



RENT-TO-OWN'S ECONOMIC IMPACT

Nebraska Economic Impact by District



\$43,763,643
Annual Revenue



256
Employees



\$9,809,709
Annual Wages



40 Rent-to-Own
Stores

for comparison, there are

42 Walmart
Stores[†]

\$1,369,818
Annual Payroll Taxes



District	Stores	Employees	Customers	Payroll Taxes
NE01	12	77	6,147	\$410,945
NE02	10	64	5,122	\$342,454
NE03	18	115	9,220	\$616,418



*State Economic Impact Reports provided by the Association of Progressive Rental Organizations (APRO). The information in this report is based on findings from its 2025 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 6.4 employees per store, 512 customers per store, and \$5,355 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. (2025, March 21). *Walmart Location Facts*. <https://corporate.walmart.com/about/location-facts>