



NorthPoint at 68 is ranked among the 2020 Elite 1% properties for online reputation by J Turner Research

HIGH POINT, NC – JANUARY 2021 – NorthPoint at 68 has been recognized among the [Elite 1% properties](#) in the nation with the best online reputation for 2020 by [J Turner Research](#), the leading market research firm exclusively serving the multifamily industry. Just 1,303 properties earned this distinction.

The [Elite 1% ORA™ Power Ranking](#) is an annual ranking based on monthly online reputation research of over 122,000 apartments across multiple review sites and Internet Listing Services (ILSs). J Turner assigns an independent Online Reputation Assessment score (ORA™) to each property based on a scale of 0-100, and this score determines a property's rank. The ORA™ score was developed by J Turner to simplify how online reputation is measured. It serves as the multifamily industry standard to measure a property's online reputation.

To be eligible for this ranking, a property had to register a minimum ORA™ score of 90. For properties with the same ORA™ score, the property with the higher number of reviews ranked higher. The national average ORA™ is 65.73. NorthPoint at 68 scored 90.

The annual Elite 1% ranking is part of the ORA™ Power Ranking series published by *Multifamily Executive (MFE)*. Each month, MFE features a ranking of properties and management companies based on their ORA™ scores. A property or a management company does not have to be a J Turner Research client to qualify for this ranking. To learn more about ORA™, please visit <https://jturner.us/ora>.

Quote by the Property Management

“We are thrilled to be recognized by J Turner Research among the Elite 1% in the nation for our team’s incredible online reputation. Our team puts forth the greatest effort to provide an exceptional, memorable experience with every interaction. We are proud to have such passionate, genuine, and dedicated individuals representing our brand, and we are incredibly grateful to our residents for acknowledging our efforts online. Congratulations to our entire team!”

###

About the Property

NorthPoint at 68 boasts well-appointed apartment homes featuring superior elements, stylistic finishes, and thoughtful layouts. Our pet-friendly community also features cutting-edge amenities and convenient services that enrich the resident lifestyle. When coming home to NorthPoint at 68, one can expect a welcoming neighborhood, unparalleled service, and a superior lifestyle.

About J Turner Research

[J Turner Research](http://www.jturnerresearch.com) is the leading full-circle online reputation management firm that empowers multifamily companies with data to drive revenue. The company’s unique 360-degree process, enables clients to enhance resident satisfaction, increase closing ratios, and improve online reputation. J Turner’s Online Reputation Assessment™ (ORA™) score serves as the multifamily industry standard for measuring a property’s online reputation. www.jturnerresearch.com.