

Case Study



Overview

In the ballpark of 85 employees, Newfi Lending is a multichannel lender, operating under a Third-Party Mortgage (TPO) wholesale origination and call center origination. Operating since late 2014, the company focuses primarily on origination, agency conforming, jumbo loans, government loans, and non-QM loans. Both Newfi and Newfi Wholesale leverage a unique operating model to significantly drive down costs, resulting in superior market pricing.

Why Choose MeridianLink Mortgage, formerly known as LendingQB®, as their Loan Origination System (LOS)?

At its origin, Newfi was a rather small company. However, with big aspirations and plans to grow within the marketplace they wanted a LOS that would scale in operations alongside them. Their immediate goals included being able to develop custom portals, so a strong and robust API was needed. Hence MeridianLink Mortgage. MeridianLink Mortgage also had a dedicated support team to help implement the LOS and continue to support Newfi’s initiatives going forward. Another benefit of MeridianLink Mortgage was budget. With a lower front-end budget, Newfi was able to hit the ground running, and then scale up as they grew larger. MeridianLink Mortgage worked with their framework to grow.

4 months

As a brand new organization, Newfi was up in running after **four short months** of implementation. No issues reported.

5 years+

Newfi choose MeridianLink Mortgage as their primary LOS. They’ve been happily operating on the platform for **over five years** now.

100% satisfied

“We are completely satisfied with MeridianLink Mortgage’s team. They were there to support us and they had the tools and templates we needed!”

“With MeridianLink Mortgage I don’t feel like we’re just a random client. I feel like we’re a partner, and they’re a partner with us. They are there to help our company succeed, and you can tell that’s important to them.”

— Veronika Kollwe
SVP Development & Support

3 most favorable features MeridianLink Mortgage provided Newfi

API Framework

“The Open API framework is huge! We use custom portals, which define our company. MeridianLink Mortgage allows us full accessibility.”

MeridianLink Mortgage is integrated with more than 250 vendors using a “best-of-breed” approach. Because of this, Newfi is able to select the vendors that work best for their organization, fulfilling their unique needs.

Workflow Configurability

“We’re constantly modifying workflows and processes. MeridianLink Mortgage allows us to pivot to our immediate needs.”

MeridianLink Mortgage’s cloud-based system and integrations allow scalability for all business sizes. Newfi is able to customize their workflows to work directly for them, rather than against them, ensuring efficiency across the board.

PriceMyLoan® (PML)

Newfi wanted to be able to fully customize their programs, their price points, and to implement any changes quickly—without any hassle. MeridianLink Mortgage’s PriceMyLoan (PML) is not just a product pricing engine (PPE); it combines underwriting, product pricing, closing cost fee generator, and margin management into a single comprehensive tool. Problem solved!