



Video transcript: How do you get a home equity loan?

Video source: [Regions.com](https://www.regions.com); [YouTube](https://www.youtube.com/watch?v=...)

Note: Cheerful music plays in the background.

On screen: A white screen with the Regions logo slides in from the right replaced by a green screen with the title of the video, “How do you get a home equity loan?”

VOICE-OVER: Sometimes your house is more than just a home. It can also help fund your family's next big adventure, but how much of your home’s value you can leverage depends on the amount of equity you’ve built.

On screen: An illustration of a white house appears. Icons representing a man and woman display next to the house, along with two children holding each of their hands. The house grows and shrinks as dollar bill icons float across the screen into and out of the house.

VOICE-OVER: Your home equity is defined first and foremost by the value of your home.

On screen: The house image slides to the left and the title of the screen changes to the words, “What is home equity?” The house and doors fade leaving a white house with a green dollar sign in the middle.

VOICE-OVER: This amount is weighed against the amount you owe on your mortgage.

On screen: The house image and the word “Mortgage” are shown on either sides of a scale. They teeter up and down. The scale tilts down toward the house image.

VOICE-OVER: The less you owe the more home equity you have.

On screen: The scale image dissolves to the words, “Home Equity Loan,” and then “Home Equity Line of Credit” above a handshake image.

VOICE-OVER: And if you’ve built enough equity, lenders may be willing to give you a home equity loan or line of credit.

VOICE-OVER: Let’s say Ann’s lender has a maximum loan value ratio of 80%, which means she could borrow up to 80% of the value of her home.

On screen: The screen is split into two sections with a percentage symbol on the left and the question, “What is loan-to-value ratio?” on the right. The percentage turns to numbers that roll up like a gas pump and stop at 80%. The house image reappears and a circle goes 80 percent of the way around it.

VOICE-OVER: If Ann’s home is valued at \$200,000, she can borrow up to \$160,000, or 80% of its value.



On screen: The previous image slides off to the left to reveal a green calculator. The numbers displaying above it rapidly climb and stop at \$200,000. Then the math is shown: $\$200,000 \times .80 = \$160,000$.

VOICE-OVER: If she already owes \$120,000 on her mortgage that means she could potentially tap into \$40,000 of home equity.

On screen: The figure \$120,000 is added and subtracted from \$160,000 to display a new \$40,000 total.

VOICE-OVER: She could use these funds to meet her family's goals; such as, renovating their home, starting a business or paying for college.

On screen: The equation image slides off to the left and three images appear: a man and a woman holding paint samples up to a wall, an open sign in a business window and a daughter being hugged by her dad as she graduates from college while her mother looks on and wipes away tears.

VOICE-OVER: What could you do with the equity in your home?

On screen: The image of a father, mother and daughter laughing as the father grills food moves in from the left, and the screen splits to reveal the words "What could you do?" on the right.

On screen: The screen fades to white and the Regions logo above the Equal Housing Lender Member FDIC logo and Copyright Regions Bank, 2014.