FOR IMMEDIATE RELEASE

Planet Welcomes Adam Hawkins as Area Sales Manager in Arizona

MERIDEN, Conn. – Oct. 29, 2026 – Planet, a leading specialty finance company focused on the servicing and production of mortgage loans, has tapped Adam Hawkins (NLMS #852996) as Area Sales Manager in Arizona.

Hawkins brings more than 15 years of mortgage industry experience and joins Planet Home alongside his two longtime team members, Processor Kristine Burke, and Loan Officer Assistant Mike Parrish (NLMS #333923).

In his new role, Hawkins leads sales efforts while he continues to originate loans. The addition of Hawkins and his team shows Planet's commitment to growing its retail lending footprint as it supports mortgage professionals and borrowers during changing market conditions.

Hawkins, who was formerly a broker, plans to expand his team's reach in Arizona, Oregon and Washington by mentoring loan officers and helping them grow their businesses.

“Planet allows me to combine the relationships I've built throughout my career with the support, products and resources to take my business to the next level,” Hawkins said. “I'm excited to continue serving borrowers while helping other loan officers grow and pursue opportunities they may not have had the support to explore before.”

Hawkins began his mortgage career in 2011 and has experience working with a range of borrowers, including first-time homebuyers. He added that he is excited to expand his offerings based on Planet's wide range of financing solutions, including Buy Now. Sell Later™, non-QM, renovation, business purpose and One-Time Close construction loans.

Planet's servicing model was another factor in Hawkins' decision to join the company. Because Planet retains servicing on the majority of its loans, originators have an opportunity to build lasting relationships with customers beyond closing. Hawkins and his team will also have access to automated marketing campaigns based on customer insights and lead management technology designed to help them connect with customers at the right time.

"Adam has built strong relationships throughout his career and understands what it takes to help borrowers find the right loan product as well as help loan officers succeed in a competitive market," said Matt Payan, SVP National Production Distributed Retail at Planet. "His commitment to supporting his team, combined with his experience and knowledge of the Arizona, Oregon and Washington markets, makes him a great addition to Planet."

Hawkins said the opportunity to bring Burke and Parrish with him was an important part of his decision. Their established working relationships give the team a strong foundation as they continue to grow.

"Having the right support makes a real difference, especially in a challenging market," Hawkins added. "Planet has the infrastructure, competitive products and collaborative environment that allows me to focus on relationships, serve customers and turn ideas into action. I'm excited about what's possible for our team and for the loan officers we can help along the way."

Hawkins is based in Scottsdale, Ariz., where he has lived since 2011. Originally from Pendleton, Ore., he attended Washington State University on a football scholarship and played in the 1998 Rose Bowl. He and his wife have been married for 25 years and have four children.

About Planet

Planet is a leading specialty finance company focused on the servicing and production of mortgage loans to support homeowners and investors. Our vertically integrated services span origination, servicing and affiliated services. Planet's scalable solutions

combine a deep understanding of our customers with market-leading expertise, responsiveness and commitment to reliably deliver time and again as our customers' needs change throughout every stage of life and business. Planet Home is a DBA of Planet Home Lending, LLC (NMLS#17022). Planet Financial Group, LLC, is the parent company of Planet Home Lending, LLC.

Press Contact

Dona DeZube
Communications Advisor
Planet
ddezube@planethomelending.com
(443) 263-2832