

AS A MEMBER OF APRO...

Your Employees are PRO Members, too!

APRO, the official voice of the rent-to-own industry, provides a bounty of resources to help your company succeed, including benefits for your employees. So encourage your staff to take advantage of the assets available to them through their membership in the association. Here are a few of the benefits APRO-member employees should explore:

EDUCATION SPECIFICALLY for the RENT-TO-OWN INDUSTRY

APRO offers cutting-edge education addressing all facets of rent-to-own to help you and your staff succeed—resources not available anywhere else.

APRO's RTOHQ YouTube channel offers audio and video recordings from educational sessions, available whenever and wherever you want. The channel includes “how-to” videos created by fellow rent-to-own employees, **RTO Industry Insights**—a series covering a variety of business issues tackled by Ed Winn III, APRO's general counsel—and a wide array of top educational sessions addressing every topic in the industry.



Send your staff to the number-one annual event for the rent-to-own industry, **Fuse: APRO's National Convention & Trade Show**. In addition to RTO-industry updates, networking opportunities, great deals for your business at the Trade Show, fabulous locations and entertaining social events, you and your employees receive unsurpassed industry education during **APRO's RTO Education Day**. Fuse 2016 will be held May 10–12 in Cincinnati. All APRO members receive a significant discount to the association's events. APRO also offers complimentary full registrations to deserving Millennial employees—those 30 years and younger—to encourage greater participation from the next generation in our industry.

For more information on Fuse and APRO's other education opportunities, visit www.rtohq.org; or contact Shelley Martinek at smartinek@rtohq.org, 800/204-2776, ext. 109.

COLLEGE SCHOLARSHIPS

APRO awards college scholarships annually to deserving students who have a parent employed in the rent-to-own industry or are themselves RTO employees of an APRO-member company. **APRO's Education Foundation has awarded more than \$388,500 to over 150 students since it was launched in 2008.**



For more information on the association's RTO-exclusive scholarship program, contact Richard May at rmay@rtohq.org, 800/204-2776, ext. 104.

APRO'S DISASTER RELIEF FUND

Through the generous contributions from APRO members, the association is ready to help whenever earthquakes, tornadoes, floods and hurricanes—any natural disaster that has been officially declared as such—occur that affect your employees. **If you are an APRO member in good standing and your company or employees have been affected by a natural disaster, you are eligible to apply for relief assistance** by contacting Bill Keese at bkeese@rtohq.org, 800/204-2776, ext. 101.



STAY ON TOP of EMERGING TRENDS and INDUSTRY NEWS

APRO's electronic newsletter, **RTO Today**, delivers industry news and trends to your inbox several times a week. If any or all of your staff would like to receive *RTO Today*, have them email a request to be added to APRO's email list, along with their contact information—including name, store address, telephone number and email address—to Laurie Hill at lhill@rtohq.org, 800/204-2776, ext. 103.

RTOHQ: The Magazine, APRO's award-winning bimonthly publication, offers insights pertinent to all levels of rent-to-own employees. Please share *RTOHQ: The Magazine* with your employees. All store locations should be receiving the magazine; if you are not, contact Laurie Hill at lhill@rtohq.org, 800/204-2776, ext. 103.

APRO's website, www.RTOHQ.org, is the most comprehensive source of information for the rent-to-own industry. Spend some time exploring all the resources there and encourage your employees to do the same. They are bound to learn more about the rent-to-own business by doing so.



SHOP RTO

Shop RTO (www.shoprto.com) is a consumer website created by APRO to promote the benefits of rent-to-own. Potential customers can visit this site to search for a rent-to-own store near them. As an APRO member, your stores are a part of the Shop RTO network. The site also includes lots of helpful household and financial tips for consumers, information that you and your employees may find valuable and worth sharing with your customers.



NETWORKING and SOCIAL MEDIA

Take advantage of the collective wisdom of APRO's family of rental dealers and vendors to learn the best operating tips, customer-retention tips, advertising techniques, vendor contacts and more via the association's social media outlets. Use APRO's networking sites to learn more about your colleagues in the rent-to-own industry—and make friends in the process! APRO members agree that networking is one of the most valuable assets of their membership in the association, so visit [APRO's Facebook](#), [Twitter](#) and our photo-filled [Flickr site](#) to discover what your colleagues are talking about.



We hope that **you and all of your employees** will find these and other APRO resources helpful. Don't hesitate to contact the association if you have any questions or concerns about your APRO membership: Shelley Martinek, smartinek@rtohq.org, 800/204-2776, ext. 109.



Association of Progressive Rental Organizations

The Official Voice of the Rent-to-Own Industry

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