	60	3.79%
139	Long & Foster Companies	https://www.link	United States	11,860	444	3.74%
140	Boston Properties (BXP)	https://www.link	United States	1,161	43	3.70%
141	AvalonBay Communities	https://www.link	United States	2,227	82	3.68%
142	John L. Scott Real Estate	https://www.link	United States	4,763	175	3.67%
143	Long Realty Company	https://www.link	United States	1,697	62	3.65%
144	Related Companies	https://www.link	United States	2,607	94	3.61%
145	Opendoor	https://www.link	United States	2,005	72	3.59%
146	CubeSmart	https://www.link	United States	1,660	59	3.55%
147	ERA Real Estate	https://www.link	United States	3,430	118	3.44%
148	Tishman Speyer	https://www.link	United States	1,926	66	3.43%
149	LAZ Parking	https://www.link	United States	3,928	132	3.36%
150	Village Green	https://www.link	United States	1,177	38	3.23%
151	Clayton	https://www.link	United States	4,345	140	3.22%
152	Howard Hanna Ohio	https://www.link	United States	1,195	38	3.18%
153	Watson Realty	https://www.link	United States	2,833	89	3.14%
154	Realty Executives Internati	https://www.link	United States	4,595	133	2.89%
155	Essex Property Trust	https://www.link	United States	1,630	47	2.88%
156	Equity Residential	https://www.link	United States	2,645	76	2.87%
157	Equity LifeStyle Properties	https://www.link	United States	1,537	44	2.86%
158	First American Title	https://www.link	United States	10,109	287	2.84%
159	FPI Management	https://www.link	United States	2,280	64	2.81%
160	Atria Senior Living	https://www.link	United States	4,894	136	2.78%
161	FirstService Residential	https://www.link	United States	9,105	247	2.71%
162	BH	https://www.link	United States	2,307	61	2.64%
163	Fairfield Residential	https://www.link	United States	1,398	36	2.58%
164	Trammell Crow Company	https://www.link	United States	1,014	26	2.56%
165	Macerich	https://www.link	United States	1,382	34	2.46%

166	Shea Homes	https://www.link	United States	1,122	26	2.32%
167	Irvine Company	https://www.link	United States	3,417	78	2.28%
168	MAA	https://www.link	United States	2,218	50	2.25%
169	M/I Homes	https://www.link	United States	5,812	130	2.24%
170	Public Storage	https://www.link	United States	4,000	89	2.23%
171	Fidelity National Title	https://www.link	United States	4,815	105	2.18%
172	Planned Companies	https://www.link	United States	1,015	22	2.17%
173	Real Estate One	https://www.link	United States	9,060	196	2.16%
174	UDR	https://www.link	United States	1,505	30	1.99%
175	Chicago Title Insurance Co	https://www.link	United States	1,845	32	1.73%
176	Solid Source Real Estate C	https://www.link	United States	1,192	20	1.68%
177	Anywhere Real Estate	https://www.link	United States	10,499	164	1.56%
178	YES! Communities	https://www.link	United States	1,276	19	1.49%
179	HHHunt	https://www.link	United States	1,708	24	1.41%
180	Alliance Residential Comp	https://www.link	United States	1,303	16	1.23%
181	MEB Management Service	https://www.link	United States	11,153	46	0.41%

Ready to win at social?

Visit our website our contact us at support@dsmn8.com



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

