



## **Greymont Village Apartments is Ranked Among the 2019 Elite 1% Properties for Online Reputation by J Turner Research**

ASHEVILLE, NC – JANUARY 2020 – Greymont Village Apartments has been recognized among the [Elite 1% properties in the nation with the best online reputation for 2019](#). The Elite 1% ORA™ Power Ranking is an annual ranking developed by [J Turner Research](#). Based on monthly online reputation research of over 116,000 apartments across 21+ review sites and Internet Listing Services (ILSs), J Turner assigns an independent Online Reputation Assessment Score (ORA™ Score) to each property, and this score determines a property's rank. J Turner Research is an independent market research and online reputation management company exclusively serving the multifamily industry.

For the year 2019, a total of 1,290 properties earned the Elite 1% distinction. 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 63.05.

The ORA™ score, based on a scale of 0–100, is an aggregate compilation of an apartment's ratings across 21+ review sites and ILSs. Greymont Village Apartments scored 90. The national average score is 63.05. The ORA™ score is the multifamily industry's standard to measure and benchmark a property's online reputation.

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 [www.jturnerresearch.com/about/what-is-ora-score](http://www.jturnerresearch.com/about/what-is-ora-score).

### **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 J Turner Research**

[J Turner Research](http://www.jturnerresearch.com) is the leading full-circle online reputation management firm that empowers clients with data to drive revenue. With our unique 360-degree process, we enable companies to enhance resident satisfaction, increase closing ratios, and improve online reputation. Our Online Reputation Assessment™ (ORA™) score serves as the industry standard for measuring a property’s online reputation. For more information, please visit <https://www.jturnerresearch.com/>.