

# Primary Funding Accelerates New Client Origination on XEN

NEW YORK, NY, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [XEN](#), a leading origination and management platform for factors and lenders, today announced a partnership with [Primary Funding](#), a California-based factor and direct lender for over 30 years, who now manages all new client origination on the XEN platform.



What stood out about XEN was the commitment to understanding our operations and adapting to how we work. XEN is improving constantly based on our direct feedback. "

*Karenza Rodriguez, Vice President of Credit, Primary Funding*

Since launching on XEN earlier this year, Primary Funding has streamlined its front-end processes in a single system flexible enough to support workflows across its financing solutions, including factoring, term loans, and lines of credit. On XEN, Primary Funding manages intake of applications and supporting documents, automates key follow-up touchpoints, and conducts soft credit pulls, resulting in increased deal velocity and a superior client experience.

"What stood out about the XEN team from the start was their commitment to understanding our operations and

adapting the platform to how we work," said Karenza Rodriguez, Vice President of Credit at Primary Funding. "Other tools we've used in the past were inflexible and static, whereas XEN is improving constantly based on our direct feedback. This has resulted in significant business impact: in the first full quarter since using XEN, we're seeing all-time highs for new business development."

"Primary Funding knew exactly how they wanted their front-end to work, and XEN is built to deliver that kind of flexibility," said Alexander Kayfetz-Gaum, Senior Vice President at XEN. "What excites us most about this partnership goes beyond the technology: Primary Funding shares our belief that a platform should never stop improving. When your clients are as invested in that process as you are, everyone wins."

About XEN:

XEN is a leading origination and management platform for factors and commercial lenders, powering sales, underwriting, and operations. Legacy software and tools only do part of the job - XEN does it all. Factors and lenders on XEN see immediate results: more deals, less risk, and a client experience that becomes a differentiator.

#### About Primary Funding:

Primary Funding is a factor and direct lender providing small and mid-size businesses with accounts receivable financing, asset-based lines of credit, and bridge and term loans. Since its founding in 1995, the company has surpassed \$1 billion in total factored invoices and built a reputation for personalized service, flexible terms, and straightforward pricing. As a direct lender, Primary Funding gives clients access to decision-makers and serves as a bridge to traditional financing.

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