

NEW RETAILER FAQs



Frequently Asked Questions

Q. What do I need to do to become a Lottery retailer?

Download the New Mexico Lottery Retailer Application at: www.nmlottery.com/become-a-lottery-retailer or contact Lottery Customer Service: 505-342-7600

Q. How much does it cost to become a Lottery retailer?

There is a one-time application fee of \$40 and a terminal installation fee of \$125.

Q. How do retailers pay for tickets?

Retailers are required to set up an EFT (Electronic Funds Transfer) account at their local bank. This process allows the Lottery to automatically debit and credit the retailer's account each week. Scratcher games are offered on consignment and are billed when 65% of the low-tier winning tickets have been cashed or 90 days after the pack is activated — whichever occurs first. Retailers will receive weekly statements via their Lottery terminal and email.

Q. What will the Lottery provide?

- Complete employee training in your store
- Regular visits by a Lottery Field Service Representative for in-store marketing assistance
- Regular phone calls and assistance provided by Customer Service Representatives
- Fast Scratcher ticket delivery
- Point-of-sale materials and custom signage at no charge
- Statewide marketing support via television, radio, digital ads, website and outdoor advertising
- Co-op promotions including wheel spins, in-store specials and fun prizes designed to bring more attention and traffic to your store

Q. How much do Lottery Retailers earn?

- Up to a 6% sales commission
- 1% cashing commission
- Bonuses

SELLING BONUS	TYPE OF WINNER
\$50,000	For selling a winning Powerball® or Mega Millions® jackpot ticket*
\$10,000	For selling a winning Lotto America® jackpot ticket*
\$2,500	For selling a winning Powerball or Mega Millions ticket with a prize value of \$1,000,000 and above (excluding jackpot**)
\$1,000	For selling a winning Roadrunner Cash™ jackpot ticket of \$100,000 or above**

See retailer compensation policy for more details.

* Bonus will be shared equally if multiple winning jackpot tickets are sold in New Mexico for the same drawing.

**In the case of multiple winning tickets, each retailer will be eligible for the bonus amount shown.

Contact Lottery Customer Service for more information.