

Rent-to-Own at a Glance

The rent-to-own industry—also known as RTO—comprises businesses that rent furniture, electronics, major appliances, computers, wheels and tires, and other consumer products with an option, but no obligation to purchase. With rent-to-own, there are no credit checks involved and customers can return the merchandise at any time for any reason without penalty. Plus, the customer has payment-reinstatement options on returned merchandise. RTO is easy, safe and hassle-free; service, repair, replacement and delivery are included.

Rent-to-Own's Competitive Advantages for Consumers

	Rent-to-Own	Credit Card	Retail	Craigslist
Brand names, new and in stock	✓	✓	✓	
Return products any time without penalty	✓			
Pay weekly, bi-monthly or monthly	✓	✓		
One-year, 18-month or two-year terms	✓			
Easily upgrade to the latest technology	✓			
Try products before purchasing	✓			
No debt incurred	✓		✓	✓
Service and repairs included	✓			
Delivery and set-up included	✓			

RTO is Good for Consumers

- ★ The \$8.5 billion rent-to-own industry serves more than 4 million customers each year.
- ★ Customers can acquire brand-name products with no credit needed and no debt incurred.
- ★ The rent-to-own customer can return a rented item at any time without penalty.
- ★ Most rent-to-own businesses include repair, replacement and delivery of products at no extra cost.
- ★ No other retail transaction offers such flexible payment options—including weekly, bi-weekly and monthly—along with an early-purchase option and reinstatement privileges.

To learn more about the rent-to-own industry's economic impact or to view a state-by-state overview of the statutes currently regulating the industry, visit www.rtohq.org and click on "Legislative & State Services" > "State Economic Impacts/Statutes."

RTO is Good for the American Economy

- ★ 50,000 Americans are employed in 8,900 stores in the rent-to-own industry.
- ★ 91 percent of rent-to-own companies are comprised of independent small businesses with 10 or fewer stores.
- ★ Rent-to-own companies in America pay more than \$1.5 billion in wages each year, as well as more than \$235 million annually in payroll taxes.
- ★ Currently, 47 states regulate the rent-to-own industry, with laws that mandate consumer pricing and advertising disclosures, payment reinstatement rights and early-purchase options.



Association of Progressive Rental Organizations
The Official Voice of the Rent-to-Own Industry
For more information, contact APRO at
800-204-2776, legcon@rtohq.org.