

Assurance Financial

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Assurance Financial Expands in Texas, Florida, and Alabama

Baton Rouge, LA - November 19, 2024 - Assurance Financial is excited to announce the opening of three new branches in Texas, Florida, and Alabama, expanding their trusted mortgage solutions and personal service to reach more families and communities. Assurance Financial combines the personalized touch of a boutique mortgage institution with the resources and energy of a larger company. This streamlined structure offers loan officers direct access to leadership, allowing for seamless approvals and tailored solutions that meet clients' unique needs. Assurance's agility enables their team to serve clients efficiently, build strong relationships, and deliver a high level of personalized service. At Assurance Financial, loan officers are more than just employees—they're valued partners with the opportunity to make a real impact. With this growth, Assurance Financial strengthens its commitment to delivering a smooth mortgage experience to even more homeowners and buyers.

To lead these new branches, Assurance Financial has appointed talented mortgage professionals known for their dedication, expertise, and personalized approach to helping clients achieve their homeownership dreams:

- **Mike Turk**, a Regional Manager in Texas, is passionate about helping clients make informed, stress-free decisions in the home-buying process. With over 30 years of experience in mortgage lending, Mike brings deep market knowledge and dedication to guiding clients through a seamless journey from application to close.
- **Bart Swan**, an experienced VA Loan Officer, will bring Assurance Financial's renowned service to the new Florida branch in Niceville, FL. With a background in serving veterans and military families, Bart offers a unique perspective on client needs. Known for his exceptional care and guidance, Bart is committed to making the home-buying process smooth and rewarding for each client.
- **Lori Harris** will establish a new Alabama branch in Montgomery, AL, bringing extensive experience and enthusiasm to the Assurance Financial family. Known for her commitment to building meaningful client relationships and providing tailored solutions, Lori's knowledge and dedication is an asset to the Alabama community.

"At Assurance Financial, we believe that buying a home should be a rewarding and enjoyable experience, not just a transaction," said Kenny Hodges, CEO of Assurance Financial. "With our expansion into Texas, Florida, and Alabama, and the incredible expertise that Mike, Bart, and Lori bring, we're thrilled to help more families find the right mortgage solutions with a personal touch. This growth represents our dedication to making homeownership accessible and seamless for even more people, and we're excited to support these communities with the care they deserve."

About Assurance Financial

Assurance Financial is a trusted mortgage lender offering a full range of loan products, including conventional, FHA, VA, USDA, and construction loans. Known for exceptional service, competitive rates, and the latest mortgage technology, Assurance Financial's mission is to make buying or refinancing a home as easy and rewarding as possible, from coast to coast.

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