

Mortgage Application Approval Rate

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Mortgage Application Approval Rate

Definition & Measurement Details



What is Mortgage Application Approval Rate?

The number of submitted mortgage loan applications that are approved by the lender divided by the total number of mortgage loan applications received over the same period of time, as a percentage.

Why should this KPI be measured?

Mortgage Application Approval Rate measures the number of submitted mortgage loan applications that are approved by the lender in relation to the total number of mortgage loan applications received over the same

How is this KPI calculated?

Two numbers are used to calculate this KPI: (1) the number of submitted mortgage loan applications that are approved by the lender, and (2) the total number of mortgage loan applications received over the

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Mortgage Application Approval Rate

Benchmarks & Characteristics of High Performers



Mortgage Application Approval Rate

(Number of Approved Mortgage Loans / Total Number of Mortgage Loans Received) * 100



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

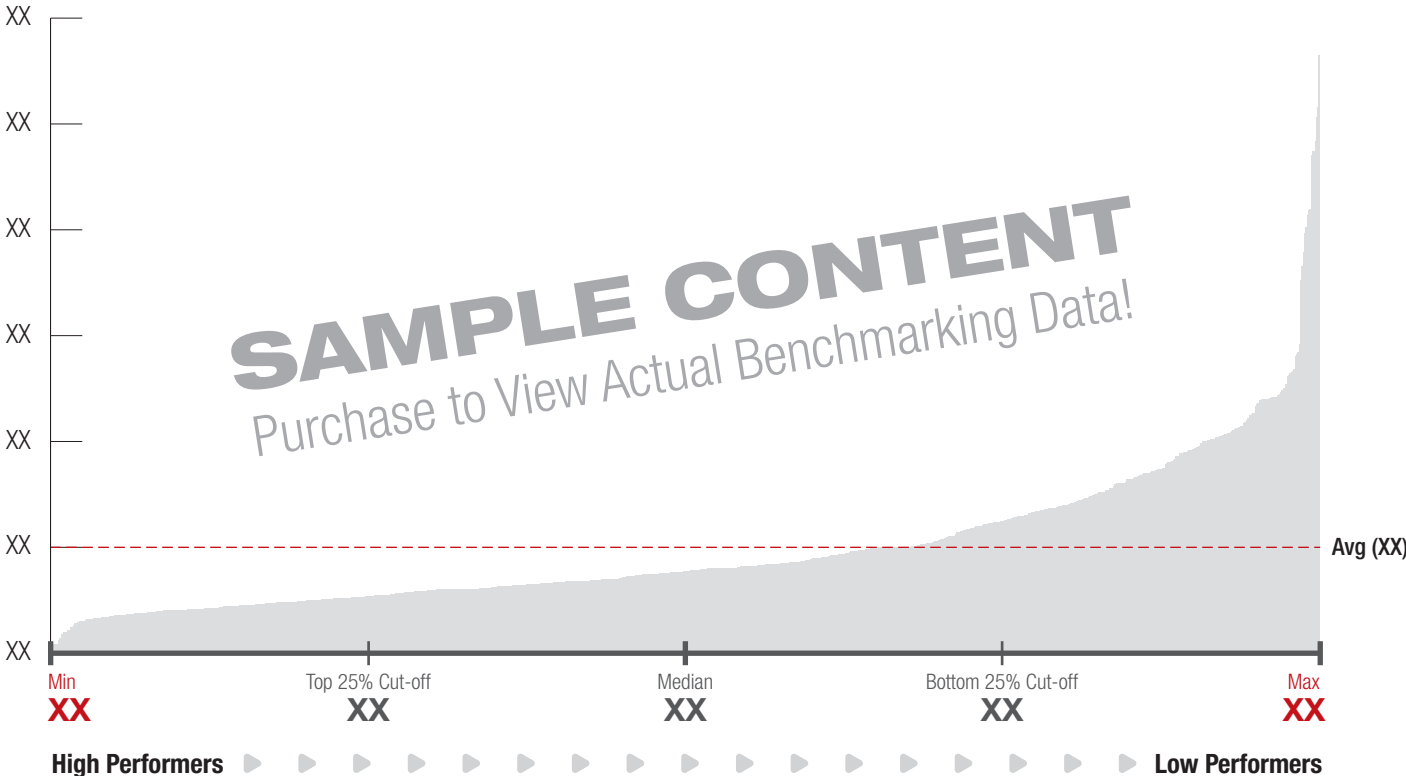
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Benchmarks & "Long Tail" Analysis



Mortgage Application Approval Rate

(Number of Approved Mortgage Loans / Total Number of Mortgage Loans Received) * 100



How to read this chart: This chart plots all values within the observed population for this KPI. This chart can be useful in analyzing the upper and lower boundaries (i.e., minimum/maximum values) and the amount of the population that falls above/below the average for the KPI, among other things.

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