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## Corporate housing startup Frontdesk plans expansion



Kyle Weatherly is CEO of Frontdesk, a Milwaukee startup company that operates a corporate and short-term housing rental business that's raising just over \$1million to expand into other markets.

SCOTT PAULUS

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**Nick Williams**, Reporter  
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A Milwaukee startup company that operates a corporate and short-term housing rental business is raising just over \$1million to expand into other markets.

Frontdesk, which launched in 2017, is already active in Milwaukee, Charlotte, N.C., and Indianapolis. Future markets include San Antonio and Dallas, chief technology officer and founder [Jesse DePinto](#) said.

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The company leases apartment units in urban areas from property management companies and travelers can book rooms on Frontdesk's website.

"We pride ourselves on our ability to help solve our multi-family partners' vacancy problems by signing long-term leases," reads the company's LinkedIn page.

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Frontdesk has so far raised \$585,468 from three investors, according to a regulatory filing with the U.S. Securities and Exchange Commission. [Kyle Weatherly](#), the former president of Milwaukee medical-products firm Solaris Inc., is CEO of Frontdesk.

As part of the expansion, Frontdesk is also ramping up hiring. The company currently employs 16 people, along with 24 contracted workers, and leadership hopes to double the head count by the end of 2019, DePinto said. More than half of the employees are based in Milwaukee, but the company also places workers in every city it operates, he said.

Some of the expected positions to fill include finance, project management and customer service, DePinto said.