

# Regions Offers Lending Specials and Relationship Banking Discounts

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*Low introductory rate for HELOCs; Relationship rate discounts*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Consumers who are considering borrowing money have some great opportunities to meet their needs at [Regions Bank](#). Currently, Regions is offering several consumer loan specials for qualified borrowers.

## **Special HELOC/HELOAN Offers**

As interest rates have remained low and the housing market has improved, the opportunity for consumers to utilize the equity in their homes has also returned. Currently, Regions is offering special rates on the following types of home-related loans:

- Low introductory APR for 12 months on new home equity lines of credit
- Improved rates for installment home equity loans with a variety of maturities
- Special option to convert part or all of your home equity line of credit balance to a fixed rate loan, for a fixed term, with fixed payments

## **Consumer Loan Relationship Rate Discounts**

Regions has recently expanded consumer loan relationship discounts for Regions checking account customers. Customers who make their loan payments using the auto debit feature from their Regions checking account receive special discounts off regular loan rates (not available on introductory rates).

## **Regions Mortgage Customer Loyalty Offer**

Regions is pleased to announce the new Mortgage Customer Loyalty Program. Qualifying borrowers who have an existing Regions consumer checking account that has been open at least 120 days prior to residential mortgage loan application will receive a \$200 Regions Visa® gift card after closing their mortgage loan, should they meet eligibility requirements. This program applies to loan applications made between October 1, 2014 and September 30, 2015.

"We continue to enhance our products and offer relationship discounts to benefit customers that bank with Regions," said Logan Pichel, Head of Regions Consumer Lending. "We are a relationship bank and believe in rewarding customers that bank with Regions."

For more information on Regions lending call 1-888-IN-A-SNAP, visit [http://www.regions.com/personal\\_banking/loans\\_credit.rf](http://www.regions.com/personal_banking/loans_credit.rf) or visit any Regions branch.

You can also make an appointment to speak with a Regions banker simply by visiting [www.regions.com](http://www.regions.com).

Member FDIC. All loans subject to qualification, required documentation and credit approval. Certain exclusions may apply. Loan terms and availability subject to change.

## **About Regions Financial Corporation**

Regions Financial Corporation (NYSE:RF), with \$119 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at [www.regions.com](http://www.regions.com).

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