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## **Cerda joins Primary Residential Mortgage**

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Juan Cerda

Cranston, RI Juan Cerda has joined Primary Residential Mortgage, Inc. (PRMI).

Cerda's mortgage experience spans over 25 years, beginning in the banking sector and then spending the last 14 years as a direct lender through Shamrock Home Loans. Throughout his career, Cerda has been recognized for achievements, including a recurrent Top Producing Lender Partner of RIHousing. In 2022, Cerda originated over \$17 million in first mortgages with RIHousing, attributing this success to his bilingual team and dedication to serving Spanish-speaking home buyers.

"Juan is truly a consummate professional and a phenomenal addition to the PRMI family. He has been an industry leader throughout his career, and we are excited about growing with him in his next chapter," said PRMI division president, Sean Zierak.

Dominating the local housing market, both Cerda and PRMI share a mutual passion and commitment to helping first-time buyers achieve the "American Dream" of home ownership. In addition to ranking as a Top Producing RIHousing Lending Partner, PRMI also offers a variety of competitive financing programs, local operations support, top-notch technology and national presence, with branches in 49 states.

Together, Cerda and PRMI will join forces to provide an optimal, seamless, financing experience, and strive to make homeownership more accessible for our local communities.

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