



RENT-TO-OWN'S ECONOMIC IMPACT

Iowa Economic Impact by District



\$62,215,472
Annual Revenue



312
Employees



\$14,555,947
Annual Wages



55 Rent-to-Own Stores

for comparison, there are

60 Walmart Stores[†]

\$2,310,014
Annual Payroll Taxes



District	Stores	Employees	Customers	Payroll Taxes
IA01	16	91	6,226	\$672,004
IA02	11	62	4,280	\$462,003
IA03	13	74	5,058	\$546,003
IA04	15	85	5,837	\$630,004



*State Economic Impact Reports provided by the Association of Professional Rental Organizations (APRO). The information in this report is based on findings from its 2026 Industry Health Survey, which benchmarks the national trends in the rent-to-own industry from the previous year. Individual district figures are estimated based on the average of 5.7 full-time floor employees per store, 389 customers per store, and \$7,393.92 in payroll taxes per employee. For more information, contact APRO at (512) 794-0095 or info@rtohq.org.

[†]Walmart store counts provided as a comparative reference. (2026, March 17). *Walmart Location Facts*. <https://corporate.walmart.com/about/location-facts>