

# How we built a £2.5 Billion lending business, and why we're doing it again with TAB.

Podcasts

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## Financial Planner Life Podcast

*with Chris Ball*



*Guest on podcast:*  
**Duncan Kreeger,**  
Founder and CEO



*Guest on podcast:*  
**Stephen Wasserman,**  
COO of TAB



Duncan Kreeger and Stephen Wasserman join Chris Ball on the Financial Planner Life podcast to reveal the incredible story behind their £2.5 billion lending business and why they're setting out to achieve it all over again with TAB.

In this episode, they dive into the origins of West One Loans, share how they scaled to billions in lending during the 2008 financial crisis, and explore the unique challenges and rewards of mixing friendship with business. They also discuss why belief and confidence are fundamental to success and how TAB is transforming the world of property finance.

This episode is a must-listen for anyone interested in entrepreneurship, investment, and the future of the industry.

Listen now on Spotify: <https://open.spotify.com/episode/3uBI8Hh1zDOlv5UDHmioza>

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