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**Jeff McGuinness Named 2025 HousingWire Vanguard Award Winner**

*Waterstone Mortgage President & CEO Earns Prestigious Recognition as a Leading Innovator and Visionary in the Mortgage Sector*

**Brookfield, Wisc. (September 2, 2025)** – Waterstone Mortgage Corporation President & CEO Jeff McGuinness has been recognized as a HousingWire Vanguard Award winner for 2025.

The HousingWire Vanguard Awards honor top C-level professionals and business leaders who are driving innovation and progress within the housing industry. Recognizing experts in sectors such as lending, servicing, investments, and real estate, the Vanguards celebrate individuals whose leadership is shaping the future of the housing economy. Whether leading established firms or startups, each honoree demonstrates a powerful influence on the market.

This marks HousingWire’s eleventh year of recognizing the housing industry’s most influential executives. This year, McGuinness is listed among 100 leaders on the prestigious list.

“Jeff has been instrumental in Waterstone Mortgage’s evolution,” said Waterstone Mortgage CLO Stephanie Ziebell. “He’s elevated expectations across all departments, creating a culture of accountability that has resulted in stronger performance metrics across the board. He’s unified the organization in a way that drives results, balancing sales goals with operational realities to deliver both profitability and exceptional service. More than metrics, though, Jeff has built a leadership culture that pushes people to grow, and that impact is immeasurable.”

Throughout his tenure at Waterstone Mortgage, McGuinness has exemplified outstanding leadership, earning widespread respect for his significant contributions to the mortgage lending industry.

“Jeff is a leading industry veteran who has made a tremendous impression on mortgage lending through the companies he has led and the people he has impacted,” said Waterstone Mortgage SVP – Chief Sales Officer Rich Harkwell. “What makes his leadership so unique is that he does all of this with humility and a selfless commitment to help our industry and those who are a part of it.”

McGuiness has more than 35 years of mortgage lending experience, including leadership roles at Norwest Mortgage (which merged with Wells Fargo & Company in 1998), Citibank, Lehman Brothers, and Lenders One. He joined Waterstone Mortgage in November 2020.

As a recipient of the 2025 HousingWire Vanguard Award, McGuiness joins an elite group of housing leaders who have earned the Vanguard title over the past decade — a recognition that has become a career-defining honor for executives in mortgage and real estate.

**About Waterstone Mortgage Corporation:**

Waterstone Mortgage Corporation is an innovative, strong, and forward-thinking company that has maintained a reputation as an elite mortgage lender for more than 25 years. The company’s mission is to streamline the mortgage process via innovative technology, unique loan products, and effective communication – which gives their customers a clear path to homeownership. As a retail-only lender, Waterstone Mortgage focuses primarily on purchase loans, and offers a variety of home loan programs, including conventional, FHA, VA, and USDA loans; along with several no- and low-down-payment options and many specialty programs such as first-time homebuyer options and down payment assistance (DPA) programs. Founded in 2000, the company lends in 48 states.

Waterstone Mortgage has received a variety of industry and workplace culture awards, including: *Milwaukee Journal Sentinel’s* “Top Workplaces;” *Milwaukee Business Journal’s* “Best Places to Work;” *National Mortgage Professional Magazine’s* “Most Loved Mortgage Employers;” *Mortgage Executive Magazine’s* “Top 50 Mortgage Companies in America,” and “50 Best Companies to Work For;” *MReport’s* “Top 25 Companies to Work For;” and *Scotsman Guide’s* “Top Mortgage Lenders” and “Top Workplaces.” The company is also a four-time recipient of the ICE Mortgage Technology Innovation Award.

Headquartered in Brookfield, Wisconsin, Waterstone Mortgage is a wholly-owned subsidiary of WaterStone Bank SSB, which, in turn, is a wholly-owned subsidiary of Waterstone Financial, Inc. (NASDAQ: WSBF). To learn more about Waterstone Mortgage, visit [www.WaterstoneMortgage.com](http://www.WaterstoneMortgage.com).

**About HousingWire:**

HousingWire is an information services company that provides unique data and research, respected business journalism and must-attend events for housing leaders to use to advance their understanding and business outcomes. Our vision is a world in which housing leaders have a complete view of the housing market, and a broad community of peers with whom they can connect. We are committed to delivering the data, analytics, media, and events that advance this vision. Explore more at [www.HousingWire.com](http://www.HousingWire.com).

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