



## Lake Buena Vista, Fla., Team Joins Planet Home Lending

*Expanding national lender offers home loans tailored to the city's multicultural population*

**Orlando, Fla. – Nov. 22, 2021** – [Planet Home Lending, LLC](#) has hired Branch Manager Tayron Baena (NMLS#1284194) to lead its new Lake Buena Vista team and continue the company's expansion in Florida and Puerto Rico. Baena is the incoming president of the Central Florida Chapter of the National Association of Hispanic Real Estate Professionals.

Joining him are Assistant Branch Manager Lillian Baller, Mortgage Loan Originators Diogenes Linares (NMLS# 1618552), Elsy Burnham (NMLS# 1195504), Fabio Gomez, Jr. (NMLS# 1974440), Francesco Amoroso (NMLS# 2009156), John Sloan, Jr. (NMLS# 1735268) and Loan Officer Assistant Oscar Baena.

"Planet Home Lending is a great fit for Florida and Puerto Rico. We offer the loans today's homeowners need to get a foothold in fast-growing markets," said Michael Dubeck, CEO and President of Planet Financial Group, LLC. "This team is especially skilled at helping first-time homebuyers."

Baena 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 our multicultural market," he said.

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

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 Financial Group, LLC**

Planet Financial Group, LLC, Tampa, Fla., is the parent of Planet Home Lending, LLC and Planet Management Group, LLC, which also does business under the name Planet Renovation Capital.

### **About Planet Home Lending, LLC**

Planet Home Lending, LLC, 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. For more information about Planet Home Lending, LLC, please visit <https://PlanetHomeLending.com>.

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