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**SMS ASSIST SPONSORS IMN'S 5TH ANNUAL SINGLE FAMILY RENTAL
INVESTMENT FORUM**

CHICAGO, May 1, 2017 – SMS Assist, an innovative mobile and cloud-based multisite property management company, is sponsoring IMN's Single Family Rental (SFR) Investment Forum (East), taking place at the Loews Hotel in Miami Beach, Florida from May 1 – 3.

Now in its fifth year, IMN's SFR Forum welcomes more than 1,000 attendees from leading U.S. real estate investment trusts (REITs), funds, aggregators, investors and service providers sharing new strategies, solutions and technology innovations for the fast-growing SFR market. As an event sponsor, SMS Assist continues its longstanding involvement with IMN's conferences and builds on the its industry leadership and commitment to providing resources and insights to help develop the SFR market.

"More than one in nine homes in the U.S. are listed as single-family rentals, and with almost 40 percent of adults renting instead of owning, this number is growing fast," said Mike Travalini, president of SMS Assist's residential division. "Single-family rental owners and investors need new tools and strategies that can reduce the costs of turns, rehabs and maintenance while improving the resident experience. As a sponsor for IMN's SFR Investment Forum, we're proud to share how SFR investors can leverage our technology solution, built specifically for this young industry, to increase portfolio transparency, lower overall operating costs and ultimately put their tenants first."

Tucker McDermott, vice president of sales for SMS Assist, will also represent the company in a roundtable discussion, "Why Outsourcing vs. Using In-House Resources," taking place at 11:50 a.m. on May 1. Along with other panelists, Tucker will discuss shifting trends in SFR property management and share how SMS Assist's cloud-based platform and fully-managed business solution is revolutionizing multisite property management for a growing list of national and Fortune 500 companies, including Colony Starwood Homes (NYSE: SFR), Family Dollar and O'Reilly Automotive, Inc. (NASDAQ: ORLY).

Attendees can visit the SMS Assist booth anytime during the conference to learn more about how the company's [proprietary technology](#), [Affiliate advantage](#) and maintenance and turn solutions are disrupting the SFR market and bringing savings and efficiency to a growing list of clients across industries.

About SMS Assist

SMS Assist is a Chicago-based technology company providing multisite property management to a roster of clients with more than 140,000 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, 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.

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