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EVERGREEN HOME LOANS ANNOUNCES JEANNE HUSSIN AS FIRST CHIEF MARKETING OFFICER

BELLEVUE, Wash. – April 26, 2021 – [Evergreen Home Loans™](https://www.evergreenhomeloans.com), a full-service direct home loan lender in the Western U.S., announced today that Jeanne Hussin has been promoted to the role of chief marketing officer — the first in the company’s history. Hussin previously served as vice president and director of marketing for more than eight years.

“For almost a decade now, Jeanne has been an invaluable asset to our team and a vital part of helping the company grow and succeed,” said Don Burton, president and founder of Evergreen Home Loans. “Her leadership across the board — from branding to social media efforts and beyond — is game changing in terms of our customer engagement and attracting loan officer talent. I look forward to her continued leadership in shaping the strategic marketing direction of the company.”

In her time with Evergreen, Hussin introduced the bold and innovative #ShowYourKeys® social media campaign to drive consumer engagement and increase lead generation for loan originators. She also led the company’s efforts to rebrand its corporate identity with a newly enhanced, multi-channelled website and logo, which resulted in improved organic search, lead generation and brand visibility.

In her new role, Hussin is charged with providing both strategic oversight and hands-on, tactical execution of the company’s marketing communications efforts. This includes developing competitive loan officer marketing programs, brand positioning, digital marketing, public relations and social media.

“Our company and culture is centered around personal and professional growth. They take a vested interest in helping our associates reach their goals. I’m so excited to work for a company that has its pulse on helping associates succeed. It makes for an amazing workplace experience,” said Hussin.

To learn more about Evergreen Home Loans, visit www.evergreenhomeloans.com.

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About Evergreen Home Loans

Evergreen Home Loans has offices in six western states: Arizona, California, Idaho, Nevada, Oregon and Washington. The company is also licensed to originate loans in Alaska, Colorado, and Wyoming. For over three decades, Evergreen has served local communities with affordable home loan products while focusing exclusively on home lending. A+ rated by the Better Business Bureau and a proud member of the Washington Mortgage Bankers Association and Mortgage Bankers Association, Evergreen offers a full range of loan products including FHA and VA, Conventional, Jumbo, USDA loans, refinancing and construction financing programs. More information about Evergreen can be found on its website at

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