

Chicago Tribune: SMS Assist raises \$150M, lands unicorn status

 chicagotribune.com/bluesky/originals/ct-sms-assist-funding-unicorn-bsi-20160607-story.html



Michael Rothman, CEO of SMS Assist, accepts the award.

(Andrew A. Nelles, Blue Sky/June 11, 2015)

Chicago-based software company SMS Assist has landed \$150 million in new funding, valuing the company over \$1 billion and making it the city's newest "unicorn."

SMS Assist's technology helps property owners manage maintenance across locations. The Series D funding round, an investment from Goldman Sachs Investment Partners, puts the company in the rare class of private tech companies valued at over \$1 billion. Chicago's other unicorns include online lender Avant and wireless infrastructure provider ExteNet.

SMS Assist's clients — which include Family Dollar and [JPMorgan Chase](#) — currently use the software to manage services like snow removal or window washing at more than 120,000 total locations.

Chairman and CEO Michael Rothman hopes the new investment will increase the company's reach to more locations.

"This investment allows SMS Assist to continue developing our technology and capabilities as we move closer towards our goal of servicing 1 million unique locations," he said in a written statement.

The company employs more than 550 at its [John Hancock Center](#) headquarters.

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