

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 formally 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.

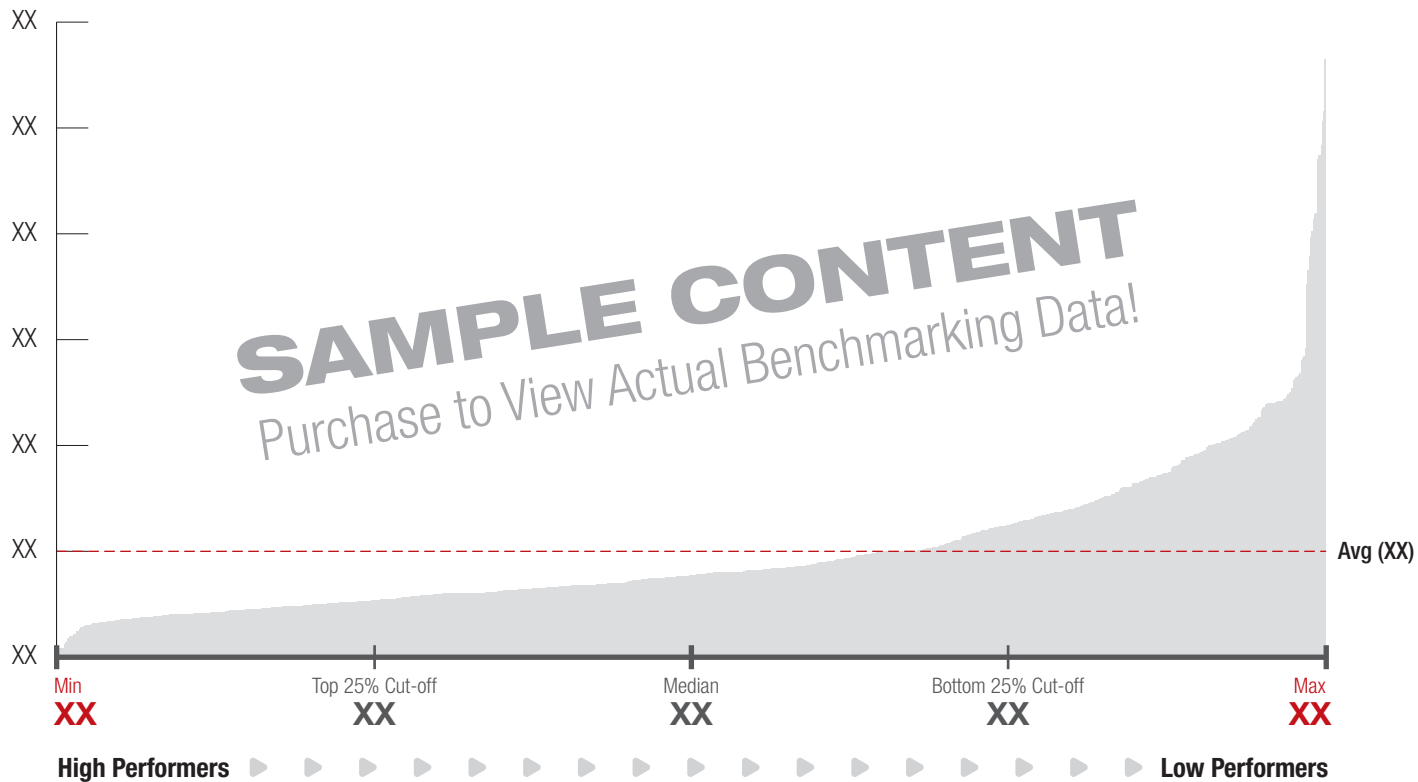
Mortgage Pull-Through Rate

Benchmarks & "Long Tail" Analysis



Mortgage Pull-Through Rate

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