

# Mortgage Pull-Through Rate

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Mortgage Pull-Through Rate

## Definition & Measurement Details



### What is Mortgage Pull-Through Rate?

The number of mortgage loans that are approved, closed and funded by the institution divided by the total number of mortgage loans applied for over the same period of time, as a percentage.

### Why should this KPI be measured?

Mortgage Pull-Through Rate, or Loan Application Conversion Rate, measures the percentage of loans applied for that are closed and funded by the lending institution. This KPI is an important measure of

### How is this KPI calculated?

Two numbers are used to calculate this KPI: (1) the number of mortgage loans closed and funded by the lending institution over a given time period, and (2) the total number of mortgage loans applied for

**ABRIDGED CONTENT**  
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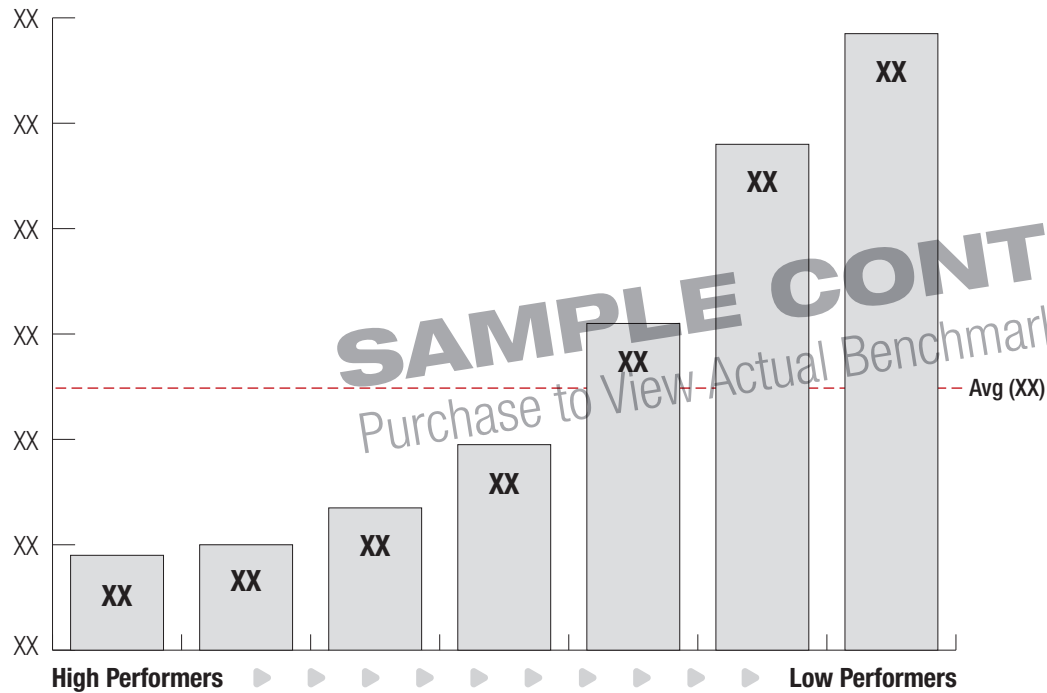
# Mortgage Pull-Through Rate

Benchmarks & Characteristics of High Performers



## Mortgage Pull-Through Rate

(Number of Mortgage Loans Closed / Total Number of Mortgage Loans Applied For) \* 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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