

ROYAL LEPAGE® FEBRUARY 2025

by the



NUMBERS

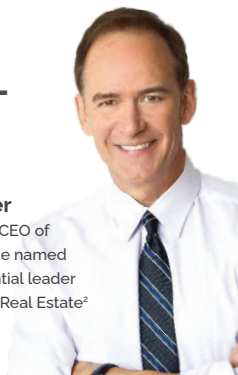
Proudly
CANADIAN
9 OUT OF 10

CANADIANS ARE FAMILIAR
WITH THE ROYAL LEPAGE BRAND¹

**MOST
INFLUENTIAL
LEADER**

#1

Phil Soper
President & CEO of
Royal LePage named
most influential leader
in Canadian Real Estate²



THE VOICE
of Canadian Real Estate™

6.3 BILLION
MEDIA
IMPRESSIONS³

#1 in earned media **2.5x** more than
our closest competitor

the best LIVE HERE®

20,000

REALTORS®
FROM COAST TO COAST

INCREDIBLE REACH

40 MILLION



visits to
royallepage.ca®

PARTICIPATED IN

nearly **1/3**

of all transactional dollar volume in Canada⁴

THAT'S **~\$103** BILLION



**POWERFUL LEADS &
REFERRAL CHANNELS**

212,000

leads

FROM DIGITAL CHANNELS⁵

Did you know?

A ROYAL LEPAGER SELLS A HOME EVERY



3 MINUTES
Tick... Tock... SOLD!

**SUPPORTING
COMMUNITIES**

more than

\$51 MILLION
raised since 1998



through the
Royal LePage® Shelter Foundation™

CONNECTING YOU
WITH MORE CANADIANS NATIONWIDE

f 48,000 followers **in 30,000** followers

@ 24,000 followers **@ 4,000** followers

2.9 million views

**ROYAL LEPAGE®
COMMERCIAL™**

Canada's Largest and Fastest Growing
Commercial Real Estate Brand

74% Growth
in agent
count⁷ **656** advisors
coast to
coast⁸

INTERNATIONAL REACH

with REFERRAL CONTACTS

in **40** and referral
relationships with **+2,100**
countries brokerage locations



**END-TO-END CANADIANIZED
REAL ESTATE TECHNOLOGY**

+96 MILLION **+4.4** MILLION
client interactions⁹ contacts added

1 Online survey of 1500 Canadians completed between August 27 - 31, 2021, using Leger's online panel. 2 Phil Soper, Royal LePage® President & CEO, named Most Influential Canadian for the last 12 years by Swanepoel Power 200. 3 Print and online media impressions January to December 2024. 4 2024. 5 Inside Real Estate's Internal Lead System and the Royal LePage® Smart Leads™ System January to December 2024. 6 ComScore MyMetrix MultiPlatform Visits, January to December 2024. 7 Growth percentage in the number of real estate agents count since 2019, per brand or commercial program. 8 Number of real estate brokers per brand or commercial program, as of January, 2025 Canadian Real Estate Association. 9 From April 2020 to January 2025. 10 Based on market share and/or agent count. View important disclosures and notices about Royal LePage trademarks at rlp.ca/notices. ©2025 Bridgemark Real Estate Services®. All rights reserved.

