

**OTC Markets**

Joining us today is Trevor Davidson the president and CEO of ApartmentLove that trades on our OTCQB Venture Market under the ticker APMLF. Based in Canada ApartmentLove is a leading provider of online rental marketing services to property owners. Renters and vacationers in more than 30 countries around the world. Trevor. Thanks so much for joining us today here in New York

**Trevor Davidson**

Thanks Cecilia it's a pleasure to be here.

**OTC Markets**

So Trevor to start tell us a little bit about your background and then the story and and of of the creation of what led you to your current role with ApartmentLove.

**Trevor Davidson**

Happy to so my background is predominantly sales and marketing. But it was when I was living in Toronto a number of years ago with my wife that we had our condo was actually sold from underneath as we were renting at the time and was sold which cast us back into the rental markets thinking the experience would be pretty straightforward. Ah, 2 incomes, no kids no, um, no issues should have been ah a very quick and an easy study to find a new home and certainly in in the nation's largest rental market and we found that the process was really fragmented. It. It just it was difficult. It was kind of sharp and I think it was it was Ashley to her credit. That said you know. Why doesn't something like apartments dot com already exist in Canada and if it did what would it even look like and I think it was so on that basis that I undertook to do a little bit of research and learn about the space and see why someone hadn't yet created a nationwide platform.

**Trevor Davidson**

That could be used by both landlords and renters and you know that that you know over the coffee table conversation ended up spurring on a couple years of research and that led to the founding of what we know today is [apartmentlove.com](http://apartmentlove.com)

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Talk about your business model and how you're scaling as a prop tech company. As well as you know the markets that you touch and the countries you target as a prop tech.

**Trevor Davidson**

We. We have a functioning platform apartmentlove.com you can go to it. You can see. Hundreds of thousands of actionable rental properties across the United States as well as in several other markets abroad and we're scaling in taking in that the platform parmale dot com is fully functional and it can be moved into these new countries and in new markets with with great ease. What's really I think exciting about our growth model and our business strategy is that we're also anchored by a growth through acquisition program. We've identified a number of ah takeover targets both on the short-term vacation side of our business as well as on the conventional long-term home and apartment rental side and we've now. Actively completed 2 acquisitions in the last six months so it underpins what we're what we're actually developing here as a fully extendable and growing business.

**OTC Markets**

Yeah, so you mentioned your acquisition so talks about your most recent acquisition which is GottaRent.com.

So got or rent at GottaRent.com is pre prominently focused on the greater Toronto area that's Canada's sort of most densely populated region paying 940000 Canadian for the business effectively ah about 4 times e but. We acquired GottaRent on the fifteenth of December of this year and are really excited to grow that application both in that that very focused greater Toronto area as well as expanding it across the country and then here into the United States it's ah it's also a real great showcase for how we're able to acquire. Good and established businesses that have a long history of revenues and profitable operations being able to roll those into our larger umbrella of companies hopefully rationalize some expenditures and grow the revenues. So it's a great, a great first transact. Transaction for us in the long-term space. It's very exciting

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Trevor what are you looking forward to in 2023?

**Trevor Davidson**

Well having just recently completed um the first tranche of our of our financing raising about \$3000000 Canadian we have ample cash to go out and execute our organic growth story that's investments in SEO as well as other forms of digital marketing and conventional sort of marketing as we see today along with other acquisitions here in Canada the United States and elsewhere abroad. So.

**Trevor Davidson**

So we're really excited to grow the short-term space now that vacation travel is largely coming back on as pandemic restrictions continue to ease and then at the same time rental markets are really active and we're exceptionally well positioned to be able to capitalize on both those points.

**OTC Markets**

ApartmentLove recently began trading on the OTCQB Venture Market and is also trading on the CSE. How does this cross trading on the OTCQB help leverage your US investor relations program?

**Trevor Davidson**

having the cross listing and certainly strong presence now on the on the OTCQB Market. Opens up our securities to retail investors here in the United States being able to buy and sell our securities with much greater ease than they would ordinarily have with otherwise having to deal with a Canadian brokerage house. So for us and extending and you know our. I guess the reach and capacity of our stock as well as our IR strategies this cross listing and certainly the presence on the OTC Market is of particular importance to us and one that we're really grateful to have and looking forward to growing with you and the rest of the team here in in the new year

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trevor it's been a pleasure to see you in our New York offices and we enjoy our partnership in 2023.

**Trevor Davidson**

Thanks very much for having me. It's a pleasure

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ApartmentLove trades under the symbol APLMF on our OTCQB Venture Market.

*\*This is an autogenerated transcript and may contain typos.*