



**FOR IMMEDIATE RELEASE**

**Assurance Financial**

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## **Assurance Financial Names Jim Clapp as Chief Lending Officer**

**Baton Rouge, LA - October 3, 2024** - Assurance Financial, a leading mortgage lending company, is pleased to announce the appointment of Jim Clapp to the newly created role of Chief Lending Officer (CLO). With over 25 years of experience in the financial services and mortgage industries, Jim will lead Assurance Financial's lending strategy, focusing on innovation, efficiency, and continued growth in mortgage services across the nation. In his new position, Jim will oversee the company's strategic lending initiatives, and business development processes, ensuring that Assurance Financial continues to deliver personalized, streamlined lending solutions to its clients. His leadership will enhance the company's competitive edge as it adapts to a dynamic mortgage market and implements innovative lending practices.

"We are excited to welcome Jim to our leadership team. His wealth of experience and strategic vision make him an invaluable addition," said Kenny Hodges, CEO of Assurance Financial. "We are confident that under his leadership we will continue to expand our market presence and deliver exceptional value to our clients and partners."

Prior to joining Assurance Financial, Jim held executive roles at several prominent mortgage and financial organizations, where he was responsible for strategic growth, risk management, and driving operational efficiency. His expertise in lending and leadership aligns perfectly with Assurance Financial's mission to provide a superior mortgage experience that is client-focused and rooted in trust.

Jim Clapp's appointment marks a significant step in Assurance Financial's commitment to leadership excellence and future-focused lending strategies. The newly established Chief Lending Officer role reflects the company's dedication to enhancing its service offerings and cementing its position as a leader in the mortgage industry.

For more information about Assurance Financial, please visit [www.assurancemortgage.com](http://www.assurancemortgage.com).

### **About Assurance Financial**

Assurance Financial is a full-service mortgage lender offering a variety of loan solutions for homeowners and homebuyers. With a mission to provide a simple and stress-free mortgage experience, Assurance Financial prides itself on providing customized loan options, superior customer service, and cutting-edge technology to meet the unique needs of each client. The company serves clients across the United States, offering a full range of mortgage products, including conventional loans, FHA loans, VA loans, and more.

### **For media inquiries, please contact:**

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