

COMPANY FACT SHEET

ABOUT

Founded In 2001 and headquartered in Baton Rouge, Louisiana, Assurance Financial is an independent, full-service mortgage banker. The direct lender is currently licensed in 36 states with over 23 locations across the U.S., continuing to aggressively expand its footprint to every thriving community within the country.

OUR MISSION

We do more than help to buy a home; we serve to create a community.

OUR VISION

Across industry channels, cultures, and life stages, we couple technology-focused solutions with superior customer service to provide a seamless and enjoyable home buying experience that exceeds expectations.

QUICK FACTS

- Focused on residential lending since 2001
- Fannie Mae/Freddie Mac seller/servicer and Ginnie Mae issuer approved
- The company handles the entire process in-house – from application to servicing
- Offering an extensive menu of competitive loan products for multiple purposes – owner-occupied homes, second homes, new construction, refinance, or investment – targeting all buyer types, including first-time home buyers, veterans, buyers with limited credit or funds for a down payment, investors, and more

KEY EXECUTIVES

- Kenny Hodges, Chief Executive Officer
- Chris Payton, Managing Partner
- Steve Ward, President
- Chad Hebert, Chief Financial Officer
- Scott Alexander, Chief Operating Officer
- Jim Clapp, Chief Lending Officer
- Courtney Henson, Chief Administrative Officer
- Mac Cregger, Executive VP of Strategic Growth

PRODUCTS

- Conventional
- FHA
- VA
- USDA Rural Development
- Jumbo
- Construction
- Renovation
- Refinance including Cash-Out, HARP, & VA IRRRL
- 203K
- 203H
- Non-QM
- First-Time Homebuyer Programs
- 100% Financing Programs
- Down Payment and Closing Cost Assistance (for specified areas)

TEAM

- 100 team members across 23 locations, Branch Operations Division in Baton Rouge
- Licensed to originate in 36 states – Alabama, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Idaho, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Montana, Nebraska, New Hampshire, New Mexico, N. Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, S. Carolina, S. Dakota, Tennessee, Texas, Virginia, Washington, W. Virginia, and Wisconsin.

RECOGNITION

- A+ rated by the Better Business Bureau
- National Mortgage News named top 50 “Best Mortgage Companies to Work For” in 2022-2025
- Experience.com named “Top Mortgage Company for Customer Satisfaction” in 2019, 2021, 2023, and 2024
- Total Expert Award for “The Tech Trendsetter” in 2022
- Mortgage Executive Magazine named “50 Best Mortgage Companies to Work For” in 2020
- Business Report named “Best Places to Work in Baton Rouge” 2014-2018
- National Mortgage Professional Magazine named “Top Mortgage Employer” in 2017-2018
- U.S. Department of Agriculture named “Top Retail Originator of USDA Guaranteed Single-Family Rural Housing Loans in LA” 2014-2016
- Department of VA named “Top 300 Lender by Total Volume – Purchase” in 2016

