

Getting to know the benefits of Regions Home Improvement Financing

With over 20 years of home improvement lending experience, Regions has built a variety of tools and resources just for contractors.



Customer Pre-Qualification
Customers who use PreQualify before applying for a loan spend, on average, 15% more on their projects.*



Dedicated Relationship Manager
You'll be assigned your very own relationship manager. As your main point of contact, they can help with various aspects of your business.



Quick & Easy Application Process
Regions offers three easy paperless application methods. Combine that with fast credit decisions, you can close more jobs.



Marketing Tools
Make the best first impression with customized flyers, website banners & buttons, showroom posters, lawn signs, and more.



Fast Payments
Funds will be sent to your account via ACH once the customer approves the request, usually within 24 hours – helping you better manage your cash flow.



On-Demand Training
From the office administrator to sales, every member of your team can be up to date on best practices with on-demand and in-person training.

Payment options by the numbers

Homeowners who use payment options spend
44%
more on their home improvement projects**

You can see a
50%
Increase in leads when you advertise a choice of payment options**

More than
1/3
Of homeowners regret not spending more to get the results they wanted**

Homeowners approved for a Regions loan will complete the job
94%
of the time with you as their contractor**

Research shows that
55%
of all home improvement jobs are financing in some way±

Assuming a 25% baseline, you can see your close rate increase to
44%**

Strength and stability you can depend on

Contractors: 8,000+ | Projects: 1,000,000+ | Funded: \$15+ Billion

*2023 Borrower Study, Regions
**Brickyard Study, Commissioned by Regions, 2018
±HIRI TFG Monthly report, released October 2023

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