



## **BFF Adds Sales Leaders Frank Nese and Lito Gonzales to Drive Next Phase of Growth**

Costa Mesa, CA – [February 17<sup>th</sup>, 2026] – **Brokers First Funding (BFF)**, a leading wholesale lender specializing in non-agency and non-QM products, has added Frank Nese and Lito Gonzales to its sales leadership team. Nese and Gonzales bring a long and proven track record of building and developing strong sales teams fueled by engaged and highly effective Account Executives. These strategic hires underscore BFF’s commitment to innovation and growth in the evolving mortgage landscape.

An Army veteran, Nese brings more than 30 years of mortgage experience to BFF. He has held senior sales and marketing leadership roles at several large lenders, having spanned multiple lending cycles and lending platforms. He brings a deep understanding of both operational execution and sales leadership to the newly created role of Managing Director, Head of Western Sales.

Gonzales came to mortgage from a more unique journey. From becoming a Souse Chef and an ice sculptor, Gonzales started his career as a wholesale account executive. From there his career took off, soon becoming a top AE at his firm. He continued to grow, becoming a manager and creating a junior AE program. Almost 30 years later, he continues to serve as a producer, while mentoring AEs. His role continues at BFF as the Regional Vice President, West Coast Sales.

"Frank and Lito’s expertise and vision for sales and marketing innovation make them the perfect fit for BFF as we continue our growth trajectory," said Shabi Asghar, President of BFF. "They’re passion for sales excellence will help us scale and deliver on our promise of an exceptional experience for our customers."

Nese and Gonzales will start by building an inside sales team in Dallas while also recruiting high-producing remote Account Executives. They both join BFF with extensive sales management experience from such firms as New Century, Freemont, Carrington Mortgage Services and EPM. Combining their deep expertise in non-QM with a penchant for building high-performing sales teams positions BFF to strengthen its leadership in this critical segment.

“Joining Brokers First Funding was an easy decision for me,” said Nese. “The company combines a forward-thinking vision with a deep commitment to providing world class service to our broker partners. I’m excited to help scale a platform that empowers partners, accelerates growth, and truly puts relationships first.”

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

BFF is a premier solutions-based financing partner dedicated to empowering brokers and sellers with flexible, innovative funding solutions. With a focus on speed, reliability, and customer success, BFF has built a reputation for delivering tailored financial products that help clients thrive in today’s competitive marketplace. By combining cutting-edge technology with personalized service and 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 <http://www.bffws.com>.

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