

The truth about rent-to-own profits

Rent-to-own's supposedly "exorbitant" profits have been a primary point of criticism from the industry's detractors—but the numbers show that RTO profits are in fact lower than many corporations in the U.S. This chart represents a sampling of public companies and their profit margins as reported in their SEC public filings. Included are two public rent-to-own companies—Rent-A-Center and Aaron's. Note that the profit margins for both rent-to-own companies on the list are much lower than the profits earned by such public corporations as Microsoft, McDonald's and General Electric.

Corporation	Symbol	Volume	Operating income	Net profit margin
Microsoft	MSFT	\$44.3 billion	\$12.6 billion	28.5%
McDonald's	MCD	\$21.6 billion	\$2.9 billion	13.31%
General Electric	GE	\$163.3 billion	\$20.8 billion	12.7%
Abercrombie & Fitch	ANF	\$3.3 billion	\$4.22 Million	2.7%
Apple	AAPL	\$19.3 billion	\$1.9 billion	10.3%
Nike	NKE	\$14.9 billion	\$1.39 billion	9.3%
Starbucks	SBUX	\$8.2 billion	\$612.3 million	7.46%
Hilton	HLT	\$8.1 billion	\$572 million	7.0%
Home Depot	HD	\$90.8 billion	\$5.7 billion	6.3%
Aarons	RNT	\$1.3 billion	\$78.6 million	5.93%
Brinker	EAT	\$4.1 billion	\$212.3 million	5.1%
Target	TGT	\$59.5 billion	\$2.8 billion	4.7%
Dell	DELL	\$57.1 billion	\$2.6 billion	4.58%
Rent-A-Center	RCII	\$2.4 billion	\$103.1 million	4.24%
Best Buy	BBY	\$35.9 billion	\$1.4 billion	3.84%
Wal-Mart	WMT	\$348.7 billion	\$12.2 billion	3.62%
Haverty	HVT	\$859.1 million	\$16 million	1.86%
Costco	COST	\$62.4 billion	\$1.1 billion	1.73%

APRO: The Association of Progressive Rental Organizations— the official voice of the rent-to-own industry

Founded in 1980, APRO is the national, non-profit trade association advocating and representing the rent-to-own industry before the U.S. Congress, state legislatures, courts, media, Wall Street and the public. For more information on the rent-to-own industry, visit www.rtohq.org or call 800/204-2776.