



RENT-TO-OWN'S ECONOMIC IMPACT

Wisconsin Economic Impact by District



\$56,559,520
Annual Revenue



284
Employees



\$13,232,679
Annual Wages



50 Rent-to-Own Stores

for comparison, there are

87 Walmart Stores[†]

\$2,100,014
Annual Payroll Taxes



District	Stores	Employees	Customers	Payroll Taxes
WI01	7	40	2,724	\$294,002
WI02	4	23	1,556	\$168,001
WI03	7	40	2,724	\$294,002
WI04	7	40	2,724	\$294,002
WI05	2	11	778	\$84,001
WI06	10	57	3,891	\$420,003
WI07	4	23	1,556	\$168,001
WI08	9	51	3,502	\$378,002



*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>