

**Contact:**

Martha Arendt

312.629.9400 | [marendt@aileroninc.com](mailto:marendt@aileroninc.com)

## **PROPTech LEADER SMS ASSIST HIRES ADAM LOVE AS PRESIDENT OF RESIDENTIAL DIVISION**

*Accomplished executive will enhance customer experience and operations across fast-growing residential offering*

**CHICAGO**, September 4, 2019 — [SMS Assist](#), a leading innovator in the explosive proptech industry, today announced the hiring of seasoned executive Adam Love as president of the company's residential division. Love will be responsible for enhancing user experience and operations across one of SMS Assist's largest and fastest-growing business lines.

"Adam understands the nuances of the residential real estate market, including what today's property owners and service providers need — and will need — from a company like SMS Assist," said Marc Shiffman, SMS Assist president and CEO. "Residential is one of the key verticals in which we're reimagining facilities management, and Adam will ensure we continue exceeding the expectations of our valued customers and Affiliates."

SMS Assist, the largest facilities provider in the single-family residential real estate market, is a long-established leader in the [increasingly hot proptech industry](#). Several of the country's largest residential property owners depend on SMS Assist to streamline repair and maintenance services including electrical, painting, HVAC, plumbing, and more, as well as turns and rehabs to prepare residential properties for new tenants.

The company's technology platform and growing team of more than 900 employees offer real-time quality assurance and transparency across hundreds of thousands of locations coast to coast. Learn more about SMS Assist residential property management [here](#).

Love joins SMS Assist from Opendoor, a digital platform for residential real estate transactions, where he served as head of home operations since 2017. There he led the Home Operations Team nationally, where he helped to develop and maintain policy, procedure, and systems to facilitate the rehabilitation and maintenance of nearly 35,000 unique annual acquisitions. Prior to joining Opendoor, Love held senior leadership positions at Invitation Homes (NYSE: INVH), including nearly five years as vice president of rehabilitation, turns and maintenance.

He holds an MBA from W.P. Carey School of Business at Arizona State University as well as a bachelor's degree in architecture and design from The Catholic University of America School of Architecture.

### **About SMS Assist**

SMS Assist is on a mission to deliver a better experience in the facilities management industry. We're doing this by delivering optimum levels of quality, timeliness, and cost to more than 186,000 properties across retail chains, restaurant chains, banks, residential communities, and more. The industry knows us for our proprietary cloud technology, easy access to more than 20,000 vetted service providers, and a customer service organization available 24/7/365.

###