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## **J Turner Launches Social Media and Business Listing Service for Multifamily Companies**

HOUSTON (January ]2022)— J Turner Research is now offering a social media and business listing service to simplify the posting, monitoring, and evaluation of social content and business listings for multifamily properties and companies. With the launch of these two services, J Turner has enhanced its reputation management portfolio to enable clients to drive a comprehensive reputation management strategy all under one platform.

“It is critical that multifamily companies are consistently aware of their social and online presence and promptly converse with their residents and prospects,” said Joseph Batdorf, president of J Turner Research. “The launch of our social media and business listing service empowers clients to effectively conduct reputation management from a single platform. Clients can now stay on top of their reviews and responses, social media footprint, and business listings from our Ratings Tracker platform.”

Using the Social Media service, companies can seamlessly manage their properties’ and company’s social media presence. The functionalities offered include the ability to create and schedule posts across Facebook, Linked In, Instagram, and Twitter, among other social networks; monitor real-time chatter and hashtag trends; receive intelligent social analytics; and engage in real-time conversations with residents and prospects.

On the Business Listing side, companies will be able to eliminate duplicate business listings for their properties, claim missing listings, and manage their properties' basic information such as name, address, phone number, website, temporary closures, and description, etc.

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### **About J Turner Research**

[J Turner Research](#) 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/>.