

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

Financing options are the determining factor for

74%

of homeowners when hiring a contractor**

Contractors who offer financing can see an

18%

increase in leads‡

48%

of homeowners prefer financing over paying out of pocket‡

Home improvement is the

3rd

most common reason Americans take out personal loans‡

Research shows

55%

of all projects are financed in some way*

6 in 10

borrowers have a mortgage rate at or below 4%, which means less moving and more renovation**

Strength and stability you can depend on

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

*2023 Borrower Study, Regions

**The Contractor Playbook, FinMkt, 2025

‡Home Improvement & Personal Loans, FinMkt, 2025