

Introducing

MICHAEL CREED

HIGH-PERFORMING MORTGAGE
LEADER | TEAM BUILDER | SYSTEMS
STRATEGIST | KEYNOTE SPEAKER



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ABOUT MICHAEL

Michael Creed is the Branch Manager for Luminate Home Loans' Brookfield and Green Bay, Wisconsin locations, but he does much more than just manage. In fact, Michael wears many hats at his job—from running his own personal production team to creating systems, policies, and procedures for branch processing, Michael does it all. In addition, he also coaches the loan officers and other team leads at his branch, working hard to ensure his team is set up for success.

As a homeowner before he even graduated college, Michael is very familiar with the pain points that most homeowners and prospective homeowners face. He loves working with clients who are willing to trust his expertise to get mortgages closed quickly, while also improving their quality of life with a holistic financial plan.

When at work, Michael is energized by all of his amazing clients and hardworking staff. Outside of work, you'll usually find Michael rock climbing, alpine skiing, mountain biking, weightlifting, attending church, or going on other various outdoor adventures.

A passionate communicator, Michael is also an accomplished speaker. He has led over 50 Wisdom Wednesdays, Luminate Home Loans' branded lunch and learn series, sharing insights and industry knowledge. He has also been invited as a speaker at various events and conferences. These include the Idea Collective Retreat at the Grand Geneva Resort and Spa in Lake Geneva, WI, the Power of Purpose Conference - P.O.P. Con 2022, the Young Guns Events, Winter Summit 2022, the Wisconsin Fraternal Insurance Counselors Annual Conference, and the Wisconsin Chapter of the Financial Planning Association's Annual Symposium. His speaking engagements, much like his work, aim to empower others with the knowledge and tools to succeed in the world of business, homeownership, and finance.



Luminate
Home Loans

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“Michael is an outstanding speaker and my top referral partner for mortgage planning. He takes a holistic approach, helping clients see the big picture when buying a home. His FPA symposium presentation on creative mortgage planning was exceptional, showcasing his unmatched expertise. I highly recommend Michael for any event—his insights are invaluable, and his team’s service goes above and beyond. Schedule a meeting with him—you won’t regret it!”

David Hessel

CLTC®, *CSLP®* | *Fiduciary Financial Advisor, Harvest Well Financial Partners*

KEYNOTE TOPICS

The Catalyst Mindset: Unlocking Your Potential to Perform, Lead, and Win

What if the biggest barrier to your success... isn't your market, your competition, or your circumstances...but your mindset?

In this dynamic, high-impact keynote, Michael Creed challenges audiences to step into their role as the catalyst in their own life and work. Blending real-world experience, powerful storytelling, and practical tools, Michael equips leaders and professionals to break through limitations, take ownership of their outcomes, and create meaningful, lasting change.

Designed to do more than inspire, this session delivers a transformational experience. It's a memorable one that ignites action, builds confidence, and empowers individuals to perform at their highest level in any environment. As emphasized in his work, the goal is not just motivation, but providing "practical tools and techniques that attendees can implement immediately."

Audience Takeaways:

- A clear understanding of how to shift from reactive to proactive thinking
 - Tools to break through limiting beliefs and self-imposed barriers
 - A framework for taking ownership of results in high-pressure environments
 - Strategies to build confidence and consistency in performance
 - A renewed sense of purpose and energy to drive meaningful impact
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Time, Money, Effort

In today's sales world, most professionals spend time, money, and effort chasing leads—but too often end up forgotten once the transaction closes. Being “remembered” isn't enough. True growth comes from being referred to well.

This talk unpacks how intentional design, not chance, transforms the client journey into a referral-first system. Michael reveals the Three-Form, Three-Introductions framework, where every client experience is engineered to naturally create referrals before the closing of the sale. With small, one-degree upgrades at key moments—intake, consults, closing, and post-close check-ins—you can shift from competing on rate or speed to standing apart as the trusted advisor clients insist on introducing. The result? A business where introductions replace leads, referrals multiply, and loyalty compounds year after year.

Audience Takeaways:

- Diagnose gaps in the current client journey that leak trust and miss referral opportunities.
 - Apply the Three-Form, Three-Introductions by Closing method to ensure every transaction includes built-in moments to earn introductions.
 - Engineer one-degree upgrades to critical touch points (All About You intake, Warm Welcome consult, Key Advisor mapping, closing gifts) to move beyond being remembered and into being referred.
 - Script and deliver introduction requests with confidence—without coming across pushy—using tested language like the “Five Ds.”
 - Sustain and scale an introduction-driven business with a simple post-close rhythm that secures loyalty and multiplies referrals long term.
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From Debt to Gold

Turning Mortgages into Relationship Engines

Financial advisors often struggle to differentiate themselves in a competitive market. Traditional strategies can fall short in meeting clients' evolving needs, especially when it comes to integrating real estate into wealth management. Many advisors overlook the critical role mortgages play in building long-term wealth and strengthening client relationships.

This talk addresses these gaps by equipping financial advisors with practical mortgage strategies that enhance client outcomes and loyalty. More importantly, attendees will discover how to elevate their client experience by just one degree—turning satisfied clients into raving advocates, driving an insane number of referrals, and unlocking new growth opportunities in their practice.

Audience Takeaways:

- Identify the challenges clients face when aligning real estate decisions with their financial goals.
- Apply a proven step-by-step process to integrate mortgage strategies into comprehensive financial plans.
- Implement innovative tools and techniques to enhance the client experience by one degree, turning satisfied clients into enthusiastic referrers.
- Leverage real estate opportunities to differentiate themselves, deepen trust, and grow their practice through increased referrals.

Available for Corporate Speaking Engagements (in-person & virtual), Sales Kickoffs, Leadership Offsites, Workshops, Panels, Fireside Chats, and Consulting Engagements

MICHAEL CREED

“Michael Creed is a top-notch speaker who will impact your audiences. I have seen his keynote on how to make lifelong customers. He had simple, repeatable, actionable steps at the end that we have implemented into our company. My biggest takeaway is to always ask for introductions, never referrals. I highly encourage you to consider him for a presentation when making lifelong customers is a priority.”

Andy Weins

*Speaker, Visionary, Owner, Camo Crew,
Responsible Junk Removal*



SEE HIM IN ACTION

READY TO BOLDLY MAKE A MARK ON YOUR EVENT?

Inkwell MGMT is here to collaborate with you to bring Michael Creed's energy and expertise to your next event. Whether you're looking to inspire, motivate, or educate your audience, Michael Creed is ready to deliver a transformative experience.

Let's make it happen! Connect with Stevie Johns at Inkwell MGMT today, and together, what we create will be unforgettable.

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