

Regions Bank Offers Financial Insights and Advice for Prospective Homebuyers

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- *New online and social media initiative to share informative digital content.*
- *Videos and articles to help people determine the right financial approach to homeownership.*
- *Advice and guidance will show people ways to save money, build credit and more.*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- In recognition of June as National Homeownership Month, [Regions Bank](#) on Thursday announced new initiatives to reach people with information and resources to help them make informed home-buying decisions.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170601005231/en/>

The company will release a weekly video series and share a variety of online financial education content designed to give people a clear view of the considerations involved in buying a home.

"Buying a home is about more than a financial transaction. It's about choosing the right place to raise your family, to celebrate new beginnings and to put down roots in your community," said Logan Pichel, head of Consumer Lending at Regions. "At the same time, the costs and credit needs associated with homeownership can seem overwhelming, especially to first-time buyers. At Regions, we have useful tools and information to help people successfully prepare for homeownership by understanding the process and how they can achieve their dream of owning a home. This is our area of expertise. We are here to help you through the process. And the insights we have gained over time are just a click away for anyone who wants to learn more."

Each week in June, Regions will release brief videos through social media and YouTube that provide overviews on topics such as saving for a down payment and ways homebuyers can protect their investment in a new home.

The brief videos will be complemented by more in-depth content online. Through the [Insights section of Regions.com](#), consumers can learn about topics such as [improving their credit score](#) in anticipation of homeownership, planning for [closing costs and other expenses](#) associated with buying a home, [options to consider](#) when financing a home and more.

The Insights articles are available to anyone, regardless of whether the consumer banks with Regions. Further, Regions branch locations are equipped with comprehensive homeownership materials to help people learn about their options and decide whether now is the right time to pursue homeownership.

"National Homeownership Month offers a great opportunity to speak with people about the resources and information Regions makes available to consumers," Pichel said. "And our commitment to providing this information is year-round. We believe in the benefits that homeownership offers our customers and our communities. And when a prospective homebuyer is ready to take their next step, we are here with advice, guidance and education that can help."

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$125 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, an equal housing lender, operates approximately 1,500 banking offices and 1,900 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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