



## **Brokers First Funding Unveils Brand Evolution Reflecting Growth and Maturity**

Costa Mesa, CA — [May 7, 2026] — **Brokers First Funding (BFF)**, a wholesale mortgage lender dedicated to empowering broker partners through integrity, transparency, and exceptional service, today announced the launch of an evolved brand identity designed to reflect the company’s continued growth and long-term vision.

The rebrand represents an evolution as Brokers First Funding continues to mature as an organization. While the visual identity has been elevated with a more polished and confident presence, the company remains the same approachable, dependable partner brokers know and trust.

“This evolution is about alignment,” said Shabi Asghar, President of Brokers First Funding. “We’ve grown significantly, and it was important that our brand evolved with us. Our focus on integrity, relationships, and putting brokers first hasn’t changed. What’s changed is how clearly and confidently we visually represent the standards we hold ourselves to.”

Central to the refreshed identity is BFF’s updated logo, which reflects how the company shows up for brokers every day: aligned, accountable, and built to deliver. The symbol, illustrating two sides working in alignment, represents partnership rooted in structure and shared success.

The bold design and color palette signal strength and stability, reinforcing BFF’s position as a wholesale lender brokers can count on at every stage of the process. Launching at American Business Media’s California Mortgage Expo, BFF also rolled out a new website as well as supporting collateral.

“Our brand refresh brings clarity and consistency to how we present ourselves,” said Steven Winokur, Chief Marketing Officer of Brokers First Funding. “This isn’t about reinventing BFF. It’s about sharpening our story and expressing it with greater confidence and purpose.”

And that’s not all. To mark this new identity, BFF is celebrating with a pricing special, 25 bps off all Non-QM purchase loans from today until May 15<sup>th</sup>. This special is only applicable for LTVs ≤85% and DSCR loans with a DSCR ≥1.00.

---

### **About Brokers First Funding (BFF)**

BFF is a premier wholesale lender, dedicated to forging long-lasting, mutually rewarding relationships with its broker partners, employees, and the communities it serves. Fueled by a commitment to service integrity and excellence, BFF provides a wide variety of products and dependable funding solutions that consistently set the standard in our industry. By combining personalized service with a comprehensive product suite (including non-Agency, non-QM, conventional, and government loans), BFF ensures brokers have the tools and resources they need to succeed.

For more information about BFF and its leadership team, visit its newly redesigned website at <http://www.bffws.com>.

### **Media Contact**

Steven Winokur

404.316.7185

[swinokur@bffws.com](mailto:swinokur@bffws.com)