



Greymont Village Ranked Among the Top 1% Apartments Nationally for Online Reputation by J Turner Research

ASHEVILLE, NC – JANUARY 2022 – Greymont Village has been recognized among the [Elite 1% properties](#) in the nation with the best online reputation for 2021 by [J Turner Research](#), the leading market research firm exclusively serving the multifamily industry. Of the 128,000 plus properties J Turner monitors, 1,564 properties earned the Elite 1% distinction in the eighth annual [Elite 1% ORA™ Power Ranking](#), published by Multifamily Executive (MFE).

Developed by J Turner Research, the ORA® Power Ranking is based on monthly online reputation research of over 128,000 properties' lifetime reviews across multiple review sites and Internet Listing Services (ILSs). Based on a statistical model, J Turner assigns an independent Online Reputation Assessment Score (ORA®) to each property on a scale of 0-100. The ORA® Score determines a property's rank in the Elite 1% ranking. The national average ORA® Score as of December 2021 was 62.62. Greymont Village scored 97.

To be eligible for the 2021 Elite 1% ranking, a property had to register a minimum ORA® Score of 94 as of December 2021. For properties with the same ORA® score, the property with the higher number of reviews ranked higher.

J Turner Research developed the ORA® Score to simplify how online reputation is measured, and it serves as the multifamily industry standard to measure a property's online reputation. Each month, MFE publishes 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 Greymont Village

Greymont Village Apartments is one of Asheville, NC’s most preferred apartment communities. It is located in Outer Central Asheville off Sardis Road providing quick and easy access to premium retail, dining, and a variety of popular attractions. This beautiful community was designed to amplify the luxuries of apartment living through cutting-edge amenities, extreme convenience, and unparalleled service that truly makes residents feel at home.

About J Turner Research

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