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**SMS ASSIST HIRES FORMER COYOTE CMO JODI NAVTA AS
CHIEF MARKETING OFFICER**

Experienced marketing executive to build SMS Assist brand as company continues rapid growth

CHICAGO, June 20, 2018 — SMS Assist today announced the hiring of Jodi Navta as its new chief marketing officer.

A driven, experienced and results-focused executive, Navta will be responsible for leading SMS Assist's marketing and communications efforts in support of the company's rapid growth. She was most recently global chief marketing officer of Coyote Logistics, a Chicago-based third-party logistics service provider that grew its annual revenue during her tenure from approximately \$300 million to over \$2 billion.

"Jodi is a strong leader with a great record in creating value through defining and building the leading brand in a disruptive category. It's clear she's the perfect person to lead our marketing team as we continue to grow and lead the multisite property management category," said Taylor Rhodes, SMS Assist's CEO. "We're delighted to have her on board."

By combining property management expertise with technology-driven innovation, SMS Assist creates radically higher levels of transparency and efficiency for companies that face the complexity of managing their physical footprints. SMS Assist leverages subject-matter expertise and data-driven insights to manage the costs and strategy of maintaining commercial and residential real estate, ultimately creating more value for owners. Navta will be charged with strengthening SMS Assist's brand identity and market leadership.

"SMS Assist is an industry disruptor with tremendous runway and a great story to tell," Navta said. "I'm thrilled to be joining such a talented, dedicated team and look forward to making the company's next chapter its most successful yet."

At Coyote, Navta built the company's marketing and communications functions from the ground up, developing metrics-based strategies and high-performing teams focused on brand positioning, sales enablement and client segmentation. She previously launched several businesses, including a digital agency and an art gallery, and worked as an editor at Sports Illustrated magazine. She also swam at the University of Michigan, where she was an Academic All-American all four years and captained the team as a senior.

Navta earned a bachelor's degree in sociology while at Michigan and a master's degree in journalism from Northwestern University's Medill School of Journalism. She currently serves on the board of DePaul University's Coleman Entrepreneurship Center.

Navta is the latest in a string of high-profile hires for SMS Assist, which in the last year has added a new chief human resources officer, chief product officer, senior vice president of customer service and senior vice president of affiliate relations.

About SMS Assist

SMS Assist is a Chicago-based technology company providing multisite property management to a roster of Fortune 500 clients with a team of more than 800 dedicated employees and more than 186,000 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 insurance policy, 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 JPMorgan Chase (NYSE: JPM), O'Reilly Automotive, Inc. (NASDAQ: ORLY) and Invitation Homes Inc. (NYSE: INVH). To learn more, visit smsassist.com.

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