



## CASE STUDY

# NewFed Mortgage boosts fulfillment productivity by 35%+ with Friday Harbor

### ABOUT



**NewFed Mortgage**  
Mortgages for every stage of your life.

Founded in 2000, NewFed Mortgage Corp. is a full-service residential mortgage lender serving homebuyers and investors across more than 20 states. Known for its customer-first approach and strong referral-based business, NewFed combines local expertise with national reach to deliver personalized service throughout the home financing process.

For more information, visit [newfed.com](http://newfed.com).

### THE CHALLENGE

## Scaling production without scaling inefficiency

As NewFed Mortgage looked to grow, the challenge was not finding more business. It was scaling production without relying on constant hiring, retraining, or heroics to keep files moving.

Like many lenders, NewFed had hired during boom cycles, when the pace of growth leaves little time for structured onboarding. That dynamic created wide variability in experience and early file preparation, leading to low-value, repetitive cleanup work downstream. Less experienced team members missed issues early, while senior staff stepped in to correct them.

That rework pulled attention away from higher-value judgment and decision-making, contributing to burnout and limiting sustainable growth. For NewFed's leadership, the answer was not to push people harder or layer on more training. It was to change how work gets done early in the file.



Removing low-value, repetitive work is what allows people to focus on the decisions that actually matter.

—Rob Jewett, Chief Operating Officer

## THE SOLUTION

# AI pre-underwriting built for real-world loan manufacturing

When NewFed Chief Operating Officer Rob Jewett first bumped into Friday Harbor Founder and CEO Theo Ellis at a Lenders One event, he was not actively shopping for a new AI tool. He was looking for a practical way to improve operational efficiency. In their early conversations, they quickly aligned on a simple idea: meaningful improvement happens when work is structured correctly from the start.

Friday Harbor is an AI pre-underwriting platform built for origination teams. It reviews loan files early to identify missing documentation, flag potential issues, and surface income insights before files reach underwriting. Rather than automating decisions, it provides earlier visibility so teams can focus judgment where it matters most. To support production use, Friday Harbor's integration with the Encompass® loan origination system from ICE Mortgage Technology keeps loan data and docs aligned as teams work.

Jewett saw clear potential in Friday Harbor to address the bottlenecks slowing his teams down, but he needed confidence the platform would hold up in real production environments. He signed on as a design partner to help Friday Harbor test assumptions, push on edge cases, and shape its AI pre-underwriting approach around the realities of mortgage operations.

## ABOUT

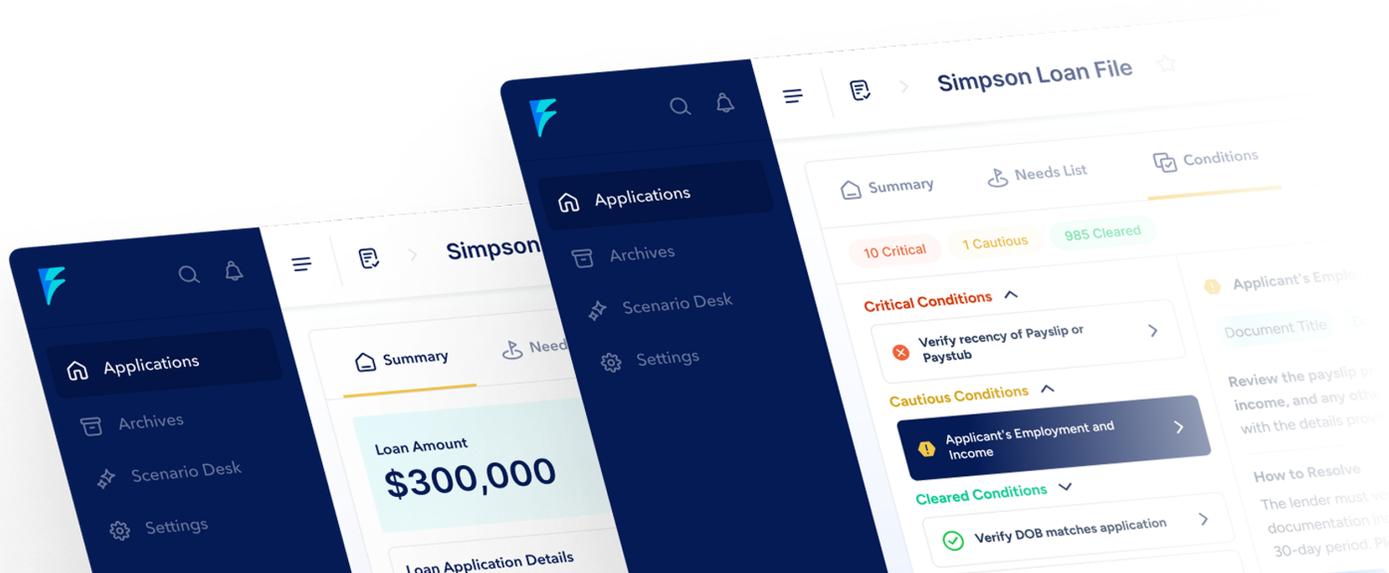


Friday Harbor is an AI pre-underwriting platform that helps lenders identify and resolve potential issues earlier in the origination process. By analyzing borrower documents, appraisals and income calculations against investor guidelines and lender overlays, the platform helps teams deliver cleaner files, achieve fewer underwriting touches and improve individual productivity.

For more information, visit [fridayharbor.ai](https://fridayharbor.ai).



"When production needs to scale, the default response is usually to add headcount. I've been focused on building a different approach, one that allows us to grow without introducing more variability into the process."



## THE RESULTS

# Faster cycle times and higher productivity without operational bloat

By introducing AI pre-underwriting into early file prep, NewFed has seen measurable gains in processing, underwriting, and overall loan manufacturing performance.



### 35% increase in processing and underwriting capacity

Since implementing Friday Harbor, NewFed processors are handling an average of 19 files per month, a 36% increase from last year. Underwriters are reviewing 42 files per month, up 35% from last year's 31 files. These gains enabled NewFed to produce nearly \$170 million more in funded loans in 2025 than in 2024, an increase of almost 500 additional loan units, without adding a single fulfillment hire.



### 6 days shaved off app-to-funded cycles

With cleaner files up front, Friday Harbor helped NewFed compress application-to-funded cycle times from 32 days in 2024 to 26 days in 2025. Shorter cycles reduce operational expense while supporting a smoother borrower experience and stronger pull-through.



### 22% reduction in post-close sales cycle

Funded-to-purchase timelines decreased from an average of 23 days to about 18 days in Q4, reducing costly dwell time and helping NewFed move capital off the balance sheet more quickly after closing.



### Faster ramp-up for new processors

Friday Harbor acts as a built-in training layer, helping new processors learn from real loan files without relying solely on seniority shadowing or manual review. As a result, NewFed brings new team members up to speed faster while maintaining consistency in early file prep.

Looking ahead, Friday Harbor is expected to play a key role as NewFed expands into non-delegated and correspondent channels, providing confidence through consistent early file evaluation and clearer investor eligibility. As the platform continues to evolve, it is also expected to support post-closing review, extending its value further into the loan lifecycle.



We funded about \$170 million more in 2025 than in 2024 – without having to add a single fulfillment person.



I have seen so much technology in this industry, and this is the single best piece of tech I've ever worked with.

## See what Friday Harbor can do for you.

From dynamic needs lists to real-time issue resolution and guideline support, Friday Harbor empowers originators, processors, and assistants to deliver perfect files from the start, reducing friction, compressing time-to-close, and increasing pull-through. We also help your new hires ramp up faster by providing on-demand guidance, turning sales talent into confident, high-performing originators.

To request a consultation, visit [fridayharbor.ai](https://fridayharbor.ai) or scan this QR code:

