

# Recruiting the Next Generation



Group 3 - IMBA Future  
Leaders 2023

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# AGENDA



Why is there a  
Generation Gap?



Identify Recruiting  
Channels



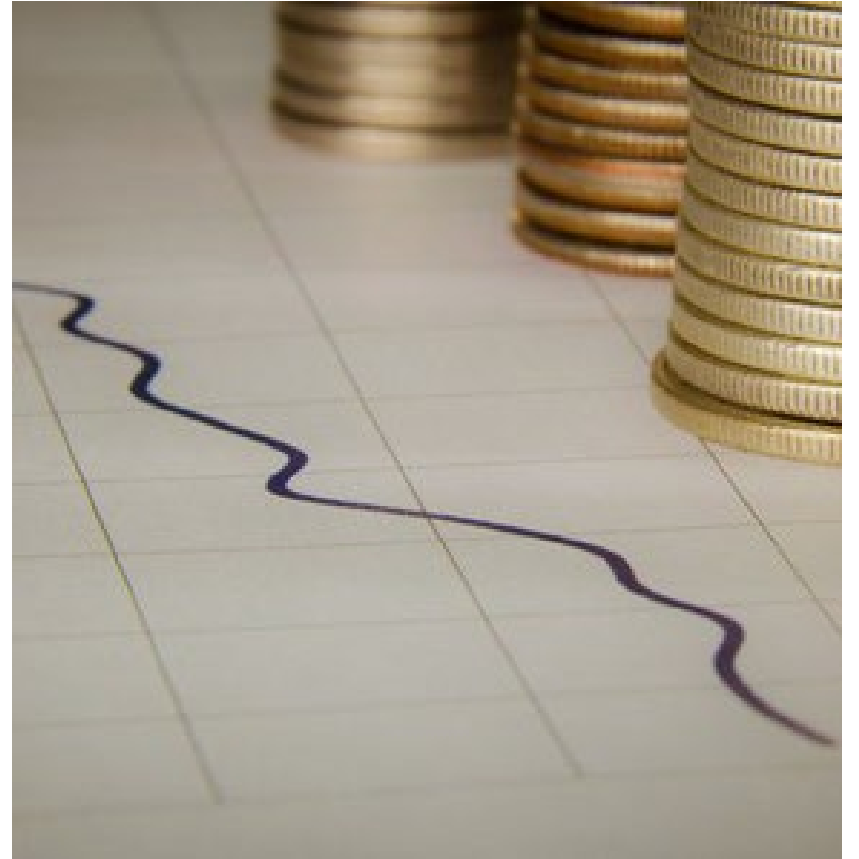
Develop Recruiting  
Plan



Hire New Talent

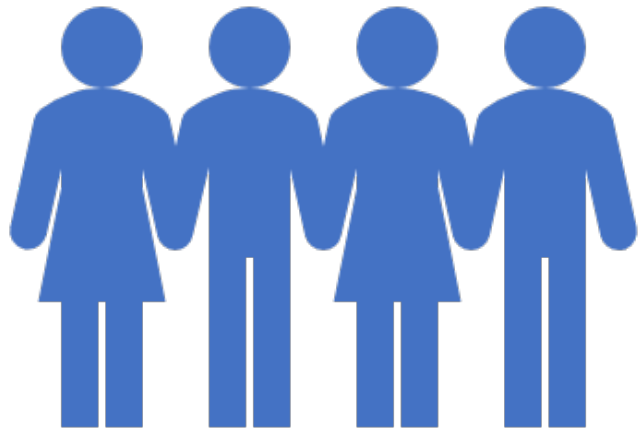
# Why is there a Generation Gap?

- The Great Recession of 2009
  - Forced unestablished mortgage professionals out
  - Painted a negative picture of the industry as a whole
- Lack of Industry Knowledge
  - Academic centers don't offer mortgage industry related majors
  - The opportunities within the mortgage industry are widely unknown to the general public



# Recruiting Channels

- Social Media
  - What language does Gen Z & Gen Y speak?  
**Social Media**
  - Reach large a large audiences quickly
  - Target college students/recent graduates via ads
  - Instagram, Tik Tok & Snap (only boomers use Facebook)



# Social Media Attraction

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- **Social media is a high speed, low priced (in many cases, free) outlet.** You can reach the new workforce in a place they **already** spend most of their time.
- **The people you are attracting have access to your body of work.** Already following and appreciating it in their spare time, they tend to be excited by the idea of joining your team or in this case, industry.
- **One step further,** what if this audience can see that they can use social to make a living, earn income & build a brand in the mortgage banking industry?

# Recruiting Channels

## Mortgage University

- A platform to apply and search for mortgage related jobs
  - Receive relevant training and industry education
  - Obtain buy-in from local colleges and universities to increase job placement % for recent graduates
- Job Fairs
    - Attend local college and university job fairs
    - 2021 Indianapolis job fair at Lucas Oil Stadium
    - Job Fair X
    - Collegiate Career Expo (College Career Consortium)

# Recruiting Channels



## IMBA Events

- Luncheons for college students and recent graduates
- Open job search feature on IMA website
- Resume upload portal for college graduates
- Sponsor local college & university events
- Host mortgage professional job fairs/events

# Recruiting Plan

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Testimonials - Share how the mortgage industry has impacted your life!

I graduated from college in 2011 in the middle of the recession. With no job prospects and \$40,000.00 of student loans I was forced to work two food service jobs to make ends meet. However, my experience in retail helped to get me a job at a mortgage company in an auditing position. Due to the low interest rates I was able to make extra money to pay off my student loans while starting my successful career in the mortgage industry.

~ **Joel Leonard**



# Recruiting Plan

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## Testimonials Part II

My entire career path had been hospitality, specifically HR / training & development (serving people). My wife was 7 months pregnant at the time & I had a random coffee meeting with my now mentor about refinancing a rental property. I walked out of that meeting with a job offer to join a local mortgage broker team in a fully commissioned role. With the support of my family, I made the jump and never looked back. I have found my niche in serving people and spreading impact. We are now more financially secure than ever before & I am able to be more present for my family. Making that leap was the best decision I've ever made!

~ **Garrett Litke**

# Earnings Potential

## Management

- \$ 74,000 – 125,000

## Sales

- \$ 64,000 - \$135,000

## Secondary Marketing

- \$ 66,000 - \$115,000

## Compliance

- \$ 53,000- 65,000

## IT

- \$ 37,000 - \$56,000

# Resources

- **Lucas Oil Stadium Job Fair**
- <https://www.lucasoilstadium.com/indiana-convention-center-lucas-oil-stadium-to-hold-job-fair-july-17-9-a-m-to-3-p-m/>
  
- **Job Fair X**
- <https://www.eventbrite.com/e/indianapolis-job-fair-indianapolis-career-fair-tickets-372431682187?aff=ebdssbdestsearch>
- <https://jobfairx.com>
  
- **Collegiate Career Expo**
- <http://cccc-in.org/event-5024043>