



The Marc, Palo Alto is Ranked Among the Elite One Percent Properties in the Nation for Online Reputation in 2016

Palo Alto, CA – February 2017 – The Marc, Palo Alto has been recognized among the [Elite 1% properties in the nation for online reputation in 2016](#). The Elite 1% is an annual ranking developed by J Turner Research based on an extensive monthly, online reputation study of more than 63,000 properties nationwide, across all review websites. J Turner Research exclusively serves the multifamily industry with market research and online reputation management services.

In 2016, 699 properties made it to the elite list. For a property to be included in this ranking, it should have registered a minimum ORA™ (Online reputation Assessment) score of 86 with a minimum of 20 online reviews. The ORA™ score, based on a scale of 0-100, is an aggregate compilation of a property's ratings across all review sites. The Marc, Palo Alto scored (fill in your ORA™ score). The national average score is 57.5.

The 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. This score, based on a scale of 0-100, is an aggregate compilation of a property's ratings across all review sites. The ORA™ score serves as a benchmark to compare and contrast individual properties and portfolios nationally, regionally, and with competition. To learn more about ORA™, please visit www.jturnerresearch.com/about/what-is-ora-score.

Quote by the Property Management (Optional)

(Insert 1-2 sentences describing the importance of this recognition to your property/management company)

Some Suggestions are:

“We are thrilled to be recognized among the top properties in the nation applauded for their online reputation by J Turner Research. We are committed to exceeding resident expectations and we are grateful that our residents acknowledge our efforts.”

“As one of the elite properties recognized for our online reputation by J Turner Research, we take immense pride in this distinction. As residents are increasingly sharing their feedback online, it is imperative for management companies to monitor, listen to and respond to resident concerns on multiple online platforms. We are glad that we’ve been able to effectively make our residents happy through the year.”

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About the Property

(Insert the property boilerplate or a brief description about the property) - Optional

About J Turner Research

J Turner Research exclusively serves the multifamily industry. It empowers management companies with customer insights and an online reputation management platform to advance their business—enhance resident satisfaction, increase closing ratios, and improve online reputation. The company’s ORA™ (Online Reputation Assessment™ Score) serves as the industry benchmark for measuring a property’s online reputation. For more information, visit <http://www.jturnerresearch.com/>