



FOR IMMEDIATE RELEASE

Planet Home Lending Opens Branch in Moreno Valley, California

Expanding national lender offers home loans tailored to the Inland Empire

Moreno Valley, Calif. – Nov. 4, 2021 – [Planet Home Lending, LLC](#) has hired Edwin "Ed" Hoffman (NMLS# 9921) to run its new Moreno Valley team and continue the company's expansion in California.

Joining him are Sales Managers Brian Goodman (NMLS #1839830) and Randy Johnson (NMLS#1759037), along with Mortgage Loan Originators Daniela Reino (NMLS #242106), Brian Beck (NMLS#1488420), Lance Cacia (NMLS #2012735), Vlad Kinzer (NMLS #1901213) Carol Wright (NMLS #1091467), Reverse Mortgage Loan Originator Kacie Gresch (NMLS #2081316), Mortgage Loan Apprentice Amanda Laughon, Loan Officer Assistant Jackson Waldrop, Processors Ricardo Garcia-Reino, Kelvin Garcia and Jr. Processor Carla Carrera.

"Planet Home Lending is a great fit for the Inland Empire. We offer loans homeowners there need," said Michael Dubeck, CEO and President of Planet Financial Group, LLC. "This branch is especially skilled at helping homebuyers attempting to buy their first home in the competitive local market."

A California native and mortgage industry leader for more than two decades, Hoffman said the branch will focus on problem-solving loans. "Our mortgage professionals have worked through many market cycles," he said. "We know how the right home loan can help people reach their unique financial goals."

Hoffman plans to quickly grow his Planet Home Lending team, adding 10 to 15 employees in the coming year. "I'm excited to hire more employees with a passion for creating great customer experiences for borrowers in the Inland Empire market," he said.

To help home shoppers overcome financial challenges, Planet Home Lending offers down payment and closing cost assistance programs from the California Housing Finance Agency. It also offers home loans to borrowers who are outside the standard credit box, including those who are self-employed, business owners, retirees or real estate investors.

The team also offers reverse mortgages, a type of home loan that allows seniors to withdraw a portion of their home equity.

Planet Home Lending's Moreno Valley mortgage professionals can also assist clients who relocate to other popular states, including Colorado, Texas, Florida, Arizona, Tennessee, Nevada, Georgia and Utah.

Along with local expertise, Planet Home Lending offers a personal digital mortgage assistant, which consumers can use to apply for a home loan via their mobile device from anywhere. Borrowers and real estate agents (with the borrowers' permission) can track loan progress 24/7, reach out to ask their loan officer questions and submit paperwork electronically to reduce reliance on paper.

Another way Planet Home Lending supports a healthy environment is through a tree-planting partnership with the National Forest Foundation. In 2021, the company has sponsored the planting of up to 100,000 trees to help restore national forests.

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About Planet Home Lending, LLC

[Planet Home Lending, LLC](https://planethomelending.com), (NMLS #17720) is a national mortgage lender and servicer delivering exceptional customer experiences to American homeowners and homebuyers. Offering affordable home loans backed by Fannie Mae, Freddie Mac, VA, FHA, USDA and private funders, it fulfills homeownership dreams for people in 47 states, D.C. and Puerto Rico. Planet Home Lending is an Equal Housing Lender. For more information about Planet Home Lending, LLC, please visit <https://planethomelending.com>.

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