

David Horwood: So, I'm David Horwood, one of the officers at Effort Trust. We're based in Hamilton, and we've been developing and managing real estate for 30-40 years.

We've been working with Derek for many, many years. I remember when I started in the business about 15 years ago, Derek and our founder were active on a number of rent ups and even turnaround situations. And I got to meet Derek early on, and he and I became friends and colleagues in the business. And I've always appreciated his input, and certainly the vision that he's shown, as an advocate for the apartment space in, in southern Ontario.

I think the opportunity for Effort Trust and Rock in the future is going to be taking advantage of the history that we have together, in the trust that we have in each other, with the experience that we've had over the years. There's no question that Derek understands our business. I think he's building a great team that understands the needs of private developers, like ourselves, who have a legacy portfolio of assets and are looking at adding new rental and other creative ways to help position the business into the next generation.

The Rock Report has been a useful tool for us, and I think as we look more seriously at a new development and, and even as we try to rationalize acquisitions in the apartment space, having the, the market information that the Rock Report provides will be instrumental in reviewing those deals on a, on a case-by-case basis. I think for somebody who's, who's focused on the multifamily business and, and now the, the student business as well, Derek brings a tremendous amount of expertise to the table, and his connections are an absolute advantage for anybody who's proposing building or was looking at improving operations. Whether it be on the new construction side, or in an existing portfolio.