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## **SMS Assist Selected as a Finalist in 17<sup>th</sup> Annual ITA CityLIGHTS Awards**

*ITA CityLIGHTS Awards program honors companies and individuals whose innovation and success drive growth in the Illinois technology industry*

**CHICAGO**, August 10, 2016 – SMS Assist, an innovative mobile and cloud-based multisite property management company, has been selected as a finalist for Illinois Technology Association’s 2016 CityLIGHTS Lighthouse Award. Additionally, SMS Assist’s chief product officer, Alex Rothman, has been selected as a finalist for the ITA’s 2016 CityLIGHTS Technologist of the Year Award.

SMS Assist manages a network of more than 20,000 subcontracted affiliates and an estimated 500,000 technicians to provide the highest quality maintenance services to more than 130,000 client locations. The company’s cutting-edge platform technology eliminates unnecessary steps in the maintenance workflow by integrating customer, subcontractor and SMS operations, allowing clients to reduce maintenance costs and improve service, quality and the overall customer experience.

Based in Chicago, SMS Assist is revolutionizing property management with its proprietary, cloud-based platform and fully-managed business solution for a growing list of national and Fortune 500 companies, including Family Dollar (NYSE: FDO), JPMorgan Chase (NYSE: JPM), Jones Lang LaSalle Incorporated (NYSE: JLL), O’Reilly Automotive, Inc. (NASDAQ: ORLY) and Colony Starwood Homes (NYSE: SFR).

“We’re honored by the Illinois Technology Association’s recognition and proud to be included among this great list of finalists driving growth and innovation in Illinois,” said Michael Rothman, CEO of SMS Assist. “Along with our fellow colleagues and innovators, we look forward to cultivating the dynamic entrepreneurial spirit that keeps our community thriving.”

The winners for each category, with the exception of the CityLIGHTS Industry Champion, are determined by a compilation of the judges’ scores and voting by the public at large. The winners will be revealed at the ITA CityLIGHTS Awards ceremony on Thursday, September 15 at Morgan Manufacturing in Chicago.

**Help decide the winners! Vote for SMS Assist and Alex Rothman now through 5:00 p.m. CST on Friday, August 19 at [itacitylights.com](http://itacitylights.com).**

“Year-over-year we have seen that the CityLIGHTS Awards are a barometer for success in the community, often predicting who or what will be the next big thing,” said ITA CEO Fred Hoch. “I can say with confidence that this year, with these finalists, we are setting the stage for tech greatness for years to come.”

**About SMS Assist**

SMS Assist is a Chicago-based technology company providing multisite property management to a roster of clients with more than 130,000 service locations. Using its proprietary software platform to manage its network of more than 20,000 affiliate subcontractors, SMS Assist offers a suite of property management benefits including leveraged pricing of products and services, \$50 million risk indemnification, real-time services validation, instant invoicing, automatic service audits and data analysis to ensure quality and cost efficiency. SMS Assist is revolutionizing multisite property management services for its growing list of national and Fortune 500 clients including Family Dollar (NYSE: FDO), JPMorgan Chase (NYSE: JPM), Jones Lang LaSalle Incorporated (NYSE: JLL), O'Reilly Automotive, Inc. (NASDAQ: ORLY) and Colony Starwood Homes (NYSE: SFR). To learn more, visit [smsassist.com](http://smsassist.com).

**About ITA**

The Illinois Technology Association (ITA) scales Illinois tech companies. With innovative resources that allow members to collaborate with each other, build their talent networks and elevate their local and national presence, ITA is the region's strongest advocate for fostering innovation and growth. Founded in 2005 and supporting 500-plus growth-stage tech companies, ITA has a rich history of driving the business forward. For more information, visit [illinoistech.org](http://illinoistech.org), follow [@ITAbuzz](https://twitter.com/ITAbuzz) on Twitter or find us on [LinkedIn](https://www.linkedin.com/company/illinoistech).