



MGIC

LinkedIn Strategies for Loan Officers

Presented by:

Zak Stoiber

Senior Marketing Analyst

Hello!

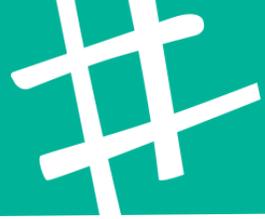
I am Zak Stoiber, MGIC Senior
Marketing Analyst

You can find me at:

LinkedIn: [linkedin.com/in/zstoiber](https://www.linkedin.com/in/zstoiber)

Email: zak_stoiber@mgic.com



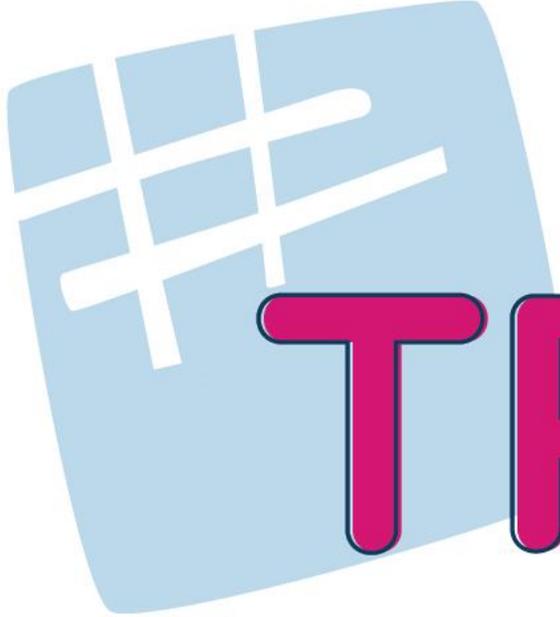


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SOCIAL MEDIA



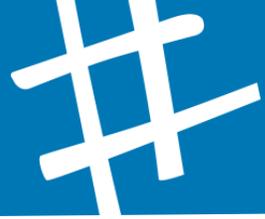
TRUST

People don't buy from brands, they buy from people they know and trust

*Social media is a **relationship-building tool**, not a **direct sales tool**.*

LinkedIn Stats

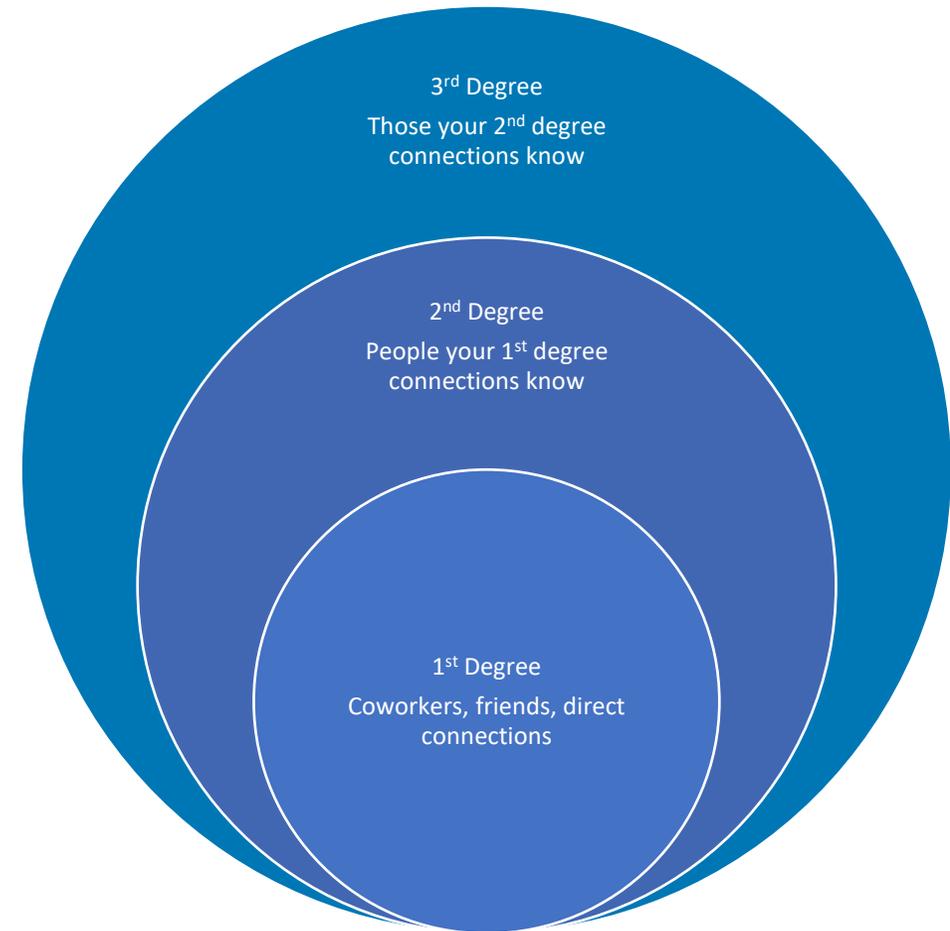
- LinkedIn has over 900 million members, compared to 2.99 billion on Facebook... so why focus on it?
- Only 3 million users share content on LinkedIn every week, generating 9 billion impressions!
- Average person spends 7 minutes and 12 seconds on LinkedIn
- LinkedIn just turned 20 on May 3, 2023!

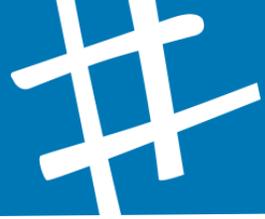


Degrees of Connection

The LinkedIn Differentiator

- Leverage the degrees of connection for potential leads/new hires/vendor opportunities
- Leverage relationships for introductions, validation
- LinkedIn is the most trusted social media platform
- *How does having a common connection effect that relationship?*

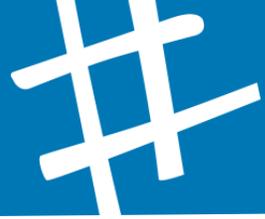




Degrees of Connection

The screenshot shows a LinkedIn search interface. The search bar contains the name 'Josh'. Below the search bar, a list of search results is displayed. The first two results are highlighted with a red rectangular border. The navigation bar at the top includes icons for Home, My Network, Jobs, Messaging, and Notifications. On the left side, there is a sidebar with the MGIC logo and a 'Page' button.

Name	Degree of Connection	Company / Role
Joshua Watts	1st	Sales Consultant at Hanes Geo Components
Josh Culver	1st	Mortgage Loan Originator at Peoples Mortgage Company WIN WIN Creator Providing Value t...
Josh Pitts	2nd	Founder of Shred Media Uniting the Industry through collaboration
Josh Millar	2nd	President at The Ibis Network www.theibisnetwork.com
Josh Bersin Academy	Company	Human Resources
Josh Altman	-	Real Estate Wealth Mastery Company • Real Estate

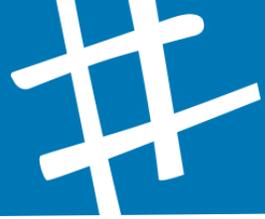


Networking on LinkedIn

Headline & Headshot

- Profile photos increase profile views 21x and increase credibility
- First and/or second impression
- Headline is visible everywhere
- SEO - Words used in headline matter





Editing your Headshot and Headline



Zak Stoiber (He/Him)

Senior Marketing Analyst | Data Analyst, Writer, Presenter

Milwaukee, Wisconsin, United States · [Contact info](#)

500+ connections

- Open to
- Add profile section
- More



MGIC



University of Wisconsin-Madison



Crop

Filters

Adjust



Original



Studio



Spotlight



Prime



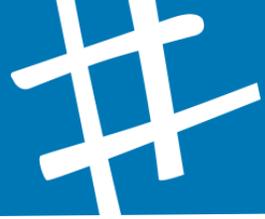
Classic



Edge

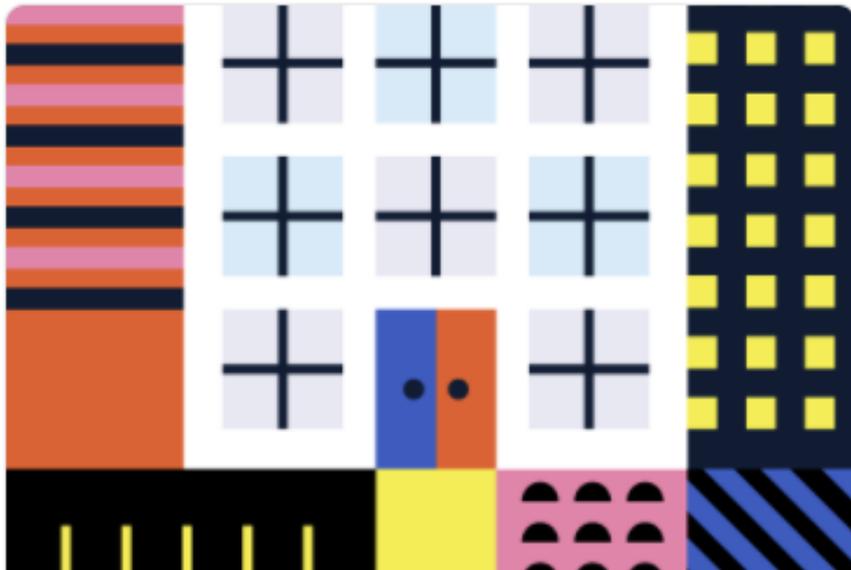


Luminate



Your "Featured" content

Featured



9 reasons I'm ready to buy my first home

readynest.com

In addition to the ever-popular reasons folks cite for wanting to buy a house – more space and pets – this...

Posts
Show content posted to LinkedIn



Articles
Show articles published on LinkedIn



Links
Show links to web content



Media
Upload photos, documents, and presentations

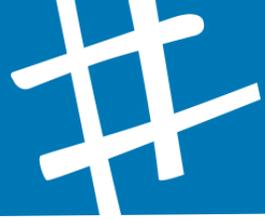


7 ways to effectively talk to Millennials about

Mortgage Interest Rates

Loan Officer Hub

Millennials are now the largest living generation in America. Learn how to talk to them about home...



Your “About Section” on LinkedIn

Summary

- **Goals**
 - Reduce doubt, get found, highlight strengths
- **Tips**
 - **Experience:** # of years, variety of loans
 - **Keywords** connect with audience: mortgage, loan officer, conventional, refinancing
 - **Credibility:** NMLS#

Tessa [redacted]
2nd

Mortgage Loan Officer and First Time Homebuyer Specialist for all of Virginia [redacted]

CBM Mortgage • Defense Mapping School
Winchester, Virginia • 500+ &

InMail Connect

I've been in the mortgage industry since 2002 helping in all areas of the process. This is a great time to purchase a home due to the competitive interest rates and variety of products available.

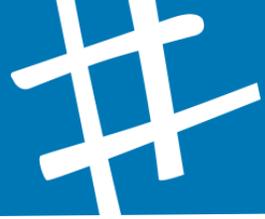
Whether you are purchasing, building or refinancing, let me help you achieve your homeownership goals.

We are a locally owned and operated direct lender. The entire process from application to processing, underwriting and closing takes place right here in our office. This enables us to have complete control and close loans quickly with excellent customer service.

Some examples of the products we offer are:

Conventional Loans for primary or second homes, vacation or investment properties
Jumbo Loans
Government loans: VA, FHA, USDA & VHDA
New Construction

I would love to help you with your next residential mortgage!



Skills & Endorsements on LinkedIn

Skills & Endorsements

- **Goals**

- Search Benefit, Visibility, Validation
- Up to **17x** more profile views w/ 5+ skills listed

- **Tips**

- List skills & “pin” top 3
- Endorse co-workers

Skills

Mortgage Lending

 Endorsed by Cary Carlen who is highly skilled at this

 Endorsed by 3 colleagues at City National Bank

 80 endorsements

Refinance

 Endorsed by Julie Reeves who is highly skilled at this

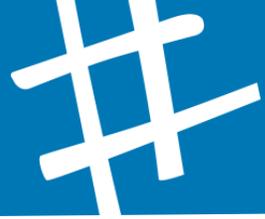
 Endorsed by 2 colleagues at CBM Mortgage

 57 endorsements

Loan Origination

 Endorsed by 5 colleagues at City National Bank

 54 endorsements



Recommendations on LinkedIn

Recommendations

- **Goals**
 - Reduce Doubt & Build Trust
 - Strengthen Relationships (Referral Partners)
- **Tips**
 - Convert positive e-mail to endorsement
 - Ask co-workers and management to endorse
 - Referral partners & real estate agents

Recommendations

Received Given



Joseph Tomasello  · 3rd

Owner Partner at CRMG LLC

March 25, 2012, Joseph worked with Robert but they were at different companies

Robert Amico brings an extensive resume of experience and knowledge in the mortgage financing industry. He delivers an unmatched high quality and professional service to each and every client he works with. I highly recommend "Bob" Amico based on personal experience working with him in various transactions and on the daily passion he brings to work everyday!



Peter Romano · 3rd

President Romano Consulting Company Inc.

March 24, 2012, Peter worked with Robert but they were at different companies

Robert is one of the most experienced experts in the field of mortgage lending. He is very professional and has an impressive list of clients that return for business whenever lending is required. He has a great work ethic and works hard for his clients ensuring that they are satisfied on all levels. With his vast experience he can assess you situation quickly and accurately resulting in solutions that are specific to your issue ...see more

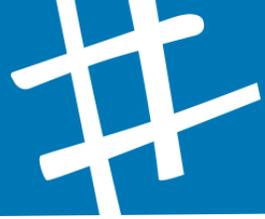


John Williams · 3rd

President at HCSG

March 15, 2012, John worked with Robert but on different teams

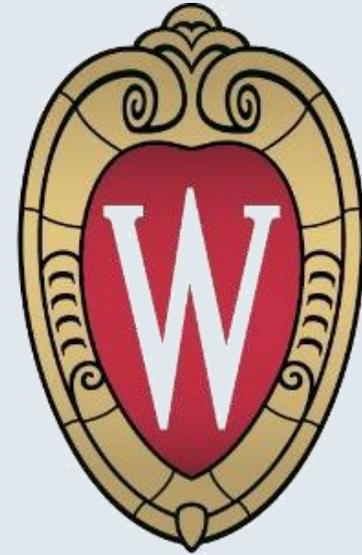
Bob's great guy, bright & motivated - good guy to be around...

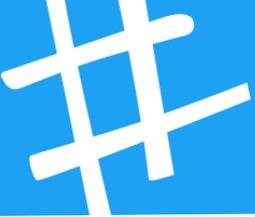


Education & Interests on LinkedIn

Education (& Interests)

- Leverage to build commonalities/ice breakers
- List all education: certifications, training, schools
- Indicator of subject matter expertise
- Don't forget to add volunteering, clubs, interests or organizations!





Your Profile is Now Set Up for Success!

These changes have...

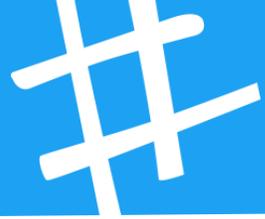
- **Validated who you are to customers & referral partners**
 - Headshot / Summary / Education / Experiences
- **Increased your chances of being found**
 - Summary / Headshot / Endorsements / Recommendations
- **Laid groundwork to bond over shared experiences**
 - Education / experience / volunteering

Content Best Practices

All social media channels require content – this is how you engage

Think about what behavior and content you want to share with the world

Not hot button issues – same for “liking”



Your activity is public... (by default)

Activity

3,154 followers



Such an incredible house and perfect for entertaining! Find out what Kings Way...

Danielle shared this
1 Reaction



This room would be incredible for an Olympics viewing party! What is you...

Danielle shared this
2 Reactions



Thank you! We love how it turned out!
Danielle replied to a comment



This area has some incredible views!
Plus surrounding area is so adorable...

Danielle shared this
2 Reactions • 2 Comments

Danielle Caliendo likes this



[See all activity](#)



Whitney Meester • 2nd
Realtor at RE/MAX Advantage Plus
1w • 🌐

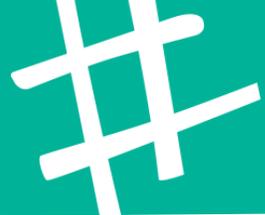
It's been a fantastic year so far! Very grateful for all of the continued trust and support! I appreciate all of my clients, Mark Elliot Homes, referral partners, friends and family 💜 ...see more

Congratulations!

TOP REAL ESTATE
PROFESSIONAL FOR
RE/MAX IN MINNESOTA



Whitney Meester



Content Sources

Where to Find Content

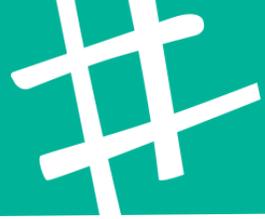
- Establish a library of credible and diverse sources for content
- “Share” directly from app or website – look for social icon



Flipboard

MGIC Connects



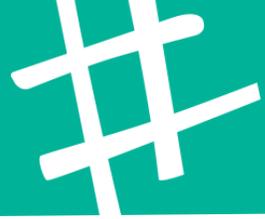


Content Sources

Google Alerts

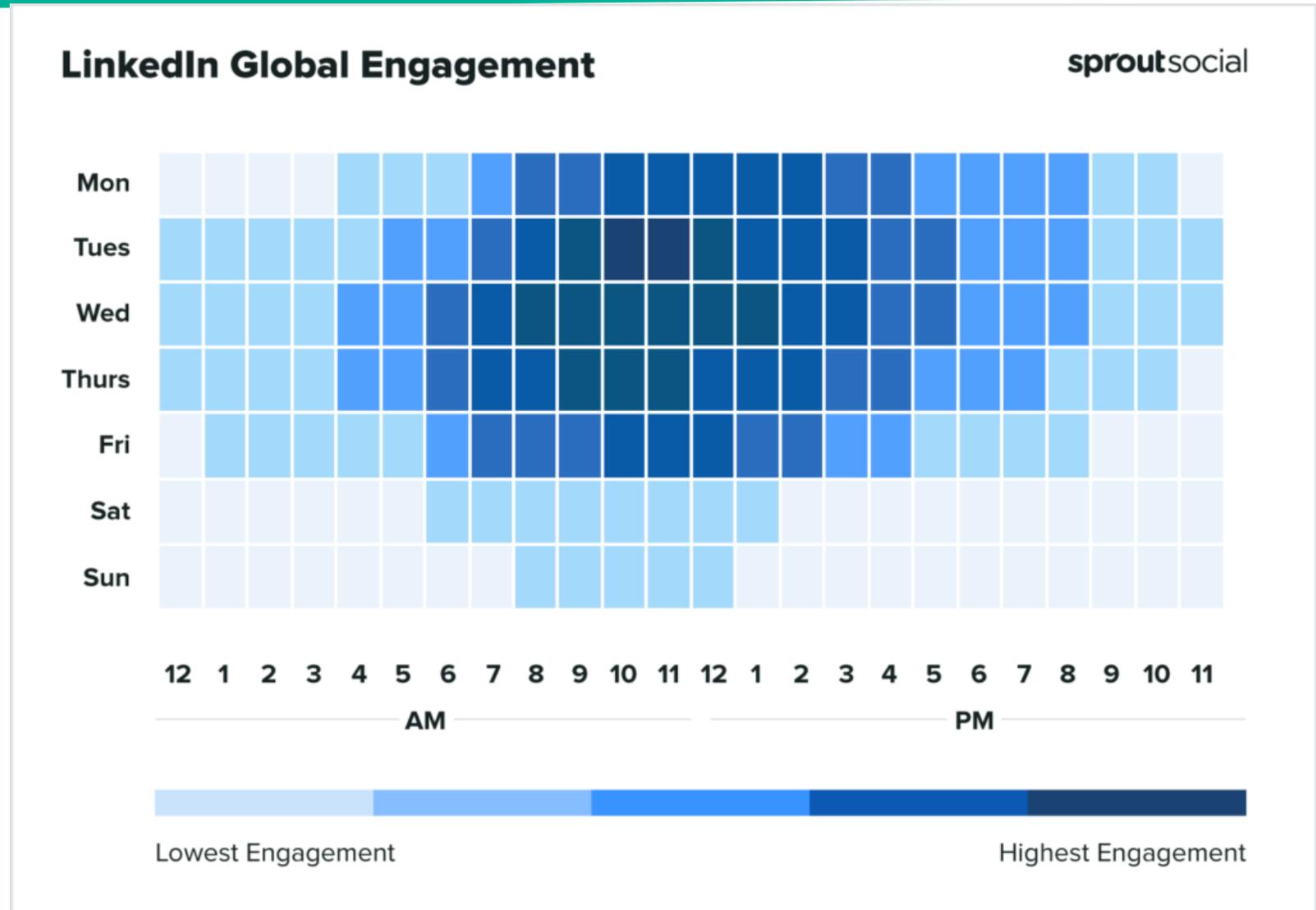
- Use google search to create a funnel of personalized content
- See a preview of the content you'll receive
 - [Google.com/alerts](https://www.google.com/alerts)

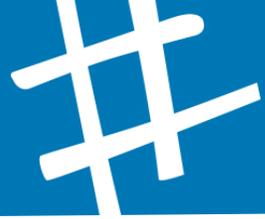
The screenshot shows the Google Alerts creation page. At the top, the word "Alerts" is displayed in white on a dark blue background, with the subtitle "Monitor the web for interesting new content" below it. A search bar contains the text "Interest rates and ('real estate' or home or mortgage)". Below the search bar, there are several dropdown menus for configuring the alert: "How often" is set to "At most once a day", "Sources" is "Automatic", "Language" is "English", "Region" is "United States", "How many" is "Only the best results", and "Deliver to" is "zakstoiber@gmail.com". A blue "Create Alert" button is visible, along with a "Hide options" link. Below the configuration section, there is an "Alert preview" section showing a sample news article titled "Mortgage interest rates for May 3 declined - MarketWatch" from MarketWatch, with a snippet of the article text.



When to Post - LinkedIn

- **Best times to post:**
Tuesdays 10 a.m. to noon
- **Best days to post:**
Wednesdays and Thursdays
- **Worst days to post:**
Saturdays and Sundays





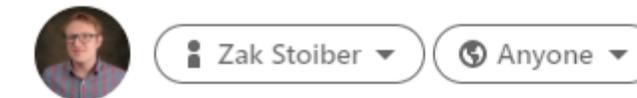
Creating a LinkedIn Post

Moving on to Posting

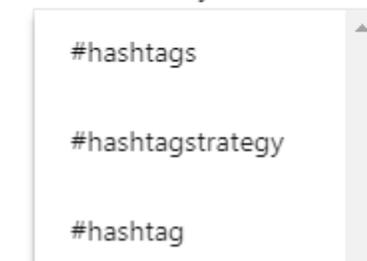
- Use **#hashtags**
- Find events to promote:
 - <https://blog.hubspot.com/marketing/social-media-holiday-calendar-2017>
- “Mention” (or “tag”) other people
 - Bring them & their network into the conversation, amplifies visibility
 - Type “@” symbol, then their name
- Add article or media to increase engagement
 - Images result in 96% higher comment rate

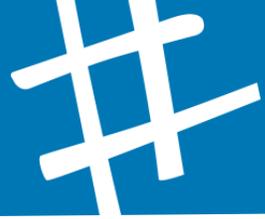


This is how you tag someone: @[Danny](#)



This is how you use a **#hashtag**

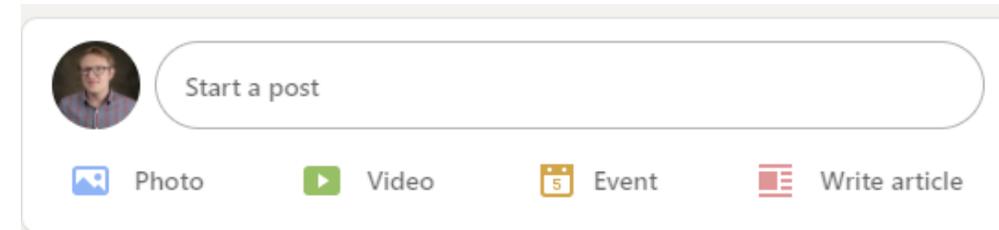




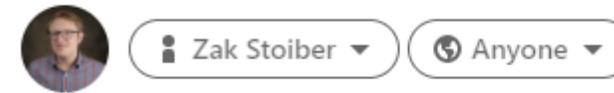
Creating Posts

Selecting Post Capabilities

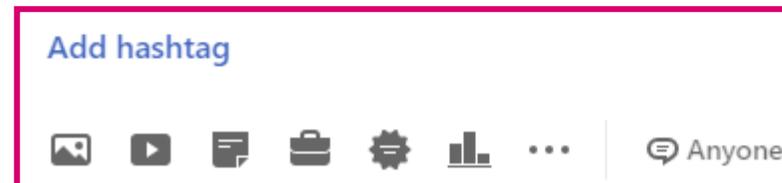
- LinkedIn includes icons to help guide what features you can have as part of your post
 - Click on the icon to include in your post
 - Also offers a selection of #hashtag suggestions

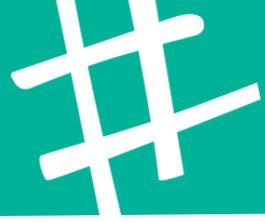


Create a post ✕



|What do you want to talk about?





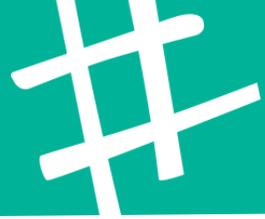
The sad truth

Less than 10%
of your followers
will see your posts



Source: LinkedIn News

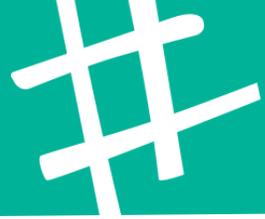
[MGIC.COM/SOCIAL](https://www.mgic.com/social)



Guidelines for Posting

Less Broadcasting, More Networking!

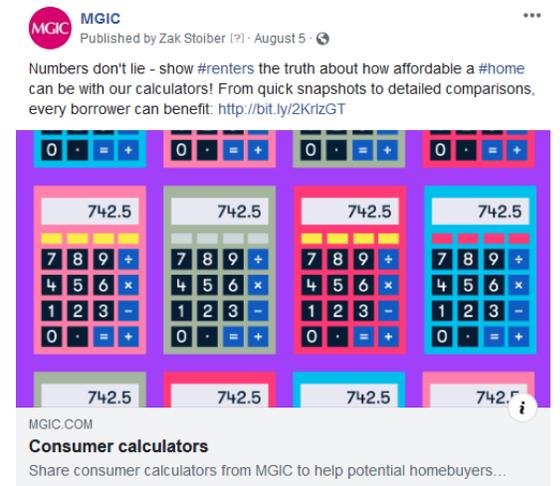
- Inspirational or buzzworthy
 - Highlight a cause, person, event, or news item that is important to you
- Community Based
 - Tie your brand image to your community by posting pics or video attending local events
- Personal
 - What makes you, you?
- Educational
 - Offer tools, insights, and resources for potential borrowers and homeowners
- Interactive
 - Make a fun poll!

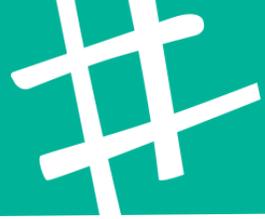


Creating Compelling Content

MEDIA
+
HASHTAG
+
VALUE

= the perfect post!





Inspirational or Buzzworthy

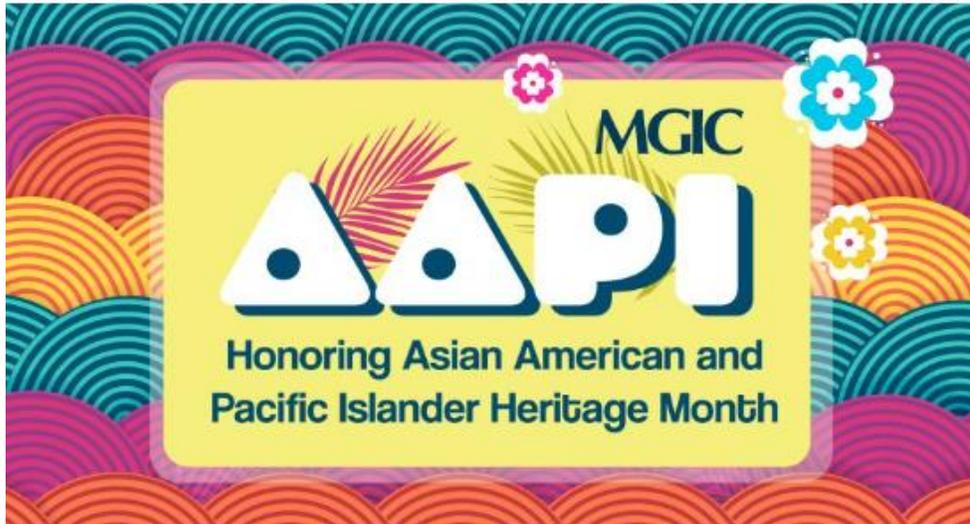


MGIC

23,915 followers

1d • 🌐

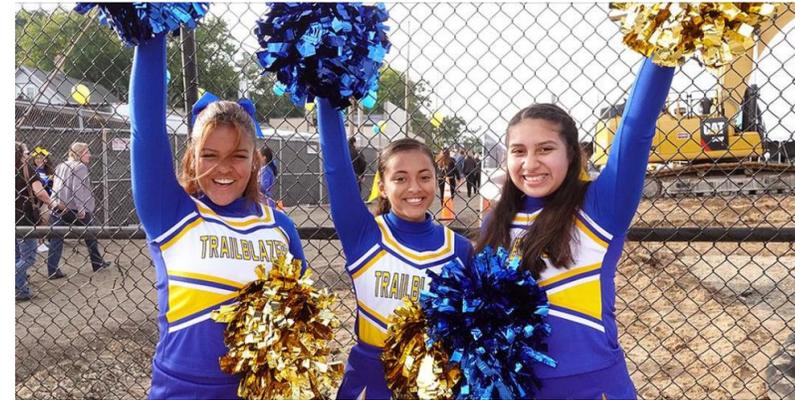
To celebrate Asian American and Pacific Islander (AAPI) Heritage Month, we're putting a spotlight on **Permanently Affordable Living Kaua'i** – recipient of our community grant program! PAL Kaua'i provides permanently affordable living for qualified residents with generational ties to Hawai'i. This grant will be used for the development of housing projects and programs that support Kaua'i's most vulnerable families, the majority of which are Asian Americans and Pacific Islanders. Learn more here: <https://www.pal-kauai.org/>



Celebrating AAPI and Recognizing PAL Kaua'i

pal-kauai.org • 1 min read

We were honored to attend the groundbreaking of a brand new *Cristo Rey Network* high school in Milwaukee with our student workers for the year! We're just as excited as they are! 🎉



Community-based



MGIC

Published by Zak Stoiber [?] · August 7, 2019 · 🌐

A few of our employees had a great time helping build some #AffordableHousing with Habitat for Humanity and Milwaukee Habitat this past weekend! Looks fun, right? Go here to learn about #volunteer opportunities: <https://www.habitat.org/volunteer>



MGIC

17,774 followers
2w · 🌐

Our headquarters in downtown Milwaukee had a great view of the parade celebrating our NBA World Champion Milwaukee Bucks! Not a bad way to spend a lunch break. 😊 🐻 #BucksInSix



MGIC

Published by Zak Stoiber [?] · June 28, 2019 · 🌐

One of the best benefits of having our headquarters in downtown #Milwaukee is being walking distance from #Summerfest, the world's largest music festival! #SmileOn 🎸 🌞



Personal

MGIC
12,964 followers
2mo • 🌐

Happy #NYE! Before we hit the ground running in 2020, we wanted to take a moment to look back at some of our favorite memories we shared with our customers in 2019. We can't wait to see what next year has in store!



79 • 2 Comments



Sue Woodard • 2nd
Chief Customer Officer at Total Expert | Mortgage Industry Expert
2mo • 🌐 Anyone

THIS...is exactly how it feels when we knock down a business challenge for one of our amazing **Total Expert** customers. #movefastandinnovate #totalaxepert



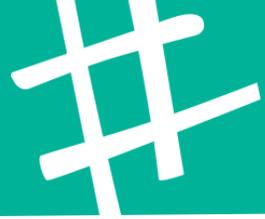
322 • 41 Comments • 14,177 Views



Raquel Borrás • 1st
Helping you bring to life a personal brand that is "true to you!"
1mo • 🌐

A little Friday humor! I just had to! 🤪 😂





Educational

MGIC
23,915 followers
1d • 🌐

SHOULD RENTERS BUY NOW OR WAIT? Our Buy Now vs. Wait Calculator shows whether they should wait to save up a 20% down payment or buy right now. Try the calculator: <https://bit.ly/41ZICzN>



MGIC
23,915 followers
1h • Edited • 🌐

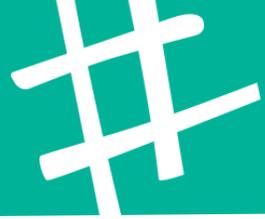
Help your borrowers avoid jeopardizing their loan approval. New [#infographic](#) offers important tips about actions borrowers should avoid while waiting for their mortgage loan to close. Download now: <https://bit.ly/3nu3wYb>



MGIC
23,915 followers
3w • 🌐

NEW INFOGRAPHIC: Help borrowers master credit score basics including the meaning behind the numbers, how their scores compare and what to do to make the grade. Download and share: <https://bit.ly/42TkLC6>





Interactive



Zak Stoiber ▾

Anyone ▾

In this competitive environment, what do you think your borrowers appreciate the most about your service?

What do your borrowers care about the most?

You can see how people vote. [Learn More](#)



Lowest rates

Quick Response

Pre-approval call to seller

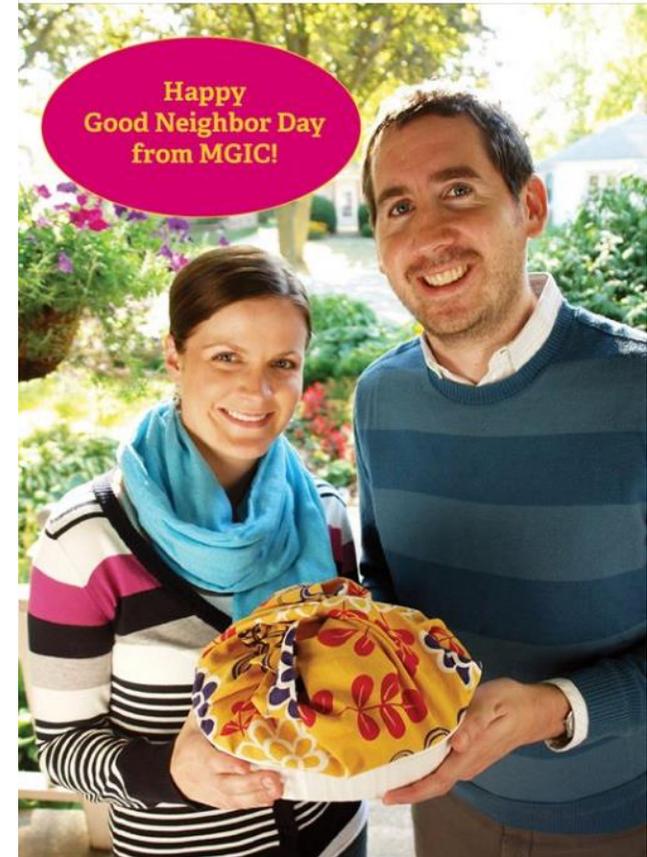
0 votes • 1w left • [View results](#)

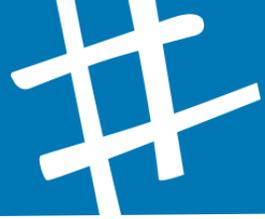


MGIC

Published by Zak Stoiber [?] · September 28 at 9:00 AM · 🌐

Happy #GoodNeighborDay! What do you try to do to be a #GoodNeighbor? Greg & Shelley here (actual MGIC employees, not an actual couple) are big fans of dropping off a fresh baked #pie when someone new joins the #neighborhood. 🥧





Bringing it all together in a photo collage!

MGIC
11,746 followers
6d • Anyone

Happy **#GetToKnowYourCustomersDay!** The different ways we get to know our customers are as varied and interesting as they are. We know the best way to provide value is to first truly understand how we can help - and sometimes...see more



with Christopher Driscoll and 3 others

45 • 5 Comments

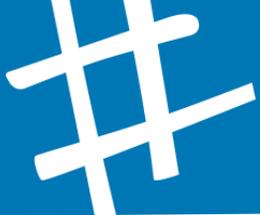
MGIC
11,747 followers
1mo • Edited • Anyone

Want to join us at our next **#PepRally?** See if there's a spot for you on **#TeamMGIC** by taking a look at our 17 openings on our **#careers** page: <http://bit.ly/2IKVz00> ...see more



59

Like Comment



LinkedIn

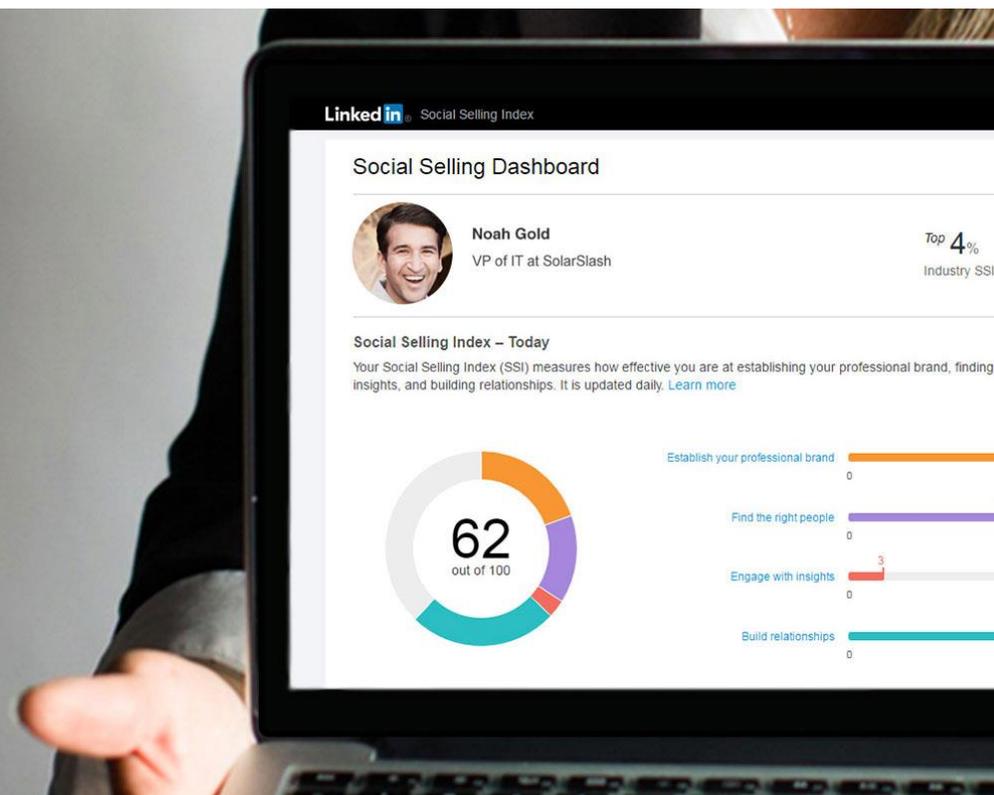
Social Selling Index - [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)

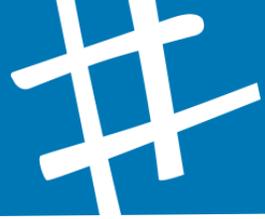
Measure your sales success with
Social Selling Index

Sales Navigator can boost your Social Selling Index
by 20%

Learn more

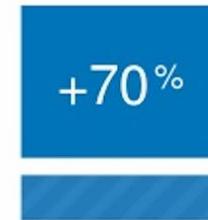
Get your score free





Social Selling Index Explained

- Measures effectiveness at establishing professional brand, connections, engagement and relationship building



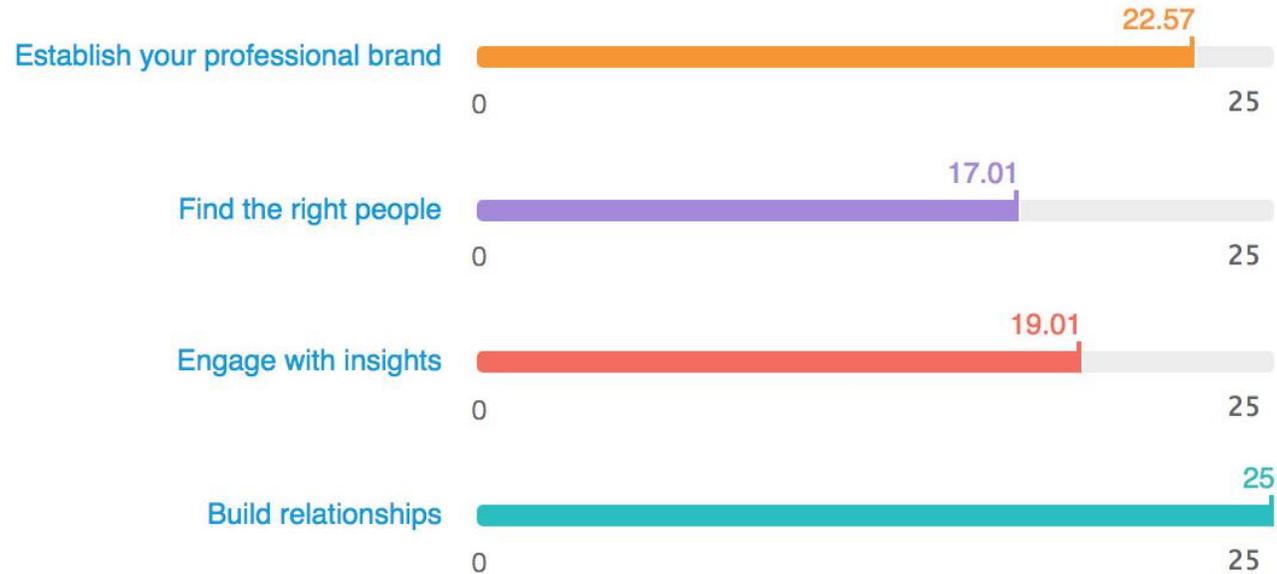
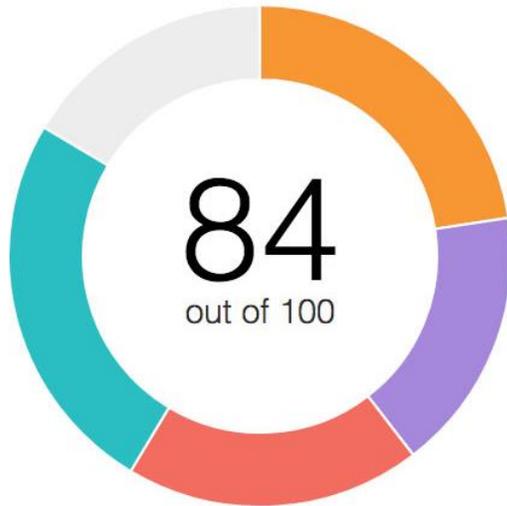
You are **70% more likely** to get an appointment or an unexpected sale if you are a member in LinkedIn Groups

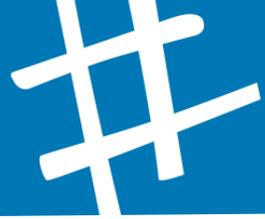


87% of B2B buyers said they would have a favorable impression of a salesperson who was introduced to them through someone in their professional network.

Social Selling Index – Today

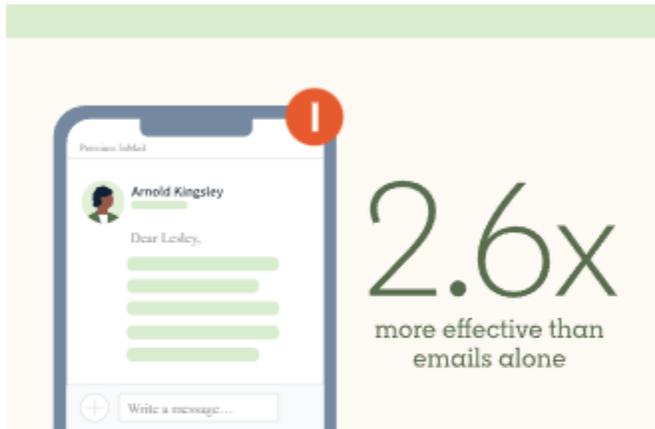
Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)





LinkedIn Premium?

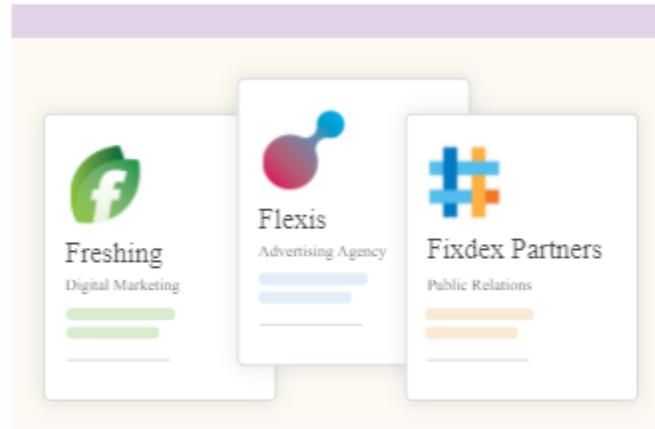
More InMail credits



Expand your network

Contact peers, industry leaders, or potential partners with InMail. It's 2.6x more effective than emails alone.

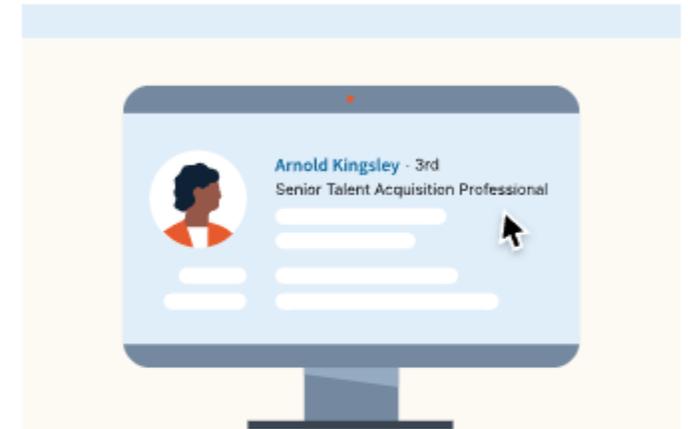
Unlimited search



Connect with new companies

Enjoy the freedom to explore all businesses in the world's largest professional network.

Who's Viewed Your Profile



Turn views into opportunities

See who's viewed your profile over the last 90 days, and who looks next.



MGIC Resources/Content

Social Media Café

- tips & strategies

Creative Café

- customizable marketing pieces

Readynest

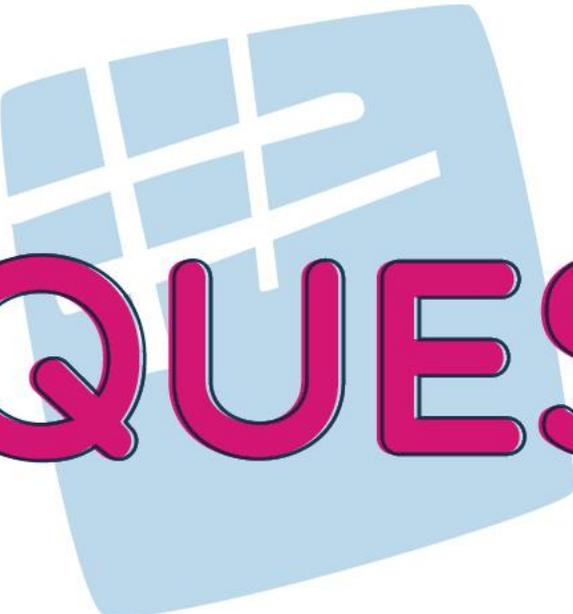
- articles, infographics, calculators, etc.

LO Hub

- blog, infographics, podcasts

Mortgage Connects Podcast

- latest insights from mortgage professionals



QUESTIONS?

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