FOR IMMEDIATE RELEASE

Planet Names Rob Parsley Senior Vice President, Non-Agency Sales

MERIDEN, Connecticut – Oct. 3, 2025 – Planet Financial Group has named Rob Parsley (NMLS ID#249640) as Senior Vice President, Non-Agency Sales. With a career spanning more than three decades, Parsley has guided organizations through changing markets by developing growth strategies, building strong teams, and deepening client relationships.

"Rob's proven ability to bring innovative products to market will be instrumental as Planet continues to broaden its non-agency capabilities," said Planet CEO and President Michael Dubeck. "His track record of driving results aligns with our vision for growth in this space."

Parsley most recently served in senior leadership roles at Lima One Capital, where he played a pivotal role in expanding the company's presence in the residential investment property finance sector. His career also includes leadership positions at Carrington Mortgage Services, Citadel Servicing Corp. and EquiFirst Corporation.

"I'm excited to join Planet at such a pivotal moment," Parsley said. "Planet's platform, culture, and vision present an incredible opportunity. I look forward to contributing to the company's continued success and to supporting our partners and clients."

About Planet Financial Group, LLC

Planet Financial Group, LLC, Meriden, Connecticut, is a fully integrated family of companies delivering innovative origination, servicing and asset management solutions. Through this synergistic ecosystem of products, services and technologies, Planet

Financial Group provides best-in-class experiences for investors pursuing value maximization and borrowers seeking streamlined end-to-end loan lifecycle support. Planet Financial Group is the parent of Planet Home Lending, LLC and Planet Management Group, LLC, which also does business under the name Planet Renovation Capital.

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