

SMS Assist Raises \$150M to Become Chicago's Latest Unicorn

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SMS Assist

Deal: \$150 million in Series D

Investors: Goldman Sachs Investment Partners

What they do: Chicago-based SMS Assist provides property management software for 20,000 subcontracted affiliates and their 120,000 properties. SMS Assist's cloud-based platform helps property managers maintain multiple buildings by tracking maintenance orders, providing instant invoicing, automatic service audits and data analysis on properties.

Other details: The \$150 million investment from Goldman Sachs values the company at \$1 billion, [according to Crain's](#). SMS Assist, which launched in 1999, has raised over \$250 million from investors include Insight Venture Partners and Pritzker Group Venture Capital. This now makes SMS Assist the fifth Chicago company valued at \$1 billion, along with Uptake, Mu Sigma, ExteNet Systems, and Avant.

SMS Assist is profitable and employs more than 550 people from its Chicago headquarters, the company says. Some of the customers using its property management software include Fortune 500 companies like Family Dollar, JPMorgan Chase, Jones Lang LaSalle, O'Reilly Automotive and Colony Starwood Homes.

“SMS Assist is at the forefront of the next wave of innovation, fundamentally transforming the \$50 billion maintenance and management market with its disruptive technology platform while delivering real value and cost savings for its customers,” Pritzker Group managing partner J.B. Pritzker said in a statement. “SMS Assist is a profitable company experiencing explosive growth. Working together with Goldman Sachs Investment Partners will empower us to expand into ever-larger markets with the company’s world-class technology platform.”