

The Securities and Exchange Commission has not necessarily reviewed the information in this filing and has not determined if it is accurate and complete.

The reader should not assume that the information is accurate and complete.

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549  
 FORM D

Notice of Exempt Offering of Securities

OMB APPROVAL	
OMB Number:	3235-0076
Estimated average burden hours per response:	4.00

1. Issuer's Identity

<p><b>CIK (Filer ID Number)</b>  <a href="#">0000933036</a></p> <p><b>Name of Issuer</b>                  RENT A CENTER INC DE</p> <p><b>Jurisdiction of Incorporation/Organization</b>                  DELAWARE</p> <p><b>Year of Incorporation/Organization</b>                  X Over Five Years Ago                  Within Last Five Years (Specify Year)                  Yet to Be Formed</p>	<p><b>Previous Names</b> None</p> <p>RENTERS CHOICE INC</p>	<p><b>Entity Type</b></p> <p><input checked="" type="checkbox"/> Corporation  <input type="checkbox"/> Limited Partnership  <input type="checkbox"/> Limited Liability Company  <input type="checkbox"/> General Partnership  <input type="checkbox"/> Business Trust  <input type="checkbox"/> Other (Specify)</p>
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2. Principal Place of Business and Contact Information

<b>Name of Issuer</b>			
RENT A CENTER INC DE			
<b>Street Address 1</b>		<b>Street Address 2</b>	
5501 Headquarters Drive			
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>	<b>Phone Number of Issuer</b>
Plano	TEXAS	75024	(972) 801-1100

3. Related Persons

<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Fadel	Mitchell	E.
<b>Street Address 1</b>		<b>Street Address 2</b>
5501 Headquarters Drive		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Plano	TEXAS	75024
<b>Relationship:</b> X Executive Officer X Director Promoter		

Clarification of Response (if Necessary):

Chief Executive Officer

<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Short	Maureen	B.
<b>Street Address 1</b>		<b>Street Address 2</b>
5501 Headquarters Drive		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Plano	TEXAS	75024
<b>Relationship:</b> X Executive Officer Director Promoter		

Clarification of Response (if Necessary):

Executive Vice President - Chief Financial Officer

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Last Name	First Name	Middle Name
Davids	Ann	L.
Street Address 1	Street Address 2	
5501 Headquarters Drive		
City	State/Province/Country	ZIP/PostalCode
Plano	TEXAS	75024
<b>Relationship:</b> X Executive Officer Director Promoter		

Clarification of Response (if Necessary):

Executive Vice President - Chief Customer Officer/Chief Marketing Officer

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Last Name	First Name	Middle Name
Skula	Catherine	M.
Street Address 1	Street Address 2	
5501 Headquarters Drive		
City	State/Province/Country	ZIP/PostalCode
Plano	TEXAS	75024
<b>Relationship:</b> X Executive Officer Director Promoter		

Clarification of Response (if Necessary):

Executive Vice President - Chief Development Officer

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Last Name	First Name	Middle Name
Pechersky	Bryan	
Street Address 1	Street Address 2	
5501 Headquarters Drive		
City	State/Province/Country	ZIP/PostalCode
Plano	TEXAS	75024
<b>Relationship:</b> X Executive Officer Director Promoter		

Clarification of Response (if Necessary):

Executive Vice President, General Counsel and Corporate Secretary

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Last Name	First Name	Middle Name
Blasquez	Anthony	
Street Address 1	Street Address 2	
5501 Headquarters Drive		
City	State/Province/Country	ZIP/PostalCode
Plano	TEXAS	75024
<b>Relationship:</b> X Executive Officer Director Promoter		

Clarification of Response (if Necessary):

Executive Vice President, Rent-A-Center Business

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Last Name	First Name	Middle Name
Hogg	Jason	
Street Address 1	Street Address 2	
5501 Headquarters Drive		
City	State/Province/Country	ZIP/PostalCode
Plano	TEXAS	75024
<b>Relationship:</b> X Executive Officer Director Promoter		

Clarification of Response (if Necessary):

Executive Vice President, Preferred Lease

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<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Brown	Jeffrey	J.
<b>Street Address 1</b>	<b>Street Address 2</b>	
5501 Headquarters Drive		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Plano	TEXAS	75024
<b>Relationship:</b>	Executive Officer X Director	Promoter

Clarification of Response (if Necessary):

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<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Gade	Michael	J.
<b>Street Address 1</b>	<b>Street Address 2</b>	
5501 Headquarters Drive		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Plano	TEXAS	75024
<b>Relationship:</b>	Executive Officer X Director	Promoter

Clarification of Response (if Necessary):

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<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Hetrick	Christopher	B.
<b>Street Address 1</b>	<b>Street Address 2</b>	
5501 Headquarters Drive		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Plano	TEXAS	75024
<b>Relationship:</b>	Executive Officer X Director	Promoter

Clarification of Response (if Necessary):

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<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Lewis	Harold	
<b>Street Address 1</b>	<b>Street Address 2</b>	
5501 Headquarters Drive		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Plano	TEXAS	75024
<b>Relationship:</b>	Executive Officer X Director	Promoter

Clarification of Response (if Necessary):

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<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Marino	Glenn	P.
<b>Street Address 1</b>	<b>Street Address 2</b>	
5501 Headquarters Drive		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Plano	TEXAS	75024
<b>Relationship:</b>	Executive Officer X Director	Promoter

Clarification of Response (if Necessary):

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<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
McFate	Carol	A.
<b>Street Address 1</b>	<b>Street Address 2</b>	

5501 Headquarters Drive

City

State/Province/Country

ZIP/PostalCode

Plano

TEXAS

75024

Relationship: Executive Officer X Director Promoter

Clarification of Response (if Necessary):

Last Name

First Name

Middle Name

Silver

Brinson

C.

Street Address 1

Street Address 2

5501 Headquarters Drive

City

State/Province/Country

ZIP/PostalCode

Plano

TEXAS

75024

Relationship: Executive Officer X Director Promoter

Clarification of Response (if Necessary):

#### 4. Industry Group

Agriculture

Health Care

Retailing

Banking & Financial Services

Biotechnology

Restaurants

Commercial Banking

Health Insurance

Technology

Insurance

Hospitals & Physicians

Computers

Investing

Pharmaceuticals

Telecommunications

Investment Banking

Other Health Care

Other Technology

Pooled Investment Fund

Manufacturing

Travel

Is the issuer registered as an investment company under the Investment Company Act of 1940?

Real Estate

Airlines & Airports

Yes

No

Commercial

Lodging & Conventions

Yes

Construction

Tourism & Travel Services

Other Banking & Financial Services

REITS & Finance

Other Travel

Business Services

Residential

Other

Energy

Other Real Estate

Coal Mining

Electric Utilities

Energy Conservation

Environmental Services

Oil & Gas

Other Energy

#### 5. Issuer Size

Revenue Range

OR

Aggregate Net Asset Value Range

No Revenues

No Aggregate Net Asset Value

\$1 - \$1,000,000

\$1 - \$5,000,000

\$1,000,001 - \$5,000,000

\$5,000,001 - \$25,000,000

\$5,000,001 - \$25,000,000

\$25,000,001 - \$50,000,000

\$25,000,001 - \$100,000,000

\$50,000,001 - \$100,000,000

Over \$100,000,000

Over \$100,000,000

Decline to Disclose

Decline to Disclose

Not Applicable

Not Applicable

6. Federal Exemption(s) and Exclusion(s) Claimed (select all that apply)

	Investment Company Act Section 3(c)	
Rule 504(b)(1) (not (i), (ii) or (iii))	Section 3(c)(1)	Section 3(c)(9)
Rule 504 (b)(1)(i)	Section 3(c)(2)	Section 3(c)(10)
Rule 504 (b)(1)(ii)	Section 3(c)(3)	Section 3(c)(11)
Rule 504 (b)(1)(iii)	Section 3(c)(4)	Section 3(c)(12)
X Rule 506(b)	Section 3(c)(5)	Section 3(c)(13)
Rule 506(c)	Section 3(c)(6)	Section 3(c)(14)
Securities Act Section 4(a)(5)	Section 3(c)(7)	

7. Type of Filing

X New Notice Date of First Sale 2021-02-17 First Sale Yet to Occur  
Amendment

8. Duration of Offering

Does the Issuer intend this offering to last more than one year? Yes X No

9. Type(s) of Securities Offered (select all that apply)

X Equity	Pooled Investment Fund Interests
Debt	Tenant-in-Common Securities
Option, Warrant or Other Right to Acquire Another Security	Mineral Property Securities
Security to be Acquired Upon Exercise of Option, Warrant or Other Right to Acquire Security	Other (describe)

10. Business Combination Transaction

Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer? X Yes No

Clarification of Response (if Necessary):

Issuer was party to a merger agreement under which part of the consideration was equity of the Issuer

11. Minimum Investment

Minimum investment accepted from any outside investor \$0 USD

12. Sales Compensation

Recipient	Recipient CRD Number X None
(Associated) Broker or Dealer X None	(Associated) Broker or Dealer CRD Number X None

**Street Address 1**

**Street Address 2**

City	State/Province/Country	ZIP/Postal Code
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State(s) of Solicitation (select all that apply)  
Check "All States" or check individual States

All States	Foreign/non-US
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13. Offering and Sales Amounts

Total Offering Amount	\$376,737,166 USD or Indefinite
Total Amount Sold	\$376,737,166 USD
Total Remaining to be Sold	\$0 USD or Indefinite

Clarification of Response (if Necessary):

Issuer was party to a merger agreement dated December 20, 2020, under which part of the consideration was equity of the Issuer. Total Offering Amount based on the 10-day volume weighted average price of Issuer common stock prior to December 18, 2020.

14. Investors

Select if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, and enter the number of such non-accredited investors who already have invested in the offering.

Regardless of whether securities in the offering have been or may be sold to persons who do not qualify as accredited investors, enter the total number of investors who already have invested in the offering:

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15. Sales Commissions & Finder's Fees Expenses

Provide separately the amounts of sales commissions and finders fees expenses, if any. If the amount of an expenditure is not known, provide an estimate and check the box next to the amount.

Sales Commissions                      \$0 USD    Estimate

Finders' Fees                              \$0 USD    Estimate

Clarification of Response (if Necessary):

16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$0 USD    Estimate

Clarification of Response (if Necessary):

Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and clicking SUBMIT below to file this notice.

Terms of Submission

In submitting this notice, each issuer named above is:

- Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, in the accordance with applicable law, the information furnished to offerees.\*
- Irrevocably appointing each of the Secretary of the SEC and, the Securities Administrator or other legally designated officer of the State in which the issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against the issuer in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes, or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.
- Certifying that, if the issuer is claiming a Regulation D exemption for the offering, the issuer is not disqualified from relying on Rule 504 or Rule 506 for one of the reasons stated in Rule 504(b)(3) or Rule 506(d).

Each Issuer identified above has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

For signature, type in the signer's name or other letters or characters adopted or authorized as the signer's signature.

Issuer	Signature	Name of Signer	Title	Date
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Issuer	Signature	Name of Signer	Title	Date
RENT A CENTER INC DE	/S/ Bryan Pechersky	Bryan Pechersky	Executive Vice President, General Counsel and Secretary	2021-02- 17

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

\* This undertaking does not affect any limits Section 102(a) of the National Securities Markets Improvement Act of 1996 ("NSMIA") [Pub. L. No. 104-290, 110 Stat. 3416 (Oct. 11, 1996)] imposes on the ability of States to require information. As a result, if the securities that are the subject of this Form D are "covered securities" for purposes of NSMIA, whether in all instances or due to the nature of the offering that is the subject of this Form D, States cannot routinely require offering materials under this undertaking or otherwise and can require offering materials only to the extent NSMIA permits them to do so under NSMIA's preservation of their anti-fraud authority.

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