

# REAL TIME



CREA  
THE CANADIAN REAL  
ESTATE ASSOCIATION



## Media Kit 2025

# The Podcast for REALTORS®.

For unique perspectives on everything from entrepreneurship and emerging market trends, to cultural events, and personal experiences from industry leaders, **REAL TIME** is the go-to podcast for all things Canadian real estate. Our content is propped up by three pillars—business, industry, and lifestyle—to fully capture the broad spectrum of topics REALTORS® might find interesting.



EPISODE 49

**Anu Joshi-Mehendale**

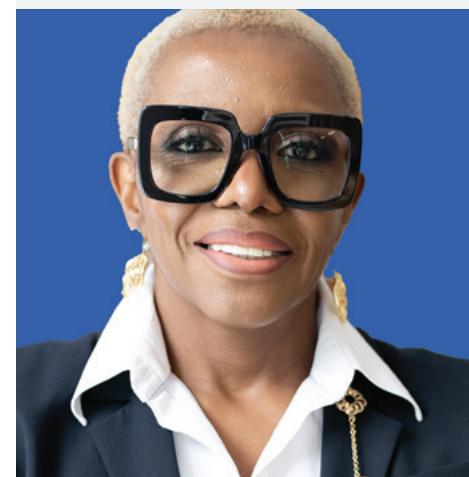
REALTOR®, Brampton, ON



EPISODE 45

**Darin Germyn**

REALTOR®, Surrey, BC



EPISODE 41

**Nene Akintan**

REALTOR®, Oakville, ON



## Our Host

Raised in rural Newfoundland and Labrador, Shaun Majumder has been a performer his entire life. Shaun is an award-winning comedian and actor, who gained widespread recognition from his roles on *This Hour Has 22 Minutes*, *Just For Laughs*, and *FROM*, to name a few. He can draw a story out of any situation, and pulls people in with his engaging conversation style and sense of humour. Shaun has found success on both sides of the border and has lived all over North America. He brings a unique perspective to **REAL TIME** as he talks with industry experts about their life experiences, professional insights, and the latest trends in real estate.

# Notable Guests

EPISODE 22

**Wes Hall**

The Art of Negotiation



EPISODE 9

**Jesse Thistle**

A Conversation About Homelessness  
in Canada



EPISODE 43

**Peter Mansbridge**

Regaining Truth and Trust  
in Media and Beyond



EPISODE 7

**Sarah Richardson**

Buying and Designing: Lessons  
Learned in Real Estate



EPISODE 52

**The Honourable Sean Fraser**

Working Together to Address  
Housing Supply

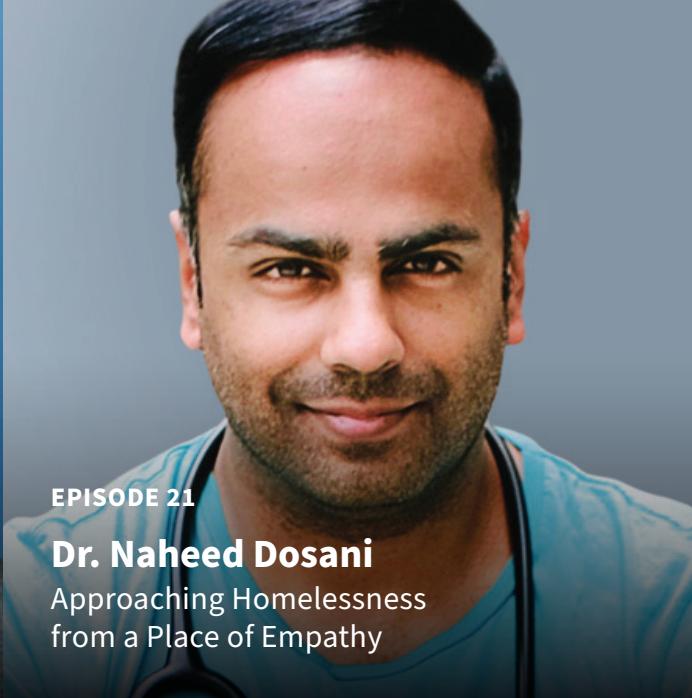




EPISODE 19

## Chantal Hébert

In Pursuit of Housing: The Impact of Canada's Federal Election



EPISODE 21

## Dr. Naheed Dosani

Approaching Homelessness from a Place of Empathy



EPISODE 31

## Lainey Lui

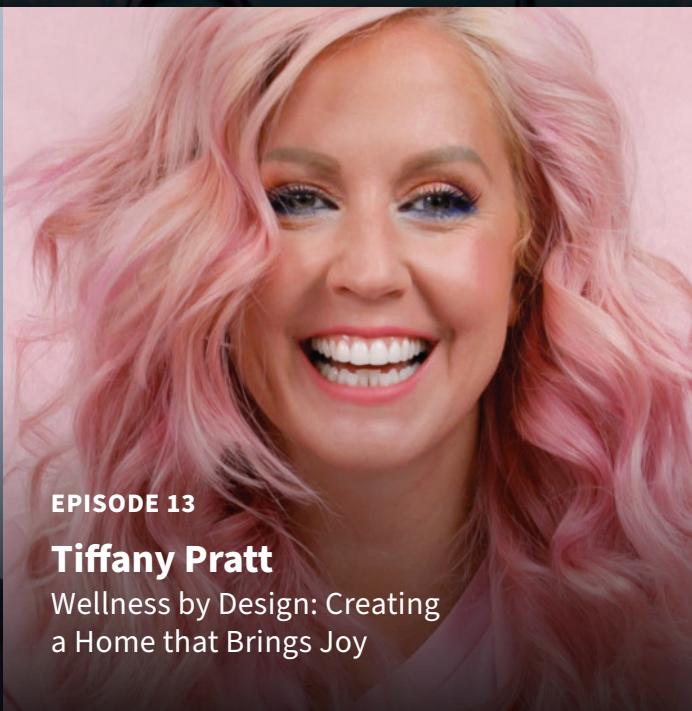
Examining the “Canadian” Experience



EPISODE 28

## James Duthie

The Art of Conversation



EPISODE 13

## Tiffany Pratt

Wellness by Design: Creating a Home that Brings Joy

Find all our episodes  
at **[CREA.ca/podcast](https://CREA.ca/podcast)**

# Our Impact



## Top 5%

ranking of most popular shows globally<sup>1</sup>



## 1.3 million+

listens to date



## 21 million+

impressions since March 2021<sup>2</sup>



## 3.3 million+

ad engagements



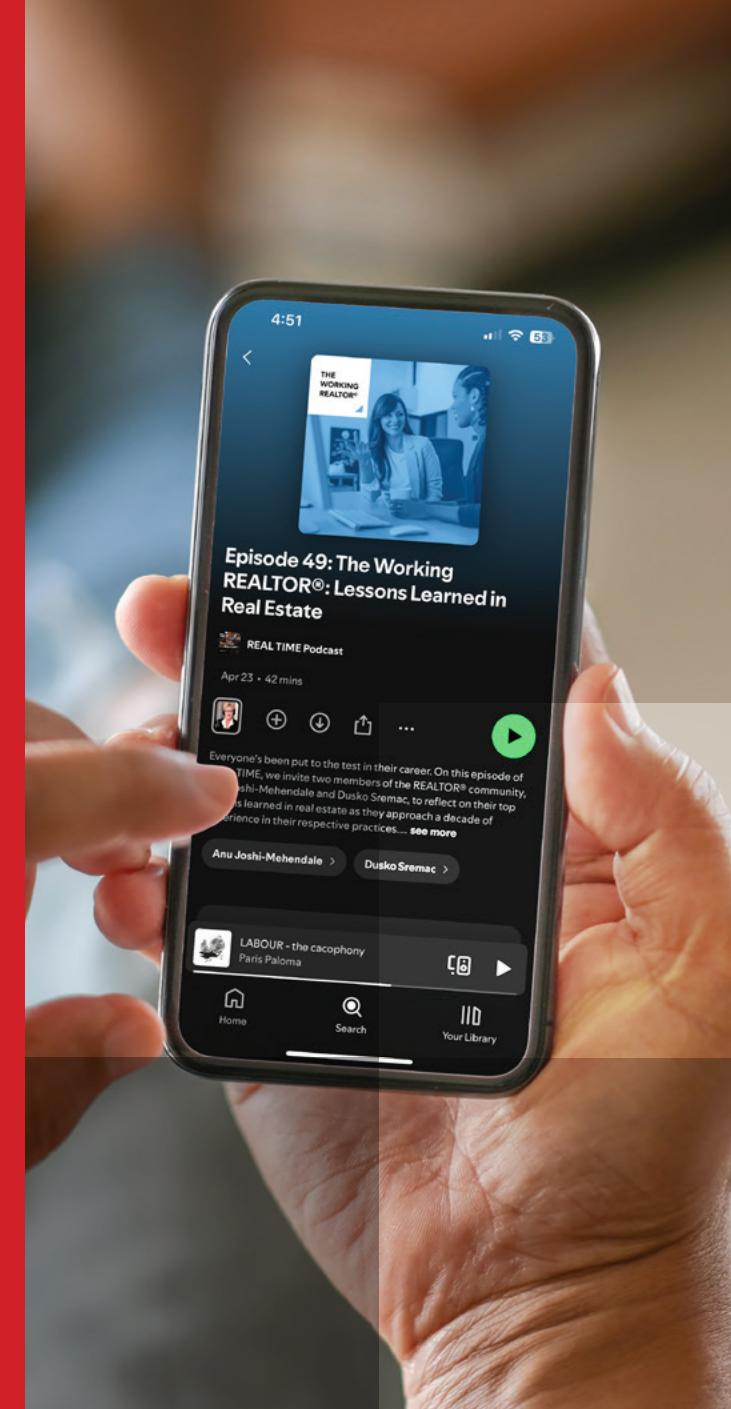
## 60,000+

listens accumulated by single episodes



## 73,000+

followers on social media<sup>3</sup>



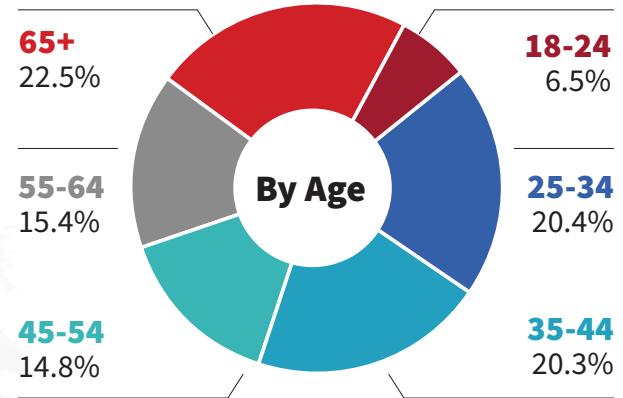
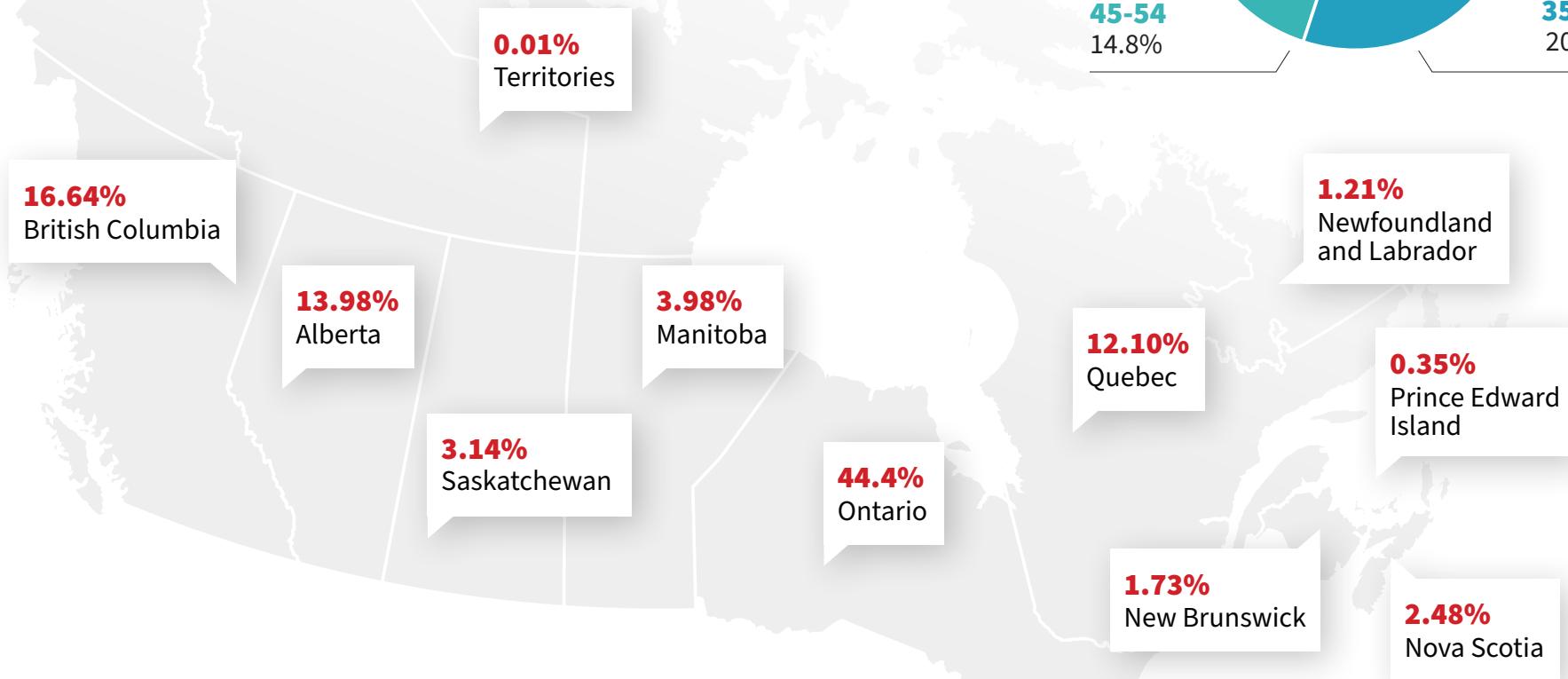
1. According to Listen Notes, out of 3.4 million RSS-based podcasts.

2. Based on available data from Meta (which keeps the most recent 37 months) and Google Ads platforms (which the program began running in March 2021).

3. Across the Canadian Real Estate Association's Facebook, X, LinkedIn, and Instagram pages.

# Demographics

## By Location





The Canadian Real Estate Association (CREA) is one of Canada's largest single-industry associations. CREA works on behalf of more than 160,000 REALTORS® who contribute to the economic and social well-being of communities across Canada. Together they advocate for property owners, buyers, and sellers, and maintain REALTOR.ca, Canada's most prominent online property listings platform.

REALTOR®. Member of the Canadian Real Estate Association and more.

