

PRESS RELEASE: NEW EMPLOYEE

FOR IMMEDIATE RELEASE

Contact info@lyonfinancial.net for more information.



Scott Pleasant Now with Lyon Financial

2-1-2023 – Lyon Financial, the leading source of pool financing, is proud to announce its newest team member, Scott Pleasant. He will join the Lyon Financial team as the Business Development Liaison, overseeing key accounts and strategic partnerships within the pool industry.

Pleasant joins Lyon Financial after serving as the Director of Finance & Business Solutions for Paramount Capital for 13 years, building relationships with pool builders, manufacturers, and remodelers alike. His background in sales, customer service, and business development will enhance Lyon Financial's growth into 2023. Lyon Financial boasted more than \$1.7 billion in funded loan volume in 2022.

"I have known and done business with Scott for many years and feel this is a great opportunity for us both," says Lyon Financial Founder and CEO, Richard Lyon. "As others languish in 2023 with the highest rates in years, Lyon Financial dominates with continued low rates and long terms, the longest in the industry."

The team at Lyon Financial welcomes Scott as a true asset to the company on Day One.

If you'd like to learn more about Lyon Financial's builder-partner services and loan programs, call him at 704-677-5588 or email scott@lyonfinancial.net. To meet Scott and the rest of the Lyon Financial team, stop by Booth 909 at the Southwest Pool & Spa Show.