



RENT-TO-OWN'S ECONOMIC IMPACT

New Mexico Economic Impact by District



\$68,927,738
Annual Revenue



403
Employees



\$15,450,292
Annual Wages



63 Rent-to-Own
Stores

for comparison, there are

45 Walmart
Stores[†]

\$2,157,463
Annual Payroll Taxes



District	Stores	Employees	Customers	Payroll Taxes
NM01	9	58	4,610	\$308,209
NM02	23	147	11,781	\$787,645
NM03	31	198	15,879	\$1,061,609



*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>