

# Regions Bank Celebrates Customer's Dream Home, Shares Financial Tools and Resources for Prospective Homebuyers

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*Celebration of National Homeownership Month highlights cost-free advice and guidance available for people considering a new home purchase*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- In celebration of National Homeownership Month in June, [Regions Bank](#) is saying "Welcome Home" by sharing financial advice, guidance and education for prospective homebuyers as well as by highlighting [the powerful story](#) of a first-time homebuyer - a Vietnam veteran who turned to Regions for help in purchasing a home he'd admired for decades.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160526005228/en/>



In a new video on the Regions Financial YouTube channel, Ronnie Pierce of Dyersburg, Tenn., shares the story of purchasing the home that, for years, he had envisioned owning. (Photo: Business Wire)

a reality.

"He treated me like I felt I should be treated," Ronnie Pierce said. "He didn't treat me like I was a number... And he seemed to have understood my needs and what I wanted."

"When we drove up in the yard, we got out, we come in - it was like this was *home* for me. It was magic," Annie Pierce said.

"To see them be so proud of their home really added something special to that process - not only getting to help him do his V.A. loan, but also to see him living in his dream home was amazing," Mayfield added.

The Pierces' story [is further illustrated in this video](#) on the [Regions Financial YouTube page](#). And their story is only the beginning of Regions' celebration of National Homeownership Month.

Throughout the month, Regions will highlight advice and guidance both online and in-person to help customers make informed decisions about credit, savings, buying a home and more. Regions also offers a variety of mortgage products to help people and families choose a mortgage that meets their individual needs.

Information and insights will be shared on [RegionsBankNews.com](#), through the [@RegionsNews](#) Twitter handle and in Regions Bank branch locations.

"For many people, owning a home is the American dream," said Logan Pichel, head of Consumer Lending for Regions Bank. "At Regions, we want to make sure our customers have the tools and resources available to make that dream become a reality."

## About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$126 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 across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,600 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).

*Regions Bank is a member FDIC and an Equal Housing Lender. Ronnie and Annie Pierce are actual customers of Regions Bank and were told they might appear in a promotional video.*

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